ENGAGE SUMMIT 2026 · OCTOBER 14

The Future of Continuing Education and *Workforce Development*

How adult learners find, fund and finish non-degree programs — and how your team runs it without a spreadsheet.



Trey Boyer
Chief Revenue Officer



Matt Palmer
Director of Solutions Engineering · Live demo

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01

The problem *as we see it*

Access and friction for learners. The resource gap for the teams serving them.

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01 · THE PROBLEM AS WE SEE IT

Demand is surging, the old pipeline is drying up, the money has arrived — and the experience is *still broken*.

For the learner, and for the team serving them.

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01 · THE PROBLEM AS WE SEE IT

The non-degree decade is *already here*

62%

of adults would prefer non-degree learning over a traditional degree

Strada Education Foundation

10.2%

Spring '25 growth in undergraduate certificates — the fastest of any credential type

NSC Research Center

40M

Americans with some college and no credential — ten times the pipeline that's draining

NSC

WORKFORCE PELL · EFFECTIVE JULY 1, 2026

For the first time, federal need-based aid reaches 8–15 week programs — with three years of outcomes tracking attached that most schools have no system to provide.

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Access and *friction*

Access — can they find it?

Nothing is standardized
Programs aren't comparable. Learners struggle to know which one is right for them.

The catalog is static
No search that understands a goal, a schedule or a starting point.

Help ends at 5 p.m.
Office-hours-only support for learners who do their searching at night.

Friction — can they finish?

Fragmented experience
Discovery and registration split across systems, adding complexity at every step.

Billing gets in the way
Limited payment methods and weak support for third-party payment, aid and grants.

Abandoned at the cart
No self-service, no follow-up — the registration that was almost finished just stops.

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The most entrepreneurial unit on campus — and the *least resourced*

What teams are expected to do	**What they're often using**
• Recruit learners	• Excel spreadsheets
• Market programs	• Email as a CRM
• Manage registrations	• Printed PDFs
• Support learners	• Phone calls
• Build employer relationships	• Disconnected legacy systems
• Report on revenue	
• Grow enrollment	

The gap between expectation and infrastructure is *where this conversation starts.*

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02

If it *doesn't* get solved

The pipeline you lose, the one you never capture, and the funding you can't prove.

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02 · IF IT DOESN'T GET SOLVED

The institutions that survive the cliff are the ones that *turn toward the adult learner*

−15%

college-age students, 2025–2029

The pipeline you're losing, whether or not you act.

Grawe / HEDI

4M

adults in community-college non-credit programs every year

The pipeline you're not capturing — no shared profile, no repeat-learner strategy.

AACC

3 yr

of completion, employment and wage outcomes Workforce Pell requires

The funding you can't claim if you can't prove it.

U.S. Dept. of Education · OBBBA 2025

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02 · IF IT DOESN'T GET SOLVED

What it costs you *every day*

Every spreadsheet, phone call and workaround is a signal. Manual processes compound into four costs:

Lost revenue

Abandoned carts, empty seats, under-marketed programs and missed renewals.

Lost staff time

Repetitive manual work that pulls talented people away from high-value activities.

Poor learner experience

Friction in registration, communication gaps and no self-service.

Staff burnout

The slow erosion of morale when skilled people spend their days firefighting.

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YOUR TURN · 2 MINUTES

A quick *pulse check*

1

If we shadowed your team for a week, where would we see the most manual work?

2

If registrations doubled tomorrow, could you handle it without adding staff?

3

If you could hire one more person today, what would they spend their time on?

Turn to the person next to you. We'll take two or three answers before the demo.

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03

How you *solve it*

CourseHub, Bolt agents and the CE & Workforce CRM — one connective layer.

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03 · HOW YOU SOLVE IT

Own the experience where it breaks. *Integrate the rest.*

01 DISCOVERY

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AI-driven discovery and matchmaking — the front door.

02 ENROLLMENT

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Seamless, conversational enrollment with flexible aid — the front desk.

03 DELIVERY

Integrated

Your LMS and delivery platforms, connected — not replaced.

04 CREDENTIALS

Integrated

Credentialing services, connected back to registration and delivery.

One universal learner profile and data spine — *across all four stages*.

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Introducing *CourseHub*

An AI-native front door for non-degree — built on the Element AI CRM for CE & Workforce and run by Bolt agents. Grow enrollment, simplify registration, prove the outcomes that earn funding.

01 · Discover	02 · Enroll & Pay	03 · Support & Prove
AI-driven course discovery and matchmaking, in natural language. The learner describes their goal — CourseHub finds the fit.	Conversational enrollment with flexible aid, grants, employer and group registration — without the legacy paperwork.	Support to completion, and the outcomes data — completion, employment, wage gains — that makes you Workforce-Pell-ready.

Find it. Fund it. Finish it. *Prove it.*

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The Bolt agent *team* for non-degree

An AI workforce that acts — across chat, SMS, email and phone, any hour, any language. Preliminary names and scope, subject to change.

Program Discovery
Guides prospective learners to find and register for the ideal programs.

Recruiter
Conducts 1:1 outreach, considering each learner's history with your institution.

Lead Gen
Promotes programs proactively, drawing on context and knowledge.

Campaign Creator
Builds fresh campaigns from scratch, following higher-ed best practices.

Curriculum Coordinator
Creates course content, keeps every course page current and helps the team administer programs.

Appointment Prep
Readies your team for prospective-learner and workforce-partner conversations.

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See it *work*

A live demo of the learner experience, then the staff experience — with Matt Palmer.

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04 · LIVE DEMO · PART 1

The *learner* experience

From "I need a certificate" to registered and paid — without calling anyone.

Matt Palmer · Director of Solutions Engineering

1 · Discover | 2 · Ask the AI agent | 3 · Add to cart | 4 · Guided checkout | 5 · My registrations

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04 · LIVE DEMO · PART 2

The *staff* experience

Managing registrations by exception, not by spreadsheet.

Matt Palmer · Director of Solutions Engineering

1 · Registration management

2 · Abandoned-cart recovery with Bolt

3 · Forms and bulk import

4 · Employers and invoices

5 · Dashboard and funnel

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FOUNDING DESIGN PARTNER PROGRAM

Build it *with us*

A small group of institutions shaping CourseHub with real learners, not simulated tests.

Element451 commits to

- Dedicated implementation support
- Direct access to Product and Engineering
- Weekly roadmap reviews and transparency
- Rapid issue resolution
- Early access to new functionality

Partners commit to

- Launch at least one live learner segment
- Process real registrations through CourseHub
- Validate the learner journey and three staff workflows
- Shape the roadmap in recurring feedback sessions
- Share outcomes and expand beyond the pilot

Good first segments: workforce certificates, healthcare, manufacturing, professional development, community education, corporate training.

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Imagine it's two years from now. Your CE department is the model every other department wants to emulate. *What changed?*

And what's standing between where you are today and that future?

QUESTIONS AND DISCUSSION



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