

Appendix III The Nova Scotia Distance Education Market

Nova Scotia post-secondary institutions compete in the national and international market for enrolments in their respective distance education programs. Some marketing efforts have been done jointly, e.g. University Distance Education Courses (AAU - Association of Atlantic Universities); Nova Scotia Universities International (NS. Dept. of Economic Development) <http://www.educationcanada.cmec.ca>. The distance education survey conducted by this project indicated clearly that at least among Nova Scotia institutions, most programs are drawing their students from different regions of the province and country and internationally and, with the exception of education and nursing, the programs are quite distinctive. Two post-secondary institutions in Nova Scotia are not members of the Novanet Consortium, Acadia University and the Université de Sainte Anne. The first has the unique "Acadia Advantage" program whereby every student is issued a laptop computer upon registration, which they keep for their entire time at Acadia. The second is unique by being the only french language post-secondary institution in Nova Scotia.

Outside Nova Scotia, the main competitors for us in Canada are Athabaska University, established to provide only distance education courses, Memorial University of Newfoundland (MUN) and the University of New Brunswick (UNB).

Trends in the Distance Education Market are reflected in a Statistics Canada Survey entitled: The Adult Education and Training Survey for 1992, 1994, 1998 [data from the 1990 survey are not comparable]

Survey Year	Enrolments	Participation Rates	C.V.
1992	511634	2.69	5.10%
1994	419434	2.15	6.30%
1998	550789	2.52	5.80%

Note: The definition of the adult population for these three years of survey data is as follows:

--- all persons aged 17 and older living in Canada at the time of the survey

EXCEPT:

--- persons aged 17-19 in full-time attendance at an elementary or secondary school and who did not have any employer support for their studies.

--- persons aged 17-24 in full-time attendance at a post-secondary school and who did not have any employer support for their studies.

The trend is that the enrolments appear to be stable over a number of years.