

<b>Professional and Corporate Training Procedure</b>			
<b>Parent Policy</b>	<i>Professional and Corporate Training Policy</i>		
<b>Policy Sponsor</b>	Vice-President University Relations	<b>Category</b>	Administrative
<b>Policy Contact</b>	Director, Professional and Corporate Relations	<b>Effective Date</b>	May 8, 2019
<b>Procedure Contact</b>	Director, Professional and Corporate Relations	<b>Review Date</b>	May 8, 2024

### 1. Purpose

The Professional and Corporate Relations Unit offers non-credit Professional and Corporate Training Courses and Programs in support of Athabasca University’s strategic and operational goals and its *Imagine Learning Framework* to provide “a world-leading digital learning experience that enables learners to chart their own learning journeys to achieve their personal goals and to thrive in a rapidly changing world.” The Professional and Corporate Relations Unit’s activities align to the mandate from the Alberta Advanced Education Grant Funding Agreement “to develop appropriate non-credit learning opportunities to respond to the identified needs of its service region.” This policy establishes protocols for the provision of Professional and Corporate Training Courses and Programs.

### 2. Scope

This procedure applies to Professional and Corporate Training Courses and Programs offered directly to individual learners or to groups of learners through organizational clients or partners (e.g., corporations, institutions, professional groups) by the Professional and Corporate Relations Unit of the University Relations Division.

### 3. Definitions

<b>Alberta Advanced Education Grant Funding Agreement</b>	Alberta Advanced Education Grant Funding Agreement outlines expectations (purpose, conditions and reporting requirements) for non-credit programs delivered by post-secondary institutions.
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<b>Certificate of Completion</b>	A non-credit certificate, tracked by the Professional and Corporate Relations Unit, signifying that a learner has satisfactorily completed a set of learning activities through a course or program with reference to a specified set of learning outcomes.
<b>Digital Badge</b>	An indicator of outcomes, knowledge or competencies that may be awarded and is tracked by the Professional and Corporate Relations Unit.
<b>Direct Instructional Costs</b>	Expenses incurred as a result of the delivery of a course or program to learners, including human resource, course or program development, course or program materials, advertising and promotion, fee and licensing, travel and accommodation, and digital technology expenses.
<b>Executive Team</b>	Is comprised of the President; Provost and Vice-President Academic; Vice-President, Finance and Administration and Chief Financial Officer; Vice-President, Information Technology and Chief Information Officer; Vice-President, University Relations; University Secretary; Chief Human Resource Officer; the Chief of Staff, Office of the President, and any other position as so designated.
<b>Fixed Indirect Costs</b>	Expenses not attributable to the delivery of a single course or program, such as outlays for student services, academic support services, library services and some facilities, IT and programming overhead.
<b>Payment Card Industry Data Security Standard (PCI DSS)</b>	PCI DSS is a set of security standards designed to ensure that all companies that accept, process, store or transmit credit card information maintain a secure environment.
<b>Professional and Corporate Training Course</b>	A non-credit course, developed to enhance learners' workplace/professional skills or competencies, and offered through the Professional and Corporate Relations Unit.
<b>Professional and Corporate Training Program</b>	A set of Professional and Corporate Training Courses, purposefully assembled and sequenced to provide a comprehensive overview of a workplace/professional subject or related series of subjects.
<b>Quality Assurance Team</b>	A team within the Office of The Provost & Vice-President Academic that will assist the Professional and Corporate Relations Unit in the quality oversight for non-credit courses/programs developed by the Unit.
<b>University</b>	Athabasca University.
<b>Variable Indirect Costs</b>	Overhead expenses that fluctuate depending on circumstances or are associated with particular initiatives, which can include the delivery of a particular course or program.

## 4. Guiding Principles

### Program Requirements

- 4.1 All Professional and Corporate Training Courses and Programs offered by the Professional and Corporate Relations Unit, whether domestic or international, must comply with any requirements or funding guidelines for non-credit programming set out by the Alberta Advanced Education Grant Funding Agreement. In compliance with the current Alberta Advanced Education Grant Funding Agreement, all Professional and Corporate Training Courses and Programs, are offered on a cost-recovery basis, and revenues generated must exceed costs (including “full direct instructional costs and the variable indirect costs associated with delivery”); however, it is recognized that some non-credit courses or programs may at times incur a loss while others generate profit and that fixed and indirect costs may be partially covered through the Campus Alberta Grant.

### Quality Assurance

- 4.2 The Professional and Corporate Relations Unit is committed to the creation of high-quality Professional and Corporate Training Courses and Programs that include rigor and learner assessment. Professional and Corporate Relations aligns to established quality standards developed both internally and externally. The Professional and Corporate Relations Unit will work closely with the Quality Assurance Team. A detailed description of quality assurance practices and processes can be found in the [Professional and Corporate Training Course/Program Development Process and Quality Assurance Guide](#).

### Course and Program Proposal

- 4.3 Proponents wishing to propose a new Professional and Corporate Training Course or Program must complete the [Professional and Corporate Training Course/Program Proposal Form](#) and submit it, along with all required supplementary information to the Professional and Corporate Relations Unit. This stage is to identify, scope, review, refine, assess and determine the viability of a potential new offering. The Professional and Corporate Relations Unit will perform financial modelling after identifying Direct Instructional Costs, Fixed Indirect Costs and Variable Indirect Costs to determine financial feasibility. A detailed overview is outlined in the [Professional and Corporate Training Course/Program Development Process and Quality Assurance Guide](#).

### Course and Program Approval

- 4.4 Upon approval of the [Professional and Corporate Training Course/Program Proposal Form](#), the proponent will complete the [Professional and Corporate](#)

[Training Course/Program Development Form](#) requiring detailed information about the Professional and Corporate Training Course or Program and submit it, along with all required supplementary information to the Professional and Corporate Relations Unit. The purpose of this stage is to expand the opportunity, align to AU's *Imagine Learning Framework*, meet established quality assurance standards incorporate recommendations from the Quality Assurance Team and checkpoints and gain approval from the Professional and Corporate Relations Unit prior to moving forward to course development. A detailed overview is outlined in the [Professional and Corporate Training Course/Program Development Process and Quality Assurance Guide](#).

### Course and Program Production

- 4.5 Upon final approval of the [Professional and Corporate Training Course/Program Development Form](#), the opportunity moves into the production stage. The purpose of this stage is to uplift content to create enriched learning experiences and align to established quality standards, implement the Quality Assurance Team's final recommendations and perform testing prior to content going live. A detailed overview is outlined in the [Professional and Corporate Training Course/Program Development Process and Quality Assurance Guide](#).

### Course and Program Delivery

- 4.6
- a) The Professional and Corporate Relations Unit markets Professional and Corporate Training Courses and Programs, based on a fee structure approved by Executive Team, either to the general public through an e-commerce store or through contractual arrangements with organizational partners or clients.
  - b) New Professional and Training Courses or Programs may be initially offered as pilot projects to test market demand or course design.
  - c) Course instructors are engaged on a contract basis, as required, by the Professional and Corporate Relations Unit.
  - e) Delivery methods and options (e.g., online or face-to-face; individualized or cohort study) are variable depending on the needs and preferences of prospective clients. Online courses are delivered through a designated, secure learning management system, operating in the cloud.

### Registration and Payment of Fees

- 4.7 Learners register for Professional and Corporate Training Courses and Programs directly with the Professional and Corporate Relations Unit and pay

at time of registration through a designated PCI DSS Compliant online digital registration system, which collects fees and generating receipts. Payments are processed through AU's central payment gateway. Alternative registration and payment arrangements may be negotiated with organizational clients or partners. Learners are subject and must review and click on the approved terms and conditions prior to registration and payment.

## Learner Assessment and Certification

### 4.8

- a) Learners completing Professional and Corporate Training Courses or Programs are assigned one of three grades: 'S' (successful); 'U' (unsuccessful); or 'W' (withdrawal). Percentage grades may be assigned when required by an external partner.
- b) Learners will receive an electronic digital completion record from the Professional and Corporate Relations Unit.
- c) Learners successfully completing a Professional and Corporate Training Course or Program may be presented with a Certificate of Completion or a Digital Badge by the Professional and Corporate Relations Unit.

## Course and Program Evaluation

**4.9** The evaluation cycle relies on feedback from both learners and partners engaged in the course environment. Feedback and in-depth financial analysis will establish recommendations for future revision or consideration to terminate the Professional and Corporate Training Course or Program if targets are consistently unmet.

- a) At the completion of each Professional and Corporate Training Course or Program, learners and organizations are invited to anonymously complete a standard, confidential online [Professional and Corporate Training Course Evaluation Form](#), the results of which are collated by the Professional and Corporate Relations Unit to inform the course and program evaluation process.
- b) The Professional and Corporate Relations Unit formally re-evaluates each Professional and Corporate Training Course and Program at minimum, every six months based on the [Professional and Corporate Training Course/Program Evaluation Guidelines](#).

## Record Keeping and Reporting

### 4.10

- a) All records related to Professional and Corporate Training Courses and Programs will be managed in accordance with the University's Records Management Policy and will take into consideration the following elements:
  - Inventory of all recorded information
  - Development of retention and disposition schedules for all recorded information
  - Development of a standard classification system for records
  - Provision of advice and assistance to staff
  - Provision of training as required
- b) All personally identifying learner data is collected, stored and managed in compliance with Alberta's *Freedom of Information and Protection of Privacy Act* (FOIP Act) and the University *Protection of Privacy Policy*.
- c) The University Relations Division reports as required to Executive Team and The Governors of Athabasca University (Board) on results of Professional and Corporate Training Course and Program activity (courses and programs offered, registration, completion rates, financial results).
- d) The Finance and Administration Division includes Professional and Corporate Training Course and Program revenue and expenses in its report of non-credit revenue and expenses to Alberta Advanced Education through the Financial Information Reporting System.

## 5. Applicable Legislation and Regulations

*Post-secondary Learning Act* (Alberta)

*Freedom of Information and Protection of Privacy Act* (Alberta)

## 6. Related Procedures/Documents

*Alberta Advanced Education Grant Funding Agreement (Schedule A: Purpose, Conditions and Reporting Requirements: Expectations for Non-credit Programs Delivered by Post-secondary Institutions)*

[Professional and Corporate Training Policy](#)

[Professional and Corporate Training Course/Program Proposal Form](#)

[Professional and Corporate Training Course/Program Development Process and Quality Assurance Guide](#)

[Professional and Corporate Training Course/Program Development Form](#)

[Professional and Corporate Training Course Evaluation Form](#)

[Professional and Corporate Training Course/Program Evaluation Guidelines](#)  
[Protection of Privacy Policy](#)  
[Records Management Policy](#)

**History**

<i>Date</i>	<i>Action</i>
May 8, 2019	Policy Approved (Executive Team)