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Message from the Dean

LEARN. CONNECT. FULFILL.

APPRENDRE. S'ENGAGER. RÉALISER.



DR. JUDITH POTTER

Dean of Continuing Studies
Doyenne de l'éducation permanente

At the School of Continuing Studies we're not only learner-focused, but results-focused; making a difference in people's lives is what drives us. Using the School's strategic plan as a guide, we're working to anticipate and respond to the educational needs of our learners. In this issue, we'll show you how.

A priority among our many goals is providing our students with innovative programs, market-responsive services, and flexible modes of delivery.

One vibrant example is Career Advising and Transition Services. This service area was established specifically because our learners identified the need for opportunities to gain insights and skills related to establishing and changing careers. Since its founding, Career Advising and Transition Services has helped support thousands of students in their learning journey. The team has already achieved several major milestones, and they have only just begun.

This Fall marked a significant growth in our online and hybrid offerings; our non-credit professional development certificates now offer a range of courses with the option of studying in class or online. With these new delivery modes we hope to increase accessibility and improve flexibility to address the realities of learners.

For it is our aim that you, our learners, reap the benefits of these initiatives. We've profiled several of the School's new students who are attending workshops offered by our Career Advising staff, enrolled in hybrid courses, and realizing their personal and professional goals as a result. Seeing the positive impact brings joy to our work and continues to inspire us in our mission to transform lives. *H*

À l'École d'éducation permanente, nous concentrons nos efforts sur les apprenants, mais également sur les résultats; faire une différence dans la vie des gens est une source de motivation à notre travail. En utilisant le plan stratégique de l'École pour nous guider, nous veillons à anticiper les besoins d'éducation de nos apprenants et à y répondre. Dans ce numéro, nous vous montrerons comment nous y arrivons.

Une priorité parmi nos nombreux objectifs est d'offrir à notre clientèle des programmes novateurs, des services répondant au besoin du marché et des modes de formation souples.

Un exemple dynamique que nous tenons à souligner, ce sont les Services d'orientation et de transition de carrière. Ces services ont vu le jour précisément parce que nos apprenants avaient soulevé le besoin de vivre des occasions pour approfondir leurs compétences et mieux comprendre leurs portées dans un contexte professionnel établi. Depuis sa fondation, les Services d'orientation et de transition de carrière ont aidé des milliers d'étudiants au cours de leur parcours scolaire. L'équipe a déjà franchi plusieurs grandes étapes importantes, et leur travail vient tout juste de commencer.

L'automne dernier marque une étape importante de notre croissance grâce à la mise en ligne d'offres de formation virtuelle; nos certificats de perfectionnement professionnel non assortis d'unités offrent maintenant un vaste choix de cours que l'on peut suivre en classe ou en ligne. Grâce à ces nouveaux modes de formation, nous souhaitons améliorer l'accessibilité et la souplesse afin de répondre à la réalité de nos apprenants.

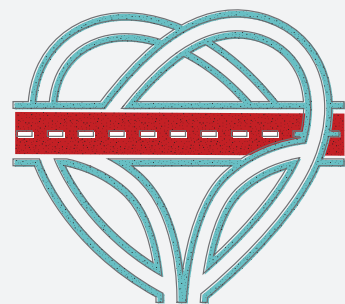
Notre objectif est que vous, nos apprenants, tiriez avantage de ces initiatives. Nous avons dressé le portrait de différents nouveaux étudiants de l'École qui ont assisté à des ateliers offerts par le personnel d'orientation de carrière et également inscrits dans des cours hybrides, et ces derniers parviennent à réaliser leurs objectifs personnels et professionnels. De constater ainsi que notre travail apporte des retombées positives sur la vie des gens est une source de motivation incroyable qui nous pousse à poursuivre notre mission de veiller à transformer des vies. *H*

"WE'RE NOT ONLY
LEARNER-FOCUSED, BUT
RESULTS-FOCUSED; MAKING
A DIFFERENCE IN PEOPLE'S
LIVES IS WHAT DRIVES US."

« NOUS CONCENTRONS NOS
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CAREER ADVISING & TRANSITION SERVICES: A SUCCESS STORY IN THE MAKING



Career Advising and Transition Services (CATS) has been one of the School's fastest growing services. In a few short years, it's evolved from an idea stemming from student feedback to a pilot project and now a fully supported service impacting over 2,000 learners annually. Championed by Gianna Giardino, Senior Manager of Client Services, it has been developed and led by Career & Transition Advisor Maia Korotkina, and further expanded with Career & Transition Administrator Emilie Nketiah.

Here's how it came to be, and what's coming next.

How did the School begin offering Career Advising and Transition Services?

GG: The School is always looking to offer new services to meet our students' needs. In the marketing department's annual surveys, our students kept requesting career advice and networking services which were adapted to their profiles and preoccupations. Many of our students are newcomers, working parents, studying part-time, or seeking a career change. Their objectives are different than those of day-time students. In 2012, we began a pilot project with McGill CaPS (Career Planning Service), which helped us pinpoint what we needed to offer. Our first advisor, Maia Korotkina, was hired in January 2013 to plan and build this service for our learners.

"Meetings with the Career & Transition Advisor have significantly accelerated my ability to understand and take advantage of my previous professional experience and its potential in this new environment. They have also provided me with confidence, clarity, energy, and invaluable input. Thank you!"

MK: From the beginning, our goal has been to address the specific needs of our students: to enhance their learning experience, broaden their professional network and facilitate their transitions. We wanted them to feel confident about articulating the great value that they bring, and make sure that the Montreal business community is listening. We started with conducting research, benchmarking and focus groups to identify the best service fit, determined an implementation strategy, and within a few months, we had a clear plan of what we wanted to build. We officially launched the service with individual advising sessions and workshops in Fall 2013.

"IT'S SOMETHING OUR STUDENTS CAN BENEFIT FROM THE MINUTE THEY START WITH US."

What have you added since then?

MK: Since Fall 2013, we have introduced multiple annual networking events and speaker series, which give students the opportunity to meet Montreal's business leaders. We've also established partnerships with over 20 private organizations, industry associations, boards of trade and non-profits so that we can inform and direct our students to their service offerings. And we have publishing partnerships with NMNoticias.ca and 24 heures Montreal to reach potential students and engage them in conversation.

EN: We now conduct over 500 individual consultations, 50 workshops and more than a dozen networking events annually. And we keep growing our services!

"My experience with McGill workshops let me see things from a different perspective. Thank you again, I hope the CATS program expands and helps many others find their dream job!"



Speaker Series, Fall 2016

You reached another big milestone this spring when SCS students approved an additional fee to help fund the service for longer-term sustainability. How did it feel to receive approval from your students?

GG: Awesome! This service is for our learners – their approval validated that we are delivering what they need. Maia will be able to continue to head CATS along with Emilie as we continue to implement our strategic plan for those services. We still rely on private donors and corporate sponsorships to fully carry it out, but the students' vote has confirmed we're on the right track.

EN: We're often told during individual advising sessions how grateful students are and how this service has had a positive, lasting impact we've had on their lives. The outcome from the referendum is validating this on a larger scale.

What's next on your list?

MK: We're ready to roll out the next phase, which will focus on providing students with more concrete opportunities to bridge their studies with their career. We'll be adding a job fair, a job board, internships, and a mentoring program. This is an exciting time for CATS!

What do you want current and potential students to know about the service?

GG: We see this as an important aspect of the McGill experience and engagement. It's something our students can benefit from the minute they start with us, not only along their learning journey but also in preparation to embark on or change their present careers. They have the opportunity to improve skills and competencies, and make connections that prepare them for the job market. It's an end-to-end value-add service. *H*



Gianna Giardino,
Senior Manager of
Client Services
at McGill SCS



Maia Korotkina,
Career and Transition
Advisor at McGill SCS



Emilie Nketiah,
Career and Transition
Administrator at
McGill SCS



Illustration by Harry Beejan

HARRY BEEJAN

REDESIGNING
HIS CAREER

HARRY BEEJAN

Certificate in Applied Marketing

I'll be ready. The best word to describe my first semester at the School would be "intense." After spending the last 19 years building my career, I'm back in an academic setting taking two evening courses while working full-time as a graphic designer.

Did I have any apprehensions about going back to school after working as a professional? Yes. I went in knowing that I'd have to find the time to do everything, and that there'd be late nights and sacrifices.

But I've already learned how to deal with stress and overtime in my career; that's something I bring with me to my studies. The readings, assignments, mid-terms and group projects have been a lot of work, but now those group members feel more like friends than classmates. And my instructors recognize that I'm a professional.

I've tried to attend as many School events as I can, like the orientation session. I already knew about the McGill Writing Centre but I didn't

know that as Continuing Studies students we have our own building, can take Photoshop and Illustrator courses, and have free access to Microsoft software and career workshops.

One thing I'm still trying to figure out are my study skills. My previous education consisted of drafting tables and computer labs, so I'm still figuring out the best way to read and study while balancing extracurriculars. But it's nice to be back in school – I've already learned a lot. By next semester, I'll be ready. *H*



OLUFEMI 'DAVI' AKAPO

Last Spring we introduced you to Olufemi 'Davi' Akapo, a new student at the School. Winter 2016 marked the start of his studies towards a Diploma in Accounting, and he let us follow along during his first semester. That included a new course, new classmates, a new instructor, an orientation session, a tutorial at the McGill Writing Centre, a visit to the MACES building, and more. With his studies ongoing, he provided us with an update on his experience.

SEMESTER TWO

I spent this past summer, the season of carefree afternoons, taking a Business Economics course – and I liked it. Strange therapy indeed.

Setting the tone was instructor Ken Matziorinis, an affable economist keen on translating the material into something relatable. By all accounts it was still dense material, but based on the extended conversations he held with students after class, I think he succeeded.

I appreciated the solid macroeconomic background the course provided, especially in contextualizing economic events that have taken place since the 2008 recession. It was certainly a conversation that I would like to keep going, and I hope to stay in touch with Mr. Matziorinis.

SEMESTER THREE

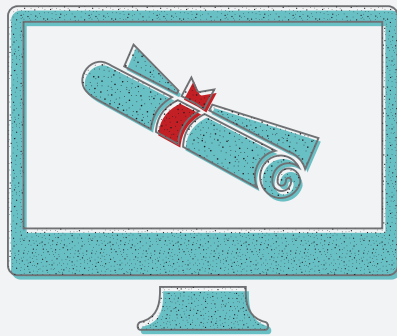
With still one pre-requisite left in my program – which I'm hoping to forgo using the Exemption by Examination option – I decided to enroll in the Financial Accounting 1 course this fall.

What appears at a glance to retread familiar ground from my first course is in fact a deep dive into the fundamentals of accounting. The aim isn't merely to test your bookkeeping knowledge, but to see how well you can synthesize information from different parts of the accounting equation to solve problems.

My first two courses at McGill, while demanding, did not push me out of my comfort zone. This course, however, was my wake-up call to avoid complacency. More than ever, striking the right balance between life, work and education will be important going forward.

The Fall back-to-school season is typically hectic, with a lot of events and social opportunities available. Perhaps the most rewarding for me has been the Career Advising and Transition Services' Newcomers Workshop Series, a wonderful series of seminars hosted by Maia Korotkina. One of the challenges for a newcomer (or indeed even an out-of-province Canadian) is preparing for a job search in Quebec's labour market. Mrs. Korotkina has created a great venue to help you place yourself in that context and start equipping yourself to succeed professionally beyond McGill.

I'm really enjoying it so far because there's such a wide range of participants and nationalities represented – from folks who've run their own business, to others who've been tasked with establishing a university, to new arrivals from Syria. I'm eager hear their stories. *H*



LEARN ANYWHERE, ANYTIME

ONLINE PROFESSIONAL DEVELOPMENT PROGRAMS

The School is dedicated to providing working professionals with diverse opportunities to expand their skills, and its new online offerings are delivering on that promise in a big way.

"We have opened up our professional development courses to an ever-expanding range of individuals," said Inna Popova-Roche, Director of Career & Professional Development Non-Credit Programs. "They work full time; some have families and all of them have schedules to keep. If it weren't for the virtual classroom, many would not be able to advance their careers as they are now. We want to meet their demand for interactive online courses and keep them engaged with their instructors and their fellow students during the learning process."

"Our primary goal is to make sure our remote students feel just as engaged as the in-class students, and that they learn the skills they are here to learn."

The School began offering hybrid professional development courses in 2014 and expanded its offerings this fall. "Hybrid" courses combine the benefits of in-class interaction with the flexibility of online learning: these are not simply recorded lectures – classes are streamed live and provide the opportunity for interaction between remote students, their in-class peers and the instructors.

In order to ensure the best learning environment, these courses are structured differently from classroom courses. The School has dedicated a great deal of resources to make virtual learning experience successful: new active learning classrooms which allow for higher interactivity, such as virtual breakout rooms, full video collaboration and interactive white boards. Course lecturers adapt their teaching strategy to this "hybrid" mode of delivery and in-class assistants facilitate communication between online students and the class.

These methods encourage participation from even the most distant students, whether they are studying social media strategies from Burlington, Vermont or management consulting from London, UK. "Our primary goal is to make sure our remote students feel just as engaged as the in-class students, and that they learn the skills they are here to learn," says Popova.

The success of the online courses has been substantial. Since the launch of interactive online sections, professional development has seen registrations increase by 16 per cent; approximately one-quarter to one-third of students in the hybrid courses are located remotely outside Montreal. "Our goal is to eventually make all our professional development certificate programs available in an online format," says Popova-Roche. "[Online learning] is the direction more and more working professionals are embracing when it comes to furthering their education, and the School is excited to offer them the opportunity to grow at all stages of their careers." *H*

Student Profile

SOPHIE PEPIN



CERTIFICATE OF PROFICIENCY IN WRITTEN ENGLISH – WORKPLACE COMMUNICATION (ONLINE)

What convinced me to enrol at McGill's School of Continuing Studies? Talking to their graduates.

My job as the Artistic Director of Akufen, a Montreal advertising agency, gave me the chance to interview several of the School's students and alumni. The School is one of our clients and their graduates had such positive things to say that I began considering the idea of taking one of their language courses.

Akufen serves its clients in both French and English, but I find presenting in English stressful. I'd often thought of taking an English language course to improve my confidence and McGill seemed like the perfect place. I guess you could say the advertising campaign was very effective!

I began the *Certificate of Proficiency in Written English – Workplace Communication (Online)* only a few months ago, but I can already see an improvement in my skills. I'm writing emails faster, improving my grammar, and feeling more and more at ease using English both personally and professionally. I'm also enjoying the hybrid course format, which features online lectures once every two weeks supplemented by independent course work and emails and telephone calls with the instructors. They're very present and provide clear feedback. The schedule is flexible, so it's very doable for someone who's working full-time. I've already recommended it to my colleagues. *H*

DIGITAL MARKETING TRENDS TO WATCH FOR IN THE COMING YEAR

Working in the fast-paced industry that is Digital Marketing, it is a necessity to keep up with trends and upcoming products. As specialists in this field, we strive to be ahead of the curve and are happy to share the latest trends.



1. MOBILE With the ubiquity of smartphone ownership, advertisers can no longer ignore mobile. According to a recent Comscore study, 65% of time spent online is on a mobile device. Users are more demanding than ever, expecting lightning-fast loading speeds at all times, especially when it comes to advertisements. To meet these expectations, Google and Facebook have both rolled out solutions for advertisers and publishers alike so that content is built with a mobile-first mindset. You might have stumbled on these pages browsing for news on Google, powered by Accelerated Mobile Pages or on Facebook's Instant Articles.



2. VIDEO More and more of us are now consuming video content online. YouTube, with over 1 billion users, not only reaches more 18–49 year olds than any cable network but also boasts average viewing sessions that last for as long as 40 minutes. It is then no surprise that \$1.2 billion and growing is being spent every year on the platform. To sustain such a growth, Google is launching new ad formats, such as Trueview for Shopping, which overlays product recommendations over YouTube videos, making video more viable for direct response marketers.



3. MESSAGING As mobile use rises, it becomes crucial for advertisers to introduce new ways of reaching users. Facebook just rolled out ads in Facebook Messenger. Advertisers that use messenger for their brand can now reach their customers instantly by sending them sponsored messages. Google also introduced, a few months ago, a new format of ads called 'click to text' which enable potential customers to text messages to the advertiser. Soon we may be able to order our new favorite jeans with a simple SMS.



4. MACHINE LEARNING As computers grow exponentially more powerful, it becomes possible to build complex models that precisely emulate a wide variety of behaviors. One advancement that has made our daily tasks easier is Machine Learning. Advanced algorithms help us take actionable decisions when it comes to bidding and targeting relevant users. It will not stop here so keep an eye out for what's coming.



5. VIRTUAL REALITY Virtual Reality has gained major attention over the last year. On YouTube, 360-degree videos are growing, giving viewers the possibility of seeing every angle by simply swiping around. This creates infinite possibilities for content creators to bring storytelling to the next level. New products are also coming to life making it easier for everyone to experience VR. After their Cardboard viewers, Google recently launched their Daydream headset enabling users to experience virtual reality. We had the chance to try it out at the Google Partners Summit last week and it's quite the experience!



Frederic Harnois,
Social Lead at
Bloom Search
Marketing



Doriane Nasarre,
Account Manager
at Bloom Search
Marketing



NEWS BRIEFS

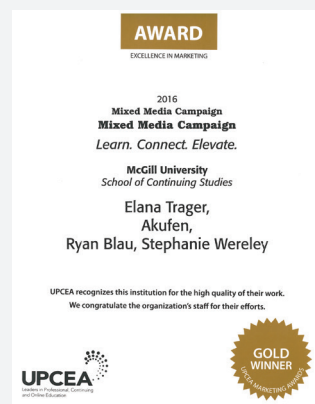
Awards Abound



(from left to right) Dr. James Archibald, Julie Ulrich, Isabelle Therriault, Pedro Hernan Carbajal Alvarado, Delphine Maton, Jules Lapprand. Not Pictured: Jules Lapprand

TRANSLATION AWARDS

On September 29, four students were honoured at a reception for their achievements in the Certificate in Translation program. Delphine Maton and Julie Ulrich were awarded the McGill Associates Prize in Translation. Additionally, Pedro Hernan Carbajal Alvarado, Jules Lapprand, and Isabelle Therriault were added to the Dean's Honor List for the 2016 academic year. The celebration involved McGill Translation & Written Communication students, faculty and their guests for an intimate evening at McGill's Faculty Club. *H*



In addition to winning mixed media awards, McGill's transit system advertisements won awards for Advertising – Out of Home and Best in Show (Design Stream) from the Canadian Association for University Continuing Education (CAUCE) and a Silver award in the Transit category from UPCEA.

This very newsletter, when rebranded in 2015, won a Silver Award in the Newsletter category from UPCEA.

The School's video, *Your Journey Starts Here*, launched in April 2016 and won an Award of Excellence in UCDA's video category and a Gold Award in UPCEA's Streaming/On-demand category. It was also named the Division Winner – Interactive Media from UPCEA. *H*

STUDENT AWARDS

Supply Chain Management:

A team of students from McGill's School of Continuing Studies earned second place in the APICS/TFC Global Student Final, an international student case competition in supply chain management. The competition took place in Washington, D.C., where the team competed alongside students from North America, South America, Europe, Africa and Asia-Pacific. All teams competed in a business simulation challenge and were required to make strategic supply chain decisions that improved efficiencies and increased revenue.



(from left to right) Ahmed Mahmoudi, Camilla Gellerth, Grace Fu, Vladimir Babii

Vladimir Babii, Grace Fu, Camilla Gellerth and Ahmed Mahmoudi, who are all enrolled in the Diploma in Supply Chain and Operations Management, led the team to a reward of \$1,500 for winning second place.

"We are proud and happy to bring this award home to McGill and prove that our program is among the best in the world," says Nicolai Rassolov, an instructor at the School who served as the team's coach. "Many major universities were left behind at different stages of the competition. Our team worked hard, learned fast, adjusted when it was needed and never gave up." *H*

Accounting Scholarships:

Three students enrolled in the Graduate Certificate in Professional Accounting at the McGill School of Continuing Studies have been awarded scholarships from the Fondation des comptables professionnels agréés du Québec.

Aly Mamdani, Nancy Tang and Titika Ziaavras will each be awarded a scholarship of \$2,000. The School's Graduate Certificate in Professional Accounting is an accredited Professional Education Program of CPA Canada.

The scholarship is open to students enrolled in an accredited university program who have completed a minimum of 12 university credits. Students are selected based on their academic excellence, as well as their social involvement. All three were honoured by the recognition. *H*



Convocation:

On November 2, students celebrated their hard work and perseverance with friends, family and faculty at McGill's Fall Convocation. "I'm really happy to be graduating today," said Andy Sylvestre, Certificate in Public Relations and Communications Management. "Studying at McGill has really helped me in my career. I just finished an internship in social media management, and I already have a few job interviews lined up."



Andy Sylvestre

Professor Suzanne Fortier, Principal, reinforced the preparedness of the graduates. In her message to graduates, she said "You create opportunity. You take initiative. You make meaningful change. You are the start-up generation. You are ready to lead."

Congratulations to all Fall 2016 graduates! H



INSPIRING LIFELONG LEARNING

DONOR PROFILE

David Carvalho has enjoyed many successes. He has a Bachelor in Electrical Engineering from McGill University, has earned nearly 20 years of experience in the telecommunications industry, and recently completed a Graduate Diploma in Management – International Business concentration from McGill's School of Continuing Studies, graduating with the highest academic standing in the class. Yet upon hearing of his latest achievement he felt "very grateful and honoured. It is very humbling."

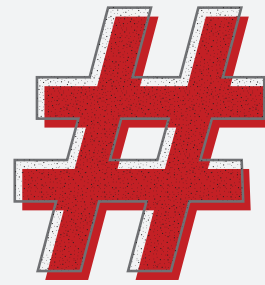
Carvalho is the recipient of the Resolute Forest Products Prize, awarded twice annually to a student obtaining the highest academic standing in the Graduate Diploma in Management.

"I cannot express what an honour it is, as well as how humbling it has been, to be given this recognition," says Carvalho. "Coming from a family that immigrated to Canada, learning and working hard was instilled in us. I would like to thank Resolute Forest Products for their continued support of McGill's School of Continuing Studies, and let them know of the importance of encouraging lifelong learning and recognizing individuals' achievements."

The Resolute Forest Products Prize was established over 30 years ago to do exactly that. "We see continuing education as a transformative learning opportunity," says Seth Kursman, Vice President of Corporate Communications, Sustainability and Government Affairs. The company was founded in Montreal over 200 years ago, and "we're always looking for competitive and entrepreneurial individuals to help us innovate. Education is directly aligned with our business strategy and objectives, and it's an honour to play a positive role in inspiring lifelong learners."

For Carvalho, the Graduate Diploma allowed him to complement his technical knowledge with business skills – "skills that will enable me to achieve continued success in my career. It also gave me the opportunity to collaborate with diverse students and to learn from the best professors."

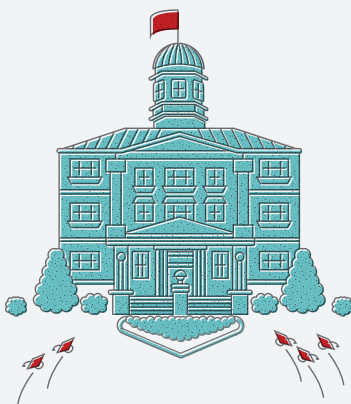
"This award has solidified the fact that one can reach great achievements if they put their heart and mind to it," says Carvalho. "It will encourage others to do so as well." *H*



#TILMcGillSCS

What did you learn today?

Today I learned... a useful French phrase?
A new line of code?
How to overcome a business problem?
Share it on Instagram, Twitter or Facebook
using #TILMcGillSCS! *H*



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The Next Page

LEARN. CONNECT. ELEVATE.

No 03

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