

Interuniversities Forum 2010: Accomplishments Reports

Brock University

Principal Achievements for 2009-2010

- Institution re-branding and launch of our new website
- Mentorship Initiatives
 - Mentorship Plus Program almost tripled its participation rate this year, closing the academic year with 326 participants; Representing at minimum 9190 volunteer mentoring hours
 - Collaborated with History department to provide mentorship support as part of both non-credit and credit courses
- Integration and centralization of employer databases

Challenges and Issues in 2009-2010

- Job Posting Database needs to be replaced with an updated system (Investigating possibility of collaborating with our co-op department to purchase a new job posting / CRM system)
- Implementing tools to assess and evaluate service delivery
- Providing service to diverse student populations (international, aboriginal, graduate students, etc.)

Future Trends and Opportunities

- Engaging students in experiential learning opportunities
 - Created partnership with Campus Ministries department to provide 2 week overseas volunteer opportunities for students participating in our Med Plus program. We piloted the program in Peru and this year we will be going with the students to Brazil.
 - Working with on-campus departments to create experiential learning opportunities for International students engaged in ESL programs over the summer months
- E-portfolio strategy
 - Engaged in a university-wide committee exploring the possibility of using e-portfolios with students and faculty
- Revenue Generation
 - Exploring revenue generation strategies to off-set budgetary restrictions

Interuniversities Forum 2010: Accomplishments Reports

DeGroote School of Business, McMaster University
Centre for Business Career Development

Principal Achievements for 2009-2010

- New Pre-MBA program for international MBA students, Student Accountability policy
- CBCD Online exclusive career development website – Average of 725 hits per month for Commerce and 780 hits for MBA per month
- Success in delivering 7 different Excel training workshops this year by Marquee Group
- Development and presentation of Pre-MBA Program for International Students
- Development of annual Communication Strategy for all programs inclusive of everyone in the department
- Student Profile sheets with Career Card for MBAs / eHealth

Challenges and Issues in 2009-2010

- Economic downturn and finding jobs for students (this will probably be a common theme), companies wanting to continue to promote brand on campus but not actively recruiting
- Finding the resources to use new technologies to deliver workshop content and connect with students
- Student engagement in employment statistics reporting, and getting students to attend information sessions

Future Trends and Opportunities

- Companies recruiting earlier each year, new campus in Burlington
- Companies using more student ambassadors as a way to promote their organization and positions
- Social Media becoming more prominent in recruitment process
- Employer partnerships as a way to deliver specific career development information and build relationships
- Use of online mediums to present information and materials to students (i.e. ELM) to make more time for one-on-one coaching

Interuniversities Forum 2010: Accomplishments Reports

Career Services, McMaster University

Principal Achievements for 2009-2010

- Government Career Week was held for the first time from September 28th to October 2nd to position the government as an employer of choice to current students and graduates. During the course of the week, students and alumni had the opportunity to attend testing and assessment workshops, panels events and a keynote presentation featuring CBC Radio Host, Jian Ghomeshi.
- Continued to build on the success of the careerLINKS Mentorship program through collaboration with faculty, staff and student groups resulting in field-specific networking breakfasts specifically on Green Careers and Careers in Communications.
- Expanded use of interactive technologies to meet student and alumni development needs through the launch of InterviewStream, an online interview practice and webcasting tool.
- Continued commitment to offer drop-in employment(3) and Career(1) clinics weekly lead to increased Centre traffic (800 one-on-one appointments from Jan. to Mar 2010). Expanded clinic model to offer resume clinics at both fall and spring job fairs; recruited employers present at spring fair to assist due to overwhelming demand.
- Rebranded Spring Job Fair and career week under new name – ‘Who-s Hiring 2010’ and partnered with campus career partners to offer three industry-specific panels on opportunities in retail, financial planning and real estate. Fair attracted participation of Talent Egg, a large online community geared to educating new grads.
- The Accessible Career Transition (ACT) program continued to grow with 43 new student participants during the 2009-10 academic year. Since its launch, 2 1/2 years ago, the ACT program has created 21 summer and part-time opportunities and 1 full-time opportunity. For the summer 2010, two students have secured employment through the ACT Summer Internship and six students have secured employment on campus.

Challenges and Issues in 2009-2010

- Experienced increase in workshop no-shows, despite continued use of Student Accountability Policy. Resulted in scaled back workshop offerings in term two and focus on highly demanded offerings such as, Mock Interview Groups.

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McMaster Continued...

- Ever-increasing pace of student life that results from balancing school, work, family and extra-curricular involvement. This makes engaging students in career development activities challenging and requires events to be strategically scheduled.
- Emergence of more complex and varied career counselling cases involving mental health issues, mature students and students at graduate level. The challenge is to offer more varied services but also be flexible/capable enough to handle a variety of issues. This has been achieved by offering individualized career counselling, access to CareerStorm Navigator (web based) and the traditional, yet still valuable, Career Planning Group.

Future Trends and Opportunities

- First-ever Working/Volunteering Abroad Speaker Series (2010-11) to raise awareness of international opportunities for students. The series will feature speakers, panel events, employers, and a workshop to address the health and safety aspects of going abroad for work/volunteer. Partnerships with other key stakeholders on campus such as International Student Services and Community Service Learning & Civic Engagement will be sought.
- Integration of Career Development basics into the established Leadership Certificate offered by the Centre for Student Development. This popular certificate program will expand our reach while expanding cross-departmental partnerships.
- Entrepreneurship Week @McMaster will kick off on Monday, October 18th in partnerships with Hamilton's Small Business Enterprise Centre. The week will aim to educate students on the realities of business planning and ownership, while providing the opportunity to connect with successful entrepreneurs.
- Expanded use of social media tools currently in place (Facebook/blogging) and inclusion of Twitter. Emphasis will be placed on creating an integrated marketing/outreach strategy inclusive of online and print mediums.
- LinkedIn: launch of McMaster Careers Group with aim of educating students on the benefits of the tool and networking. Working group to be formed in summer 2010, inclusive of student staff.
- Website revitalization planned for Summer 2010 to better promote abundance of interactive tools, webcasts and podcasts.

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Queen's University Career Services

Principal Achievements for 2009-2010

- Expansion of internship program to include internships with the Federal Public Service for students in Arts and Science
- Growth of Peer Educators program to include offering mock interview service in addition to résumé reviews
- Continued development of e-learning project: relaunched website
- Added boutique career days: Insurance Institute of Canada; Public Service; Careers in Kingston
- Increased coordination with undergraduate academic advisors
- Nearly 50% increase in number of applications for on campus summer jobs through SWEPP program
- Offering workshop series in collaboration with International Centre for int'l grad students

Challenges and Issues in 2009-2010

- University budget – resource constraints, “doing less with less”
- Student attendance at workshops
- Employer on campus recruiting

Future Trends and Opportunities

- Increased role for peer volunteers
- Growing collaboration between career counselling staff and employer relations staff
- Integration of career education into academic programming (already participate in technical communications course for 2nd yr engineering students)
- Collaboration between Career Services and other campus services (International Centre, Aboriginal Student Centre, Counselling & Disability, etc.)

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Career Development and Employment Centre, Ryerson University

Principal Achievements for 2009-2010

- Empowered students and alumni to facilitate the employment and career achievements
- E-tutorials of job search workshops on our website for easy access to the information

Challenges and Issues in 2009-2010

- Due to recession students did not find jobs in their own fields.
- Many Alumni faced layoff and had obsolete skills
- Financial challenges and cuts in the budget of Career centre

Future Trends and Opportunities

- To expand services for Graduate students
- To prepare for an economic upswing
- Different ways to bring Employers on campus

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The University of Western Ontario

Principal Achievements for 2009-2010

- Merging of the former Centre for New Students and The Career Centre @ Western into The Student Success Centre
- Establishing a new name through consultations with campus partners and students
- Physical renovation of our centre
- Formation of new teams within the greater team
- Receipt of \$950,000 over ten years from the Royal Bank for service learning
- Strong Career Week attendance
- Strong employer recruitment activity despite economic challenges

Challenges and Issues in 2009-2010

- Several physical moves
- Staff housed in two separate buildings
- Cancellation and rebooking of several Alternative Spring Break trips

Future Trends and Opportunities

- Development of new, enhanced web site
- Development of "Career 24/7" web resources for students

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Trent University, Career Centre

Principal Achievements for 2009-2010

- Development of an in-house online job board
- Launch of a co-curricular record (Sept 2010)
- Outreach resulted in requests for specialized work search workshops
- Introduced students to two networking events; informal panel with alumni and an evening event with professionals

Challenges and Issues in 2009-2010

- Need to increase student attendance at workshops, events
- Decrease in number of recruiters attending career events

Future Trends and Opportunities

- Collaborations with academic departments for experiential learning
- Using technology in new ways to reach out to students to market our services and provide info
- Tweaking current services or creating new ones to meet our growing Graduate student population
- Opportunities are likely to grow under new administration to forge new internal partnerships for the benefit of our students

Interuniversities Forum 2010: Accomplishments Reports

University of Guelph, Co-operative Education & Career Services (CECS)

Principal Achievements for 2009-2010

- Launched newly enhanced RecruitGuelph 2.0 – job posting site for students (co-op and non-co-op) and employers
- Centralized curriculum – co-op and non co-op via CECS Curriculum Working Group
- Website development – new site to be launched June 1st with enhanced features including links to CECS Facebook page, CECS YouTube Channel, RSS feed
- Virtual online job fair for on-campus positions
- Workshops on Demand

Challenges and Issues in 2009-2010

- Poor job market for co-op and non co-op students
- Decreased requests for employer information sessions/lower student turnout at employer related events

Future Trends and Opportunities

- Expand college-specific programming
- Student communication via mobile advertising
- Continual website development and enhancements

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University of Toronto Scarborough

Principal Achievements for 2009-2010

- Hosted in November launch of newly renovated centre, adding two new offices for two new staff - Employment Coach and Career Counsellor.
- Implemented new website using Joomla Content Management System that enables all staff to easily update their portion of the website.
- Continued to build community with students through the Centre's social networking character ACE (Academic and Career Explorer) who now has over 600 friends on Facebook and regularly updates students on academic, career & employment events, programs and important deadlines.
- Hosted during the first week of classes first annual *Experience UTSC Fair* in collaboration with Human Resources to promote paid and volunteer work opportunities on campus.
- In collaboration with student group, Environmental & Physical Science Students Association, coordinated and hosted a successful *Environmental Career Fair*.
- Piloted with 20 students an authentic Multiple Mock Interview (MMI) process for students invited to interviews for Medical School, Dental School and Pharmacy. Mock process included 5 interview stations and concluded with group and individual feedback. Students were unanimously in support of continuing the pilot on a broader scale next year.
- Co-hosted with Health & Wellness a "Talking to Parents" workshop for students experiencing challenges discussing with parents academic, career and personal issues.
- In collaboration with Student Life and Alumni relations, hosted Alumni mentoring program for 25 fourth-year students, involving opening and closing receptions, joint professional development event for mentors and mentees, training workshop on solution-focused interviewing for alumni and two career development workshops for mentees.
- Launched the Career Compass certificate, to encourage students to participate in a full set of career and employment workshops.
- Will host in May the first *Hire Power* 4-day event for graduating students in collaboration with Alumni Relations, comprised of a series of interactive workshops and events focused on job search skills and tools, industry awareness, image/etiquette activities, and networking opportunities.

Challenges and Issues in 2009-2010

- High no show rate at workshops and events
- Students "want it now and on my terms" mentality

Interuniversities Forum 2010: Accomplishments Reports

University of Toronto Scarborough Continued...

- Staff turnover with 3 consecutive maternity leaves
- Finding suitable space for interviews and employer events continues to be an issue

Future Trends and Opportunities

- Continued growth with construction of new Instructional Centre and eventually new Athletic Centre for use of 2015 PanAm games
- Increase in graduate programs on campus

Interuniversities Forum 2010: Accomplishments Reports

University of Toronto, St. George Career Centre

Principal Achievements for 2009-2010

- Refined organizational structure and student space to foster nimbleness in delivery and development of programs/services, and move toward a career learning centre.
- Increased/new collaborations, partnerships, building capacity on campus
- Expanded programming for targeted populations.

Challenges and Issues in 2009-2010

- Poor economy resulting in fewer opportunities for students, and an increase in students requiring career services
- Regular internal communication was required in the face of organizational change mixed with staff flexibility during extensive renovations.

Future Trends and Opportunities

- Promotion / education of what we do to the U of T faculty & staff.
- Targeted and packaged programming incorporating 'practical' skill building opportunities for students and recent graduates
- Connect students to employers looking to hire for experiential opportunities

Interuniversities Forum 2010: Accomplishments Reports

University of Toronto Mississauga

Services

- Increased availability of assistance with job search concerns, both in appointments and materials
- Increased availability of career counselling appointments
- Improved Get Experience Fair to engage the "undecided" student and encourage more meaningful participation
- New Personal Statements workshop
- Including Reflection component in professional/grad school workshops
- Using Student Voice to improve assessment
- Continued attendance policy; improved attendance rates
- Expanded use of social media including YouTube videos, Facebook, Twitter
- 'Dress for Success' guide

Partnerships and Events

- C3 Biology Professional Development Certificate program participation
- Participated in Head Start programming for incoming class
- Academic department/student group partnerships included: Political Science; TA training; Women's Studies; Psychology; Economics; International Students; Accounting; Marketing & Communications; Peer Health Educators; Geography; Art and Art History; Residence; Chemical and Physical Sciences
- Student leadership group assessing student leadership
- More events tailored to specific disciplines/industries
- More networking events with preparation sessions to educate students to interact effectively with employers and alumni
- Increased employer contacts including 15% increase in employer participation in career fairs
- Outreach to local community through Mississauga Board of Trade and Mayor's Job Summit

Interuniversities Forum 2010: Accomplishments Reports

University of Windsor - Centre for Career Education

Principal Achievements for 2009-2010

- New website (<http://uwindsor.ca/cce>) which provides an overview of services and programs offered through CCE.
- Launch of myCareer a virtual interactive career site designed to provide students with information about all available career services and access to career resources and current employment opportunities.
- CCE part of group of institutions (University of Toronto, University of Waterloo, Trent University and University of Western Ontario) awarded funding to develop assessment guide for career centres
- CCE part of Higher Education Quality Council of Ontario study on the value of experiential learning.
- CCE partnered with the School of Social work to provide field placements for both BSW and MSW interns.

Challenges and Issues in 2009-2010

- Maintaining and/or increasing programming and services despite University wide budget cuts.
- Development of new marketing strategies to increase awareness and use of myCareer site and CCE resources and services by students and faculty.

Future Trends and Opportunities

- ☑ Tracking and evaluation of learning outcomes to assess if CCE is meeting its service goals.
- University of Windsor will be launching a new strategic plan and CCE will be reviewing our current provision of services in light of the new plan.

Interuniversities Forum 2010: Accomplishments Reports

UOIT

Principal Achievements for 2009-2010

- Successfully completed second year of Peer Resumé Reviewer program – saw 51 university students for quick resumé reviews
- 17% increase of booked appointments and 16% increase in further education personal statement appointments in 2009 over previous year
- Increased demand for optional co-op and internship by employers (as a cost-saving tool) and students (as experiential learning)
- Completed in-house survey of new graduates six months after graduation to track their employment and further education accomplishments; results being released spring 2010
- All staff completed Accessibility for Ontarians with Disabilities Act (AODA) customer service training in fall 2009
- Hired a part-time contract career advisor to assist with workload during the winter semester
- Hosted and participated in a variety of events including accounting firm recruitment, career & education fair, teacher job fair, job fair, further education information sessions

Challenges and Issues in 2009-2010

- State of the economy resulting in decreased employer activity (participation in career and job fairs, job postings and on-campus information sessions)
- Challenge in assisting manufacturing engineering and automotive engineering students with their career action plans
- Increased demand for career and job search advising appointments by students with disabilities (including mental health issues) resulted in longer, more complicated and more frequent follow up appointments
- Lack of space on-campus makes planning of employer events and workshops increasingly difficult
- “Just in time” mentality of students often results in no-shows for appointments and on-campus events

Future Trends and Opportunities

- Projected undergraduate enrolment growth from 6,234 in 2009-2010 to 10,694 in 2014-2015 will provide countless opportunities

Interuniversities Forum 2010: Accomplishments Reports

UOIT Continued...

- Building staff knowledge base around new programs at all 3 levels – bachelor, and increasingly master and doctoral programs
- Faculty of Social Science & Humanities moving to downtown Oshawa means there will now be a formal downtown campus (joining the Faculty of Education which moved in 2008); services will now need to be offered at two distinct campuses
- UOIT's first ever inclusion in Maclean's university rankings in 2009 (12th in our category) has meant increased national attention for the institution and our students and graduates

Interuniversities Forum 2010: Accomplishments Reports

Wilfrid Laurier University, Career Development Centre (Waterloo Campus)

Principal Achievements for 2009-2010

- Introduced and emphasized use of social media in the career development context
 - new workshops developed: Building Authentic Professional Profiles (Brand) and deploying 'Brand' in social media; Job Searching 2.0
 - created social media engagement opportunities with students - Careerchatter blogs, Twitter, LinkedIn groups
- Introduced new workshops related to further education: Medical School Interview Workshop; Applying to Graduate School (delivered in conjunction with Dean/Assistant Dean of Graduate Studies)
- Developed Career Immersion (employers and students) and Career Mentorship (connecting students and alumni) programs – to be deployed September 2010
- Introduced use of EQi – certification of staff and creation of a workshop and appointments to assist clients in understanding their EQ and using it for decision making and career management
- Developed program (three half days) for residence dons which focussed on their career development. Increased contact with first-year students noted this year partially attributable to this program.
- Career Resource Centre – co-ordinated with university library to maximize resource expenditures and avoid duplication
- Participated in an Academic Advisor Training Session involving approximately 25 advisors from across campus – discussed Career Development Centre programs and services and provided information on commonly-asked student questions to assist in their work
- Developed and launched a new computer system (Orbis)
- Offered a new event with a panel of speakers focussing on green careers, Green Careers Forum, which received funding through a campus special initiatives fund
- Co-hosted four major events: University/College Career Fair (183 organizations), Graduate/Professional Education Fair in conjunction with Laurier International's Crossing Borders Fair (approximately 90 organizations), University College Job Fair (168 organizations) and a Faculty of Education Teacher Education Career Forum
- Implemented a student attendance policy for employer recruiting sessions with online registration for events
- Developed a new employer marketing postcard to promote summer and part-time recruiting

Interuniversities Forum 2010: Accomplishments Reports

Wilfrid Laurier University Continued...

- Recruiting activity resulted in increases over last year for Graduating Student Employment Service and Summer Employment Service and a decrease in postings for the Part-time Service and Alumni Employment Service
- Redesigned and introduced new Alumni Employment Service
- Through Career Development Centre for graduate students in the School of Business & Economics:
 - increased service to Toronto MBA students through utilization of Career Leader, Typefocus and individual appointments
 - developed and posted career development content on new Desire2Learn platform adopted by the School of Business & Economics
 - increased involvement with student groups including the Graduate Student Association and MBA Student Association

Challenges and Issues in 2009-2010

- Responding to numerous requests for specialized programs from faculty and other departments on campus
- Meeting student demand for electronic service delivery
- Employer marketing in the current economy

Future Trends and Opportunities

- Encouraging continued and new employer participation in recruiting programs
- Balancing electronic service delivery with in-person service delivery
- Integration of career education within the academic context

Interuniversities Forum 2010: Accomplishments Reports

Wilfrid Laurier University, Career Development Centre (Brantford Campus)

Principal Achievements for 2009-2010

- Forming new partnership arrangements with faculty, programs and student groups in order to run jointly sponsored events (e.g., On-campus job fair with Supervisors' Group, Career Information Days for Contemporary Studies, Leadership, and Health Studies students.)
- Moving to a new space with offices for all staff members.
- Supervising an MSW student from Laurier. Student participated in a multi-disciplinary practicum primarily with Counselling Services, but also spent a day a week with the Career Centre and Accessible Learning.
- Reducing appointment "no shows" by instituting a cancellation policy and sending appointment reminders.

Challenges and Issues in 2009-2010

- Meeting student demand at a growing campus with limited staff resources; waiting periods for appointments was consistently in the two to three week range.
- As the Brantford campus grows, the Career Consultant has taken on more managerial / supervisory responsibilities such as budgeting, space planning, staffing, and scheduling which leads to fewer hours available for direct client service.
- Balancing workshop offerings which are time consuming to organize, with availability of individual appointments.

Future Trends and Opportunities

- Laurier Brantford continues to grow in terms of student numbers. As well, each year there are one or two new academic programs which require the Career Centre to meet student needs from a programming perspective.
- The Career Centre is moving to a new space (again!) this summer which will be more permanent.
- Greater campus emphasis on experiential learning will have impact on Career Centre (community service learning, volunteerism, potential for co-op, alternative practicum placements for Concurrent Education students).
- Creating a departmental staffing structure that will meet growth of campus.