HUB INSIGHTS
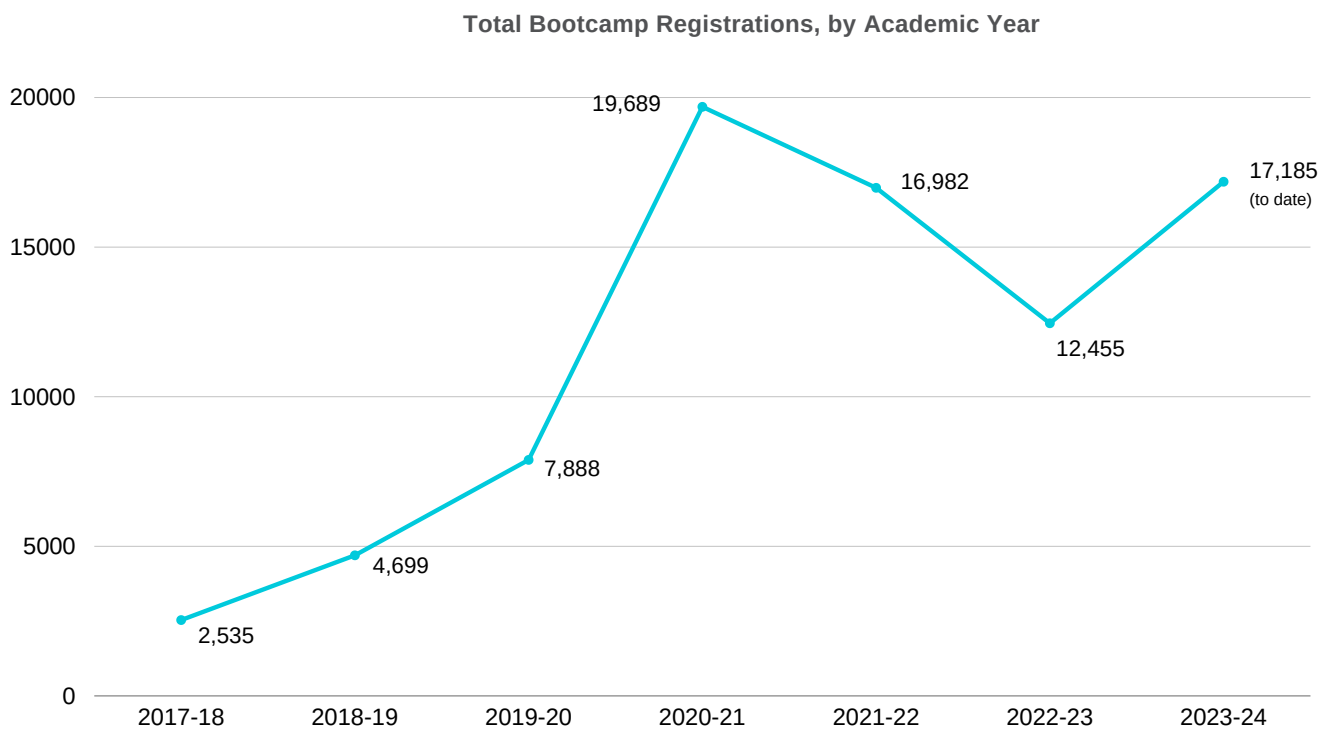## For Ted Rogers Faculty & Staff

March 2024

New Bootcamps Include Alteryx, AI and TaxPrep

Our Ted Rogers Bootcamps provide students and alumni with opportunities to continuously upgrade and enhance their technical skills through industry and facilitator-led workshops.

Attending these free Bootcamps provides students with fast and easy access to industry-relevant training that can help bridge the gap between curriculum and industry expectations.

Since the program's inception in 2017 (when Excel was the only Bootcamp offered), student engagement and the breadth of offerings have grown significantly.

Student Registrations in Bootcamps: 2017-2023

Total Bootcamp Registrations, by Academic Year

Academic Year	Registrations
2017-18	2,535
2018-19	4,699
2019-20	7,888
2020-21	19,689
2021-22	16,982
2022-23	12,455
2023-24	17,185 (to date)

We can see a significant increase in student engagement over the last 6 years, from 2,500 registrations in 2017/18 to over 17,000 in 2023/24 - a 580% increase overall, in participation.

Note: There was an unusual spike in demand during COVID-19, as the program pivoted to a virtual delivery model - the demand was likely attributed to the need for students to keep busy and stay connected during this period of disruption.

New This Past Year

Since 2017, we have developed many new technical program offerings, driven primarily by industry demand and expectations of employers.

Summer 2023

In collaboration with BDO, we trained students on how public accounting firms operate and their unique processes. To support this training, we provided students with mock client files, **CaseWare and TaxPrep** software, as well as financial statements, working papers and tax papers. The BDO team also facilitated networking opportunities and provided details on their recruitment process.

We started working with **Microsoft** a few years back in delivering programs leading to Certification for TRSM students- we are now offering our students the opportunity to write the Certification Exam, on campus, at a reduced cost.

Fall 2023

Last Fall, in partnership with IBM, we launched a new program focused on artificial intelligence and **IBM Watson Assistant**. Students collaborated and worked in teams to solve an IBM Industry Challenge.

Winter 2024

This Winter we continued an exclusive collaboration with RSM Canada, offering students an introduction to **Alteryx**, a solution for data-driven decision-making and for streamlining workflows.

> ## DID YOU KNOW?
> We have 30 senior students facilitating various Bootcamps throughout the year. This is a paid opportunity for them and one in which they can further develop themselves as a leader and mentor.

Our Bootcamp Program

Bootcamps

These are short, intensive, technical training sessions, facilitated in a peer-to-peer model. They provide TRSM students with free and easy access to technical skills. Bootcamp Challenges are activities that provide students the opportunity to solve and apply their knowledge.

Examples: Agile/Scrum, Branding, Visual/Graphic Design, Power BI, Power of Excel, Python, R, SEO Analytics, Social Media Marketing, SQL, Tableau, UX Design

Masterclasses

These programs are facilitated by Industry Partners. They provide our students the opportunity to learn technical skills in addition to meeting and networking with industry professionals.

Examples: Introduction to Alteryx (RSM), Artificial Intelligence (IBM), Caseware and Tax Prep (BDO), Salesforce

Accelerators

These intensive programs are about 10 weeks in duration and are designed to provide students with work-relevant experience, including certifications, case competitions, and industry events.

Examples: CGI Generative AI Accelerator, Digital Financial Skills Accelerator, Cloud and AI Summer Business Accelerator

Certifications

In partnership with Microsoft, we offer students the opportunity to complete the Microsoft Excel Associate Certification, on-campus, at an exclusive discounted rate, much lower than the industry rate.

Industry Challenges

For these programs, Industry Partners design an activity for students to solve independently or in teams. Cases designed by industry offer students co-branded digital badges.

Examples: IBM AI Industry Challenge and Salesforce Challenge by Traction on Demand.

Wish to Learn More?

Visit our [Bootcamps website](#) to learn more about the current schedule of programs, and specific details related to badges and certifications.

If you wish to learn more about Bootcamp's role in helping our students and graduates secure paid positions, please feel free to reply to this email, to connect with [Donna Muirhead](#), Director of Co-operative Education and Career Services.