CAREERS & EXPERIENCE
OUR STORY
Helping students build a meaningful life and career

Western Student Experience
OUR HISTORY

Student Success Centre → Careers & Experience

2009 → 2018
• Brought together Career Centre & Centre for New Students
• UCC & WSSB

2018 – 2019
• Align 3 key units: Career Education, Employer Relations, Experiential Learning
• All staff in UCC 210

2019 – 2020
• EL engagement
• ORBIS upgrade
• Shift to virtual programming
OUR PURPOSE & VISION

▪ The Careers & Experience vision is for all students to have the skills and confidence to successfully navigate their career paths, thoughtfully engage in communities, and build a meaningful life.
WHY DO STUDENTS COME TO UNIVERSITY?

- Prepare for a specific job/career
- Get a more fulfilling job
- Belief that a degree improves likelihood of getting a job
- To apply what they learn to make a positive difference in society

(2018 First-year Student Survey)
WHAT DO EMPLOYERS WANT?

▪ Analytical thinking and innovation
▪ Active learning and learning strategies
▪ Creativity, originality, and initiative
▪ Critical thinking and analysis
▪ Complex problem-solving
▪ Leadership and social influence

(Future of Jobs Report 2018, World Economic Forum)
GOALS (2020 – 2025)

▪ Align experiential learning program processes across campus to improve access for all students
▪ Expand use of Western Connect across campus for relationship management, program delivery, and tracking
▪ Apply the Design Your Life framework to departmental programs and services, and integrate key concepts into academic curriculum
▪ Imbed EDI principles and practices across three units to understand needs, gather data, and improve access for equity-seeking students
## TOP KEY PERFORMANCE INDICATORS

<table>
<thead>
<tr>
<th>KPIs</th>
<th>2018 - 2019</th>
<th>2019 - 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Number of courses with an EL component (according to Ministry typography)</td>
<td>306</td>
<td>371</td>
</tr>
<tr>
<td>• Percentage of students who graduate with one or more EL experience (according to Ministry typography)</td>
<td>64.3%</td>
<td>69.6%</td>
</tr>
<tr>
<td>• Number of Employers who recruit through Western Connect</td>
<td>Contacts: 11,343 Organizations: 8,361</td>
<td>Contacts: 13,183 Organizations: 9,065</td>
</tr>
<tr>
<td>• Number of Employers who engage through 2 or more pathways</td>
<td>362</td>
<td>293</td>
</tr>
</tbody>
</table>
THE JOURNEY
How do students use our programs & services?
## THE ROADMAP

<table>
<thead>
<tr>
<th>Career Education</th>
<th>Employer Relations</th>
<th>Experiential Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Curated Digital Resources</td>
<td>• Career Fair</td>
<td>Co-Curricular EL</td>
</tr>
<tr>
<td></td>
<td>• Graduate &amp; Professional School Fair</td>
<td>(e.g., Impact Experience)</td>
</tr>
<tr>
<td>Group Programming</td>
<td>Job Postings and Interviews</td>
<td>Course-based EL</td>
</tr>
<tr>
<td>(Western’s Employment Resource Centre)</td>
<td></td>
<td>(e.g., Community Engaged Learning)</td>
</tr>
<tr>
<td>Drop-in Support</td>
<td>Employer Networking</td>
<td>Work Integrated Learning</td>
</tr>
<tr>
<td>(Western’s Employment Resource Centre)</td>
<td>(e.g., Tech Talent, CRA Career Day)</td>
<td>(e.g., internship, co-op, practicum)</td>
</tr>
<tr>
<td>1-1 Appointments</td>
<td>hirewesternu Campaign</td>
<td>Skills Articulation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(e.g., WCCR)</td>
</tr>
</tbody>
</table>

Western Connect
Number of Career Education student visits by delivery type:

<table>
<thead>
<tr>
<th>Delivery Type</th>
<th>2018 – 19</th>
<th>2019 - 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-1 Appointments</td>
<td>2,125</td>
<td>2,034</td>
</tr>
<tr>
<td>Drop-ins</td>
<td>1,490</td>
<td>1,545</td>
</tr>
<tr>
<td>Group Programs</td>
<td>1,398</td>
<td>2,696</td>
</tr>
</tbody>
</table>

*18% overlap in usage

Goal: to embed career conversations in Western’s campus culture.

career.uwo.ca
**CAREER EDUCATION**
*Prepare for work in a changing world*

Reason's identified by students for accessing career support:

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Connecting your degree to future work</td>
<td>450</td>
</tr>
<tr>
<td>Self-exploration and career assessments</td>
<td>350</td>
</tr>
<tr>
<td>Career decision-making and goal setting</td>
<td>300</td>
</tr>
<tr>
<td>Getting experience</td>
<td>250</td>
</tr>
<tr>
<td>Further educational options (applications/interview preparation)</td>
<td>200</td>
</tr>
<tr>
<td>Networking and connect with employers/alumni</td>
<td>250</td>
</tr>
<tr>
<td>Resume, cover letters and LinkedIn profile</td>
<td>300</td>
</tr>
<tr>
<td>Job search and interview strategies</td>
<td>400</td>
</tr>
<tr>
<td>Diversity and employment</td>
<td>200</td>
</tr>
<tr>
<td>Mental health related to careers</td>
<td>150</td>
</tr>
<tr>
<td>Other</td>
<td>100</td>
</tr>
</tbody>
</table>

**Goal:** to embed career conversations in Western’s campus culture.

[career.uwo.ca](http://career.uwo.ca)
Curated digital resources on career.uwo.ca
Goal: to help students develop transferable skills, clarify interests, and strengthen career engagement and social responsibility.

experience.uwo.ca

EXPERIENTIAL LEARNING
Enhance your degree with practical experience

Participation in Experiential Learning

<table>
<thead>
<tr>
<th></th>
<th>2018 - 2019</th>
<th>2019 - 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community engaged learning courses</td>
<td>2,458</td>
<td>2,765</td>
</tr>
<tr>
<td>Work integrated learning (e.g., internship)</td>
<td>4,157</td>
<td>3,827</td>
</tr>
<tr>
<td>Co-curricular EL – Impact Experience</td>
<td>132</td>
<td>97</td>
</tr>
<tr>
<td>Co-curricular EL – Orientation Serves</td>
<td>1,650</td>
<td>1,620</td>
</tr>
<tr>
<td>Co-Curricular Record experiences validated</td>
<td>23,895</td>
<td>19,883</td>
</tr>
</tbody>
</table>
Launch of CityStudio London, in collaboration with City of London, Pillar Nonprofit, and 5 HEIs
EMPLOYER RELATIONS
Make connections and grow your professional network

Goal: to develop industry partnerships that result in meaningful WIL and new graduate opportunities for students.
hirewesternu.ca

<table>
<thead>
<tr>
<th>Employer Relations Events Attendance</th>
<th>2018-19</th>
<th>2019-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Fairs</td>
<td>4,200</td>
<td>3,172</td>
</tr>
<tr>
<td>Info Sessions</td>
<td>3,446</td>
<td>2,675</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Recruiting Services by Posting Types</th>
<th>2018-19</th>
<th>2019-20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs (on &amp; off-campus)</td>
<td>5,726</td>
<td>4,562</td>
</tr>
<tr>
<td>Work Integrated Learning</td>
<td>2,136</td>
<td>2,346</td>
</tr>
</tbody>
</table>
CRA Career Day
A collaborative event with the Canada Revenue Agency to hire Western students as employees & interns.

Key Elements
- Recruitment Hub
- Workshops and interviews
  Sessions targeting students
  with disabilities, Indigenous
  students, and women.
- In-Class Presentations
- LinkedIn Photo Booth

Outcomes:
- 600+ attendees
- 24 hires
  (interns and new graduates)
“Western exceeded our expectations in all aspects, from providing us with the best possible venue on campus, promoting the various events on a variety of platforms, labeling the interview rooms, providing laptops, having staff in the Student Experience Centre stay late to accommodate interviews and so much more!”

Veronica Grunwald
Regional Chair, Ontario Region Young Professionals Network, GST Auditor, Canada Revenue Agency
ORBIS Management System for job postings, experiential learning, appointment, and event management.

New campus partnerships in 2019-20:
- Centre for Research & Education on Violence Against Women & Children (Faculty of Education)
- Faculty of Health Sciences
- Faculty of Law
- Ivey Business School
- RBC Design Thinking Program (Western Entrepreneurship & Faculty of Engineering)
- School of Graduate & Postdoctoral Studies
- Western Entrepreneurship
March 2020

- Full team working remotely
- Enhanced digital resources – career.uwo.ca & Digital Student Experience
- Career appointments via phone and Zoom
- Cancelled May Impact Experience programs
- Supported WIL students and employers with transition to students working from home
THE BUDGET
Building capacity to enact the vision
PROGRAMS WITH SUPPLEMENTARY FEES

- Impact Experience
- Multiple Mini Interview (MMI) Prep
THE IMPACT
How are students transformed by our work?

Western Student Experience
It was very clear how much my internship made me stand out from other applicants when I started to apply for full time jobs.

- Brian Leung, MOS graduate

My co-op helped me network within my field. It helped with breaking down barriers to message professionals on LinkedIn and boosting my confidence overall.

- Samantha Torrens, MES graduate
Cindy Tran
Marketing Intern, Synergy Windows and Doors
Arts and Humanities Internship Program
## HOW WE USE ASSESSMENT FOR IMPACT

<table>
<thead>
<tr>
<th>YEAR</th>
<th>ASSESSMENT</th>
<th>FINDINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019-2020</td>
<td><strong>Impact Experience Analysis and Recommendations Report</strong></td>
<td>The findings and recommendations from the Impact Experience report are being undertaken by the Experiential Learning unit for implementation in future program design.</td>
</tr>
</tbody>
</table>

1. Students indicated an increase in their self-reported: knowledge; a heightened sense of awareness; and application of a value within one's life.  
2. Students indicated with high confidence: “I understand basic principles of local community development”, “I am self-reflective”, and “I am persistent in difficult situations”)  
3. Themes emerged in student's reflective responses that aligned with the goals of community engaged learning.  

| 2019-2020 | **hirewesternU.ca Analysis and Report**             | The key findings and recommendations from the hirewesternu.ca report are currently being undertaken by the Employer Relations unit for implementation in 2020-21.                                           |

1. Streamline information for ease and understanding of website  
2. Better translate the information that is in the WIL directory  
3. The need for management of the informal personal networks, and/or existing relationships with Western Employer Relations team
Student Experience Learning Goals

- **Adaptable Problem-solver**: Students who are hopeful, self-confident, resourceful, and creative.

- **Community Builder**: Students who are authentic, empathetic, collaborative, and self-aware.

- **Global Learner**: Students who are equitable, globally aware, and socially responsible.
Student Experience Learning Goals

Future-focused Planner
Students who are goal-oriented, motivated, organized and self-directed.

Critical Thinker
Students who are curious, engaged, and reflexive.

Innovative Leader
Students who exhibit integrity, judgement, and intercultural communication.
WESTERN CONNECT: EXPERIENCE CATALOGUE

- Launching Fall 2020 for undergraduate students and Winter 2021 for graduate students following extensive consultation with campus partners
- Public-facing searchable database of opportunities to gain experience at Western

Including information from:
- Events hosted in Western Connect
- Western’s Co-curricular Record (WCCR)
- Courses that have previously been offered with an experiential learning component (in partnership with the Office of the Registrar)
Planning is underway to launch in 2021 for all students.

Will allow students to track their development across a series of competencies that are embedded in various modules in Western Connect.

Students can also track the time they've spent in each activity, which will be aggregated into a total they can bring to employers (i.e. 1.4 years' experience).

Sample competency development map
FUTURE VISION

Department Goals
Align EL Program Processes
Expand Western Connect
Design Your Life Framework
EDI Principles and Practices

Plans (2020-2021)
WIL pilot in Social Science
Experience Catalogue
Life Design Masterclass
Employers: Job Postings, e.g.
Graduates who are:

✓ Confident about their futures
✓ Prepared for a changing world of work
✓ Connected to industry and community
THANKS!

Any questions?

Contact:
Stephanie Hayne Beatty
shayne@uwo.ca
SlidesCarnival icons are editable shapes.

This means that you can:

- Resize them without losing quality.
- Change fill color and opacity.
- Change line color, width and style.

Isn’t that nice? :)

Examples: