It has been nearly three years since UVic’s Co-operative Education Program merged with the university’s Career Services to form UVic Co-op and Career, and we’ve accomplished so much in that time.

We’ve launched a brand new Co-op and Career portal to manage regular and co-op job postings and student records, have created a combined website that addresses our audience’s diverse needs, and have built a unique career curriculum to help students and alumni realize their career goals.

In addition to enhancing these services, we’ve worked hard to maximize learning and work opportunities for our students by collaborating with local, national and international partners, and by offering more flexible ways for students to gain work-integrated educational experiences.

In 2011, we increased our focus on international work experience. We actively developed new international opportunities, including collaborating with our alumni in California, and pursuing unique co-op exchange initiatives with universities in Austria, Germany, Singapore, Brazil, Malaysia and France.

We also developed four international competencies that students are encouraged to develop in today’s culturally diverse workplaces. These competencies complement the core, program-specific and professional competencies that we developed in 2010. We addressed these international competencies in an article published in the International Handbook for Cooperative and Work-Integrated Education (2011).

Furthermore, we continued to support students as they pursued international work placements by providing funding through our Graham Branton Endowment Fund and our International Service Learning Internship Program.

Our students continue to make an impact in the work place and in the greater community, as demonstrated by the profiles in this report. We are proud of their work as UVic ambassadors.

This annual report identifies general trends and developments for Co-op and Career for the 2011 calendar year, as well as statistics covering the period from May 2010 to April 2011. For detailed information about co-op statistics as they relate to individual faculties, please see our customized faculty summaries. We hope you will find this information useful.

Norah McRae
Executive Director, Co-operative Education Program and Career Services
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CO-OP WORK TERM PLACEMENTS

Co-op placements are increasing. Overall, the Co-operative Education Program made 2,647 placements in 2010/11, increasing 2.48% over last year (c.f., 2,583 placements in 2009/10).

The distribution of co-op placements was generally balanced across each term, ranging from 25.3% to 39% per term. This reflects UVic’s commitment to the alternating system of work and study, rather than the majority of placements being summer-based. The distribution of placements by term was less balanced for other co-op institutions in BC (45.8% for Summer 2010, 25.3% for Fall 2010, and 28.9% for Spring 2011).

British Columbia remains a popular location for work term placements. In 2010/11 there were 1,905 BC placements, representing 72% of total placements.

Over the past few years, there has been a shift in the location of placements, with a sharp decline in Vancouver Island placements in 2010/11 (47%) compared to the previous two years (c.f., 59.4% Vancouver Island placements in 2008/09). During the same period, placements throughout the Lower Mainland and the rest of Canada have been steadily increasing. Over the past five years, the distribution of placements throughout the rest of BC and internationally has remained relatively steady.
Of the 2,647 overall placements completed last year, 1,614 placements (61%) were generated through our online posting system. Students generated 502 placements (19%), while 367 placements (13.9%) were return placements (that is, students returned to a previous employer), and 164 placements (6.2%) were work term challenge placements.

When the two large mandatory co-op programs (Business and Engineering) are removed from the equation, the breakdown changes: 1,004 placements (83%) were generated through online posting, 87 placements (7.2%) were generated by students, 109 placements (9%) were return placements, and 9 placements (0.7%) were work term challenge placements.
CO-OP EMPLOYER DATA

Last year, 1,202 different employer organizations hired UVic co-op students. Forty-seven percent of employers hired more than one student during the year, and of these 1,202 employers, 85.6% hired from more than one co-op program area.

In 2010/11, 56.2% of placements were made with private sector employers. Recently, the percentage of placements by employer type has shown greater reliance on the private sector (c.f., in 2000/01, 39.7% were public sector placements and 60.3% of placements were with the private sector).

Within the public sector, provincial government and agency placements continue to decrease while federal government and agency placements have shown some recent growth.

<table>
<thead>
<tr>
<th>OVERALL CO-OP</th>
<th>PUBLIC SECTOR</th>
<th>PRIVATE SECTOR</th>
<th>TOTAL PLACEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLACEMENTS</td>
<td>318</td>
<td>185</td>
<td>39</td>
</tr>
<tr>
<td>PERCENTAGE</td>
<td>12%</td>
<td>7%</td>
<td>1.5%</td>
</tr>
</tbody>
</table>

PUBLIC VERSUS PRIVATE SECTOR PLACEMENT OVER TIME
CO-OP STUDENT DATA

In 2010/11, the average co-op salary was $2,766—a $62 or 2.3% increase over last year. (c.f., $2,703 in 2009/10).
The average co-op salary for graduate students was $3,271.

Who are UVic co-op students? Although 57% of UVic students are female, the UVic Co-operative Education Program has a male gender skew, due mainly to the Faculty of Engineering Co-op programs (both Engineering Co-op and Computer Science/Math Co-op). Without these programs included in the gender distribution, the overall gender breakdown is closer to the university’s enrolment pattern of 57% female.
In 2010/11, close to 10% of all UVic students were international (visa) students. In this same year, 9.3% of co-op placements made were by international students.

**Equity groups**

The data below is drawn from co-op students who have self-disclosed membership in the following equity groups.

**EQUITY GROUPS**

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>PLACEMENTS BY INTERNATIONAL STUDENTS</th>
<th>PLACEMENTS BY INDIGENOUS STUDENTS</th>
<th>PLACEMENTS BY DISABLED STUDENTS</th>
<th>PLACEMENTS BY VISIBLE MINORITY STUDENTS</th>
<th>TOTAL PLACEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERALL CO-OP PROGRAM</td>
<td>247</td>
<td>9</td>
<td>6</td>
<td>36</td>
<td>2,647</td>
</tr>
<tr>
<td>OVERALL PERCENTAGE</td>
<td>9.3%</td>
<td>0.7%</td>
<td>0.2%</td>
<td>1.4%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**MEDIA, EVENTS AND SERVICE USE**

This section of the report covers activities that occurred from January to December 2011.

**Media requests and activity**

In 2011, the media contacted Co-op and Career staff members 16 times. We published eight stories in a variety of publications, appeared on six radio and television shows, and released two media tips during this period.

**Use of career development services**

UVic students and alumni continued to connect with UVic Co-op and Career through events, workshops, services and career support in 2011.

**STUDENT USE OF CAREER DEVELOPMENT SERVICES**

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>BUSINESS STUDENTS</th>
<th>ENGINEERING AND COMPUTER SCIENCE/MATH STUDENTS</th>
<th>STUDENTS IN THE OPTIONAL AND PROFESSIONAL PROGRAMS</th>
<th>PROGRAM NOT SPECIFIED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career appointments (including drop-ins)</td>
<td>224</td>
<td>950</td>
<td>2,163</td>
<td></td>
</tr>
<tr>
<td>Career events (including employer info sessions, targeted events)</td>
<td>728</td>
<td>1,379</td>
<td>817</td>
<td></td>
</tr>
<tr>
<td>Co-op and Career prep sessions (for co-op students)</td>
<td>267</td>
<td>450</td>
<td>830</td>
<td></td>
</tr>
<tr>
<td>Horizons program for graduates</td>
<td></td>
<td></td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>Navigator program for graduates</td>
<td></td>
<td></td>
<td>19</td>
<td></td>
</tr>
</tbody>
</table>
Use of Co-op and Career portal (learninginmotion.uvic.ca)

After the launch of the career module in October 2010 and the co-op module in June 2011, students, alumni, employers and community members embraced the new Co-op and Career portal.

### Event activity and participation

It was a busy year for events, as Co-op and Career hosted a wide range of activities to connect student and alumni with employers in 2011.

<table>
<thead>
<tr>
<th>EVENT NAME</th>
<th>DATE</th>
<th>LENGTH</th>
<th>ATTENDEES</th>
<th>EXHIBITORS/PRESENTERS/TOPICS</th>
<th>OCCURRENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-campus employer information sessions</td>
<td>Throughout 2011</td>
<td>1 to 2 hours</td>
<td>Varied per session</td>
<td>27 employers, including Electronic Arts, Research in Motion, Bank of Canada, Amazon and the Government of Northwest Territories</td>
<td>As requested</td>
</tr>
<tr>
<td>“What can you do with your degree?” series (discipline specific)</td>
<td>January to March</td>
<td>1.5 hours</td>
<td>330 students</td>
<td>Alumni and staff from 7 faculties, including a wide range of disciplines</td>
<td>Annual</td>
</tr>
<tr>
<td>Résumania</td>
<td>January 19, March 16 and September 19</td>
<td>Half-day (three to four locations)</td>
<td>308 Résumé clinic</td>
<td>Several times per year</td>
<td></td>
</tr>
<tr>
<td>Employer Appreciation Receptions</td>
<td>January 18 (Victoria), January 20 (Vancouver)</td>
<td>2 hours</td>
<td>75 employers (Victoria), 35 (Vancouver)</td>
<td>Co-op Students of the Year, Vice-President Academic and Provost Reeta Irwin, Co-op and Career Executive Director Hayah McRae</td>
<td>Annual</td>
</tr>
<tr>
<td>Hi-Tech Co-op and Career Fair</td>
<td>February 15</td>
<td>Full-day</td>
<td>400</td>
<td>20 exhibitors, including Schneider Electric, Kiewit and WESCO</td>
<td>Annual</td>
</tr>
<tr>
<td>Alumni networking event - California</td>
<td>June 2011</td>
<td>2 hours</td>
<td>10</td>
<td>Employment opportunities in California</td>
<td>Annual</td>
</tr>
<tr>
<td>Alumni/student networking event - Calgary</td>
<td>June 28</td>
<td>2 hours</td>
<td>65</td>
<td>Networking in Calgary</td>
<td>Annual</td>
</tr>
<tr>
<td>Certified Accountants events</td>
<td>September 7 to 19</td>
<td>1 to 2 hours</td>
<td>Varied per session (business students only)</td>
<td>16 firms, including KPMG, PricewaterhouseCoopers, Deloitte and 13 local firms</td>
<td>Annual</td>
</tr>
<tr>
<td>Co-op and Career Info Day</td>
<td>September 13</td>
<td>Full-day</td>
<td>758 students</td>
<td>All Co-op and Career programs and offices</td>
<td>Annual</td>
</tr>
<tr>
<td>Co-op and Career Fair</td>
<td>September 20 and 21</td>
<td>Full-day</td>
<td>2,011 students</td>
<td>55 exhibitors, including Chartered Accountants of BC, Certified General Accountants and lock.</td>
<td>Annual</td>
</tr>
<tr>
<td>Graduate and Professional Schools Education Fair</td>
<td>October 4</td>
<td>Full-day</td>
<td>378 students</td>
<td>28 exhibitors, including BCIT, McMaster University, University of Toronto and various UVic departments</td>
<td>Annual</td>
</tr>
</tbody>
</table>

---

### AUDIENCE BREAKDOWN

<table>
<thead>
<tr>
<th>AUDIENCE GROUP</th>
<th># OF USERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>10,987</td>
</tr>
<tr>
<td>Alumni</td>
<td>1,654</td>
</tr>
<tr>
<td>Employers</td>
<td>1,181</td>
</tr>
<tr>
<td>Community members</td>
<td>1,397</td>
</tr>
</tbody>
</table>

### USE BY STUDENTS AND ALUMNI

<table>
<thead>
<tr>
<th>ACTIONS TAKEN</th>
<th># OF USERS (NON-CO-OP, SINCE OCTOBER 2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Created tutor profile</td>
<td>473</td>
</tr>
<tr>
<td>Created casual work profile</td>
<td>317</td>
</tr>
<tr>
<td>Applied for position</td>
<td>5,358</td>
</tr>
</tbody>
</table>

### USE BY EMPLOYERS AND COMMUNITY MEMBERS

<table>
<thead>
<tr>
<th>JOBS POSTED BY NON-CO-OP EMPLOYERS (SINCE OCTOBER 2010)</th>
<th>JOBS POSTED BY CO-OP EMPLOYERS (SINCE JUNE 2011)</th>
<th>JOBS POSTED BY COMMUNITY MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,680 (career jobs), 113 (on-campus jobs), 188 (volunteer jobs)</td>
<td>1,753 (co-op jobs)</td>
<td>312 (casual jobs)</td>
</tr>
</tbody>
</table>
UVic Co-op celebrates 60,000th co-op placement

Thirty-five years after launching one of Canada's largest co-operative education programs, UVic celebrated its 60,000th co-op placement. In February 2011, biochemistry student Britney Allen was placed in the 60,000th UVic co-op work term when she was hired by Science Venture to work as a science/technology camp instructor.

UVic’s Co-op Program was established in 1976 in the Departments of Chemistry and Physics. The program secured 58 placements in its first year; today it includes 13 co-op offices that provide opportunities for students in 47 academic areas at both the undergraduate and graduate level. The program is indebted to Graham Branton, its longest-service director who dedicated 17 years to the development of UVic Co-op.

New programs for soon-to-be grads and alumni focus on transition to the workplace

In the spring of 2011, Co-op and Career introduced the Horizons and Navigator programs, two online programs that help students and new alumni transition into the next stage of their career.

Horizons helps participants identify personal interests and align them with possible career options. Participants spend three hours per week completing assignments and taking part in online discussions.

Navigator is intended for students who are actively searching for career-related work after graduation. Participants commit to seven hours per week, working through assignments and engaging in online discussions with their cohort.

Participants in both programs also have the option to set up one-on-one coaching sessions with the program facilitators.

Each program accommodates up to 10 students or alumni per session and several sessions were completed in 2011. The goal is to increase enrolment to 15 to 20 participants per session in 2012. Details can be found at www.uvic.ca/coopandcareer/careerprograms.
Co-op module launches in Co-op and Career portal

In June 2011, management of co-op student and employer records, as well as co-op job postings, shifted from the MyCo-op system to the comprehensive “Co-op and Career portal” that had replaced the non-co-op Workwall posting board in October 2010.

Co-op students and employers now use the new system for all co-op-related tasks. Students can search for co-op positions, manage their applications, review upcoming interview dates and schedule appointments with co-op staff. They can also easily shift from the “Co-op” module to the “Career” module, meaning that they can use the new system for all career-related tasks.

Employers can post co-op positions, screen applicants and arrange interviews. They can also post full-time, part-time, casual and summer positions.

Beginning in 2012, the portal will introduce a competency assessment module, where co-op students and employer can assess competency development at the beginning, middle and end of each work term.

Five-year plan presented to UVic strategic plan committee

In April 2011, Co-op and Career presented a five-year plan to the Priorities and Planning Committee as part of the UVic Strategic Plan Planning Process.

This included the unit’s vision to become a source of leadership, facilitation and collaboration for UVic’s work-integrated education programs and services, with the goal that by 2017, every UVic student would have the opportunity to complete one work-integrated educational opportunity in the community before graduation.

Britney Allen (biochemistry) helps a Science Venture camper discover the joys of science.

Jonathon Rabeneck (health information science) worked as a student analyst with Cancer Care Ontario. As a member of the Snuneymuxw First Nation, Jonathan plans to use his degree to further the development of health care in Canada. “Co-op let me learn by doing, which is a good match with my hands-on learning style.”
In order to meet these goals, Co-op and Career identified three areas of focus:

1. Expand the types of work-integrated education that are available to students in the community
2. Incorporate the “Learning in motion” competency assessment model for every work-integrated education opportunity
3. Support the internationalization of UVic through “global learning in motion”

Co-op and Career projects will address these goals in 2012 and beyond.

**Curriculum binder approach enters second year**

Co-op and Career introduced the binder/flashdrive approach in September 2010; students who began co-op programs at that time received a customized co-op binder or co-op flashdrive where they could store documents related to their career exploration, co-op work terms, competency development and work searches.

After a successful academic cycle with the Co-op and Career binder/flashdrive system, the curriculum material was distributed to a second set of students in September 2011, as well as to students taking part in the Horizons and Navigator Programs.

Students are encouraged to use the binder or flashdrive throughout their co-op careers and to bring these documents with them every time they engage with a Co-op and Career staff member. They are also directed to populate their binders with resources from Co-op and Career’s three online kits (www.uvic.ca/coopandcareer/resources) as well as material like the “What can you do with your degree?” sheets (www.uvic.ca/coopandcareer/degree), which have been created for almost every UVic academic discipline.

Students can use their binder or flashdrive to develop a comprehensive portfolio of their accomplishments.

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**Maine McEachern (law)**
worked as a student intern at Chandler & Thong-Ek Law Offices in Bangkok, Thailand. Here, she enjoys a perk of an international work term—the chance to explore new environments on days off, such as during this diving trip to Indonesia.

**Thomas Diesch and Ashley Currie (biology)**
spent a work term as research associates with UVic adjunct professor Dr. Michael Clinchy. They researched raccoons in the Gulf Islands, collecting data on their location and numbers and the impact they have on songbirds and intertidal species.

**Maine McEachern (law)**

**Thomas Diesch and Ashley Currie (biology)**
Curriculum Committee fine-tunes online career resources

Following the launch of Co-op and Career’s combined website in November 2010, the unit’s Curriculum Committee began a thorough revision of the 115 PDF resources found within the Co-op and Career foundations. Throughout 2011, the committee streamlined these resources to maximize their value for students and alumni. This included developing clear learning objectives for each of the three resource kits: the journey kit (www.uvic.ca/coopandcareer/journeykit), competency kit (www.uvic.ca/coopandcareer/competencykit) and tool kit (www.uvic.ca/coopandcareer/toolkit), and creating interactive documents that guide students through their career exploration.

Danielle Grenier (master of political science) spent a work term as an intern for the Carter Center’s Democracy Program in Atlanta, Georgia. She traveled to the Democratic Republic of the Congo on an election assessment mission. “I wanted to get experience working in the non-governmental sector before I graduated,” she says. “This gave me the chance to explore work opportunities outside of academia.”

Heidi Hopkins (recreation and health education), second from left, worked for Power to Be Adventure Therapy, a Victoria not-for-profit organization that provides outdoor education programs for disadvantaged youth. She helped with intake for the wilderness school program and compiled a manual of information about support organizations, services and programs. “It’s been inspiring to work with staff who are dedicated to making long-term differences in the lives of youth.”
Master of Global Business program offers internship

In 2011, 17 students took part in the Peter B. Gustavson School of Business’ Master of Global Business degree. The 12-month masters program includes components delivered by UVic Business faculty at overseas partner institutions in Asia and Europe. Students also complete a 300-hour internship component, called the Global Business Internship, which is coordinated by Co-op and Career.

Participating students complete this internship in one of three regions: North America, Europe or Asia. A key component is to prepare students for a career in global business by having them reflect on their program courses and the internship experience.

Work Experience Program provides flexible options

Forty students studying in the Faculty of Social Sciences took part in the new Social Sciences Work Experience Program (WEP) in 2011. Launched in September 2010, the program provides a flexible alternative to co-op. Students can apply to take part at any time in their academic career and complete two work terms in their field of study instead of the three or four work terms required through the co-op program.

Participating students can later transfer to the co-op program if they meet the co-op requirements, then complete additional work terms and graduate with co-op designation.

Social Sciences Co-op splits into seven disciplines

In an effort to make co-op more visible to students studying in the Faculty of Social Sciences, the co-op program for Social Sciences articulated its seven unique disciplines into individual co-op programs in the spring of 2011. Students in Social Sciences can now participate in the:

- Anthropology Co-op Program
- Economics Co-op Program
- Environmental Studies Co-op Program
- Geography Co-op Program
- Political Science Co-op Program
- Psychology Co-op Program
- Sociology Co-op Program

While daily operations within the previously named Social Sciences Co-op have not changed, print and web material was reworked to reflect this new structure. The Social Sciences WEP followed the same structural shift.
Diploma in Restoration of Natural Systems includes co-op option

A diploma program offered by the School of Environmental Studies and the Division of Continuing Studies now includes an optional co-op component. Students studying for the two-year Diploma in the Restoration of Natural Systems may complete one or more co-op work terms to receive co-op designation.

Nursing and Health Informatics program features co-op requirement

The double-degree Master of Nursing and Master of Science in Health Informatics had its first intake in Fall 2011 and requires students to complete two co-op work terms in nursing informatics and general health informatics. The co-op component is managed through the Health Information Science Co-op Program.

Funding supports service learning

Nine local not-for-profit organizations were able to hire UVic co-op students in 2011 thanks to the Co-op and Career Service Learning Internship Program (SLIP). The program supplements work term salaries for co-op positions in community-based organizations that have partnerships with the university community.

Approximately 10 organizations hire UVic co-op students through SLIP each year. One hundred and seven community organizations have received funding since the program was launched in 2002. An International Service Learning Internship Program (iSLIP) program was launched in the fall of 2010.

Katheryn Jones (political science), left, worked as a retail consultant with the Q’ente Textile Revitalization Society. Founded by U Vic alumna Ashli Akins (right), Q’ente connects Peruvian weavers with Canadian consumers. One hundred percent of the profits are returned to the weavers’ communities in Peru. Jones developed a retail strategy to expand the distribution of Q’ente weavings to events, galleries and stores. Her work term was supplemented by a Service Learning Internship Program grant.

Paul King (business) completed work terms with a diverse group of employers: MusicFest Vancouver, L’Oreal Canada and Imperial Oil. He made the most out of every co-op experience and was named one of the top 25 in Canada’s Next Top Ad Executive 2011 contest.
STUDENT OUTREACH:

Co-op Students of the Year celebrated

In November 2011, three outstanding co-op students were named “Co-op Student of the Year” by their respective co-op program areas.

- Electrical engineering student Bernard Lambrechts is the Co-op Student of the Year for Engineering and Computer Science/Math Co-op and Career. He completed two work terms with Research in Motion, as well as terms with Pacific Geoscience Centre in Sidney and most recently, Broadcom. Described as “an innovative thinker” whose “can-do attitude helps him exceed his supervisor’s expectations,” Lambrechts is also a passionate musician and has been a mentor to other co-op students.

- Women’s Studies student Jasmine Nielsen is the recipient of the Optional and Professional Program’s Co-op Student of the Year award. She completed work terms with an environmental NGO, the Ministry of Health’s Emergency Management Unit, local not-for-profit Mosqoy and GlobalFest. She is an active volunteer who is described by her employers as “mature beyond her years and truly passionate about helping communities both locally and internationally”.

- Bachelor of Commerce student Erin Stead was named the Co-op Student of the Year for the Business Co-op and Career Program. During her recent work term with the Provincial Treasury of the BC Ministry of Finance, she helped two senior staff complete reporting and analysis requirements for the BC government’s multi-billion dollar borrowing program. Stead’s supervisor described her as working at an “extremely high level” and noted that Stead “distinguished herself with her enthusiasm, intelligence and commitment to continuous learning.”

Co-op employers and co-op supervisors nominate Co-op Students of the Year. The winners will be recognized at Co-op and Career’s Employer Appreciation Reception on January 24, 2012 in Victoria.
Career ambassadors support fellow students

In January 2011, Co-op and Career welcomed eight student volunteers to its team, followed by another 13 students in September 2011. These career ambassadors were recruited from across campus to provide peer-to-peer career support to other students and alumni. Ambassadors received training from Co-op and Career staff to answer fellow students’ questions about cover letter writing, résumé writing and interview preparation.

Career ambassadors also helped promote Co-op and Career on campus through student outreach, a traveling treat cart outside the library and social media contributions.

Student Engagement Committee focuses on volunteering

Following earlier student engagement surveys that highlighted students’ desire for a stronger sense of community, and after implementation of the Co-op and Career portal, which includes a Volunteer Module, the Student Engagement Committee focused on promoting and supporting student volunteerism. In 2011, the committee conducted extensive research into existing resources around volunteerism, and met with the Student Advisory Board in March to develop best practices. The committee is currently developing comprehensive volunteer resources, which will be moved to the website next year.

Equity and diversity taskforce formed

Co-op and Career formed a taskforce in 2011 to explore new opportunities for diversity and equity within the unit. In addition to hosting a national Diversity Conference for the Canadian Association for Co-operative Education (CAFCE) in November, Co-op and Career began working with members of UVic’s Society Student with Disabilities to identify ways to provide more targeted support to this group.

Additionally, Co-op and Career’s international coordinator joined the planning committees for a Diversity Research Forum taking place at UVic in January 2012, and the Asian Heritage Month celebration that the university is planning for May 2012.
EMPLOYER OUTREACH:

Recreation Integration Victoria named Co-op Employer of the Year

Co-op and Career staff nominated 14 outstanding employers for the 2011 Co-op Employer of the Year award; in December, Recreation Integration Victoria (RIV) was selected as this year’s recipient.

Since 1989, 165 UVic students have completed co-op work terms and other work experiences with the organization, which provides socialization, life skills and respite opportunities for people with disabilities through community-based leisure and recreation activities. Students have overwhelmingly reported that working at RIV has impacted their motivations and positively influenced their lives.

RIV will formally receive the award at the Employer Appreciation Reception in January 2012.

Employers recognized at reception

Co-op and Career hosted two Employer Appreciation Receptions in January 2011 to thank employers in Victoria and Vancouver for their support. More than 100 employers attended the events, which included presentations by our 2010 Co-op Students of the Year.

Employer development in Ottawa and Calgary

Over the past few years, Co-op and Career has been increasing its presence in Calgary and Ottawa. This has included locating a full-time co-op coordinator in Calgary, as well as traveling to Ottawa to develop new opportunities.

In 2011, several major Alberta-based employers began hiring UVic business co-op students, including Canadian Natural Resources Ltd., Cenovus Energy and Kinder Morgan. Spring 2011 placements in this province were on the rise – with 50% more placements than at the same time in 2010.

Developments were also made in Ottawa. The federal government is the largest employer in this region so in January, Co-op and Career staff attended a Public Safety Canada Co-op Day to reach out to HR managers from public sector organizations, including the Department of Finance, Transport Canada and Canada Border Services Agency. In March and October, co-op site visits were conducted in Ottawa at 12 federal departments.

Employer Advisory Board discusses engagement strategies

Members of the Employer Advisory Board, which includes Victoria employers from a range of sectors, met with UVic Co-op and Career staff in 2011 to discuss:

- Strategies to promote the co-op program to high tech sector employers
- Engagement opportunities for not-for-profit employers, including possible funding options (e.g., the Service Learning Internship Program)
- The recent decline in provincial and federal government co-op hiring and how to address these gaps (e.g., tax credit incentives)
- Possible strategies for coordinating co-op hiring with large local employers (e.g., VIHA’s recent success hiring MBA co-op students to develop an Island-wide co-op database)
- Opportunities provided by Co-op and Career’s expanded experiential learning models (e.g., Work Experience Programs, part-time co-op and internships)

Co-op and Career’s Employer Engagement Committee will take these ideas forward in 2012.

Experiential Learning Committee works with new database

After successfully developing the 10 core competencies in 2009, the Experiential Learning Committee established two subgroups in 2011: the co-op curriculum review group and the competency evaluation system implementation team.

Employer Advisory Board members (l-r): Gerry Salembier (Western Economic Diversification), Brian Train (Teaching Universities, Colleges and Institutes Branch, Government of BC), John Cosgrove (AXYS Analytical Services Ltd.), Dale Gann (Vancouver Island Technology Park), Rod O’Connell (Vancouver Island Health Authority), and Diana Campbell (Vancouver Island Health Authority). Missing from photo: Dave Schneider (National Bank Financial Ltd.), Art Wymans (Schneider Electric) and Purdy McDonald (Scotiabank).
In 2011, the latter group has worked closely with Orbis, the company behind Co-op and Career’s new job and student record database, to develop the competency assessment module. Details can be found in the "Looking towards 2012" section of this Annual Report (page 20). A summary of the curriculum team’s progress can be found on page 10.

SHARING STORIES ONLINE:
Students share experiences through photos and videos

Co-op students submitted more than 160 photos of their work term experiences to the 2011 Co-op Photo Contest. Photos were displayed at www.uvic.ca/coopandcareer/contest and then voted on by students during Co-op Info Day.

Biology co-op student Olivia McMillan was awarded one of the three prizes for a photo taken during her work term as a summer assistant at Ocean Spray of Canada Ltd.

In 2011, students also submitted videos to the 2011 Co-op Video Contest. Amanda Kelly (social sciences), Karolinka Zuzalek (writing) and David Burnham (physics and astronomy) won first prize for the video they made together during a work term at the Dominion Astrophysical Observatory.

Social networking expands

After launching a social media presence in 2010 with the creation of a Facebook page, Twitter feed, Linkedin group and Youtube channel, Co-op and Career multiplied its efforts in 2011. The unit created a social media strategy that outlines annual goals and metrics. It also developed a social media policy and held social media training sessions to help staff leverage social media tools towards job development and student communication. 2011 also saw the creation of a social media team, where members from various program offices contribute content to the unit’s social media channels.

As a result of these efforts, Co-op and Career engaged with an increased number of users. The unit’s Facebook page (www.facebook.com/uviccoopandcareer) rose by 110 members, while its Twitter feed (@uviccoopcareer) rose by 500 followers and its Linkedin Group (http://linkd.in/uviccoopandcareer) increased to nearly 175 members, including students, alumni and employers. Additionally, Co-op and Career staff created more than 15 new videos for the Youtube channel (www.youtube.com/uviccoopandcareer), including tutorials about our Co-op and Career portal, interviews with alumni about their career transitions, and interviews with students and employers about their workplace experiences.

Olivia McMillan (biology) poses in a cranberry field in Richmond, BC, during her work term with Ocean Spray of Canada Ltd.

“A big part of my job was visiting cranberry growers to assess problems related to fertilizer, pests, and weeds. I also monitored pest populations and photographed common cranberry weeds to help cranberry growers identify the weeds and best treatment options for their crops.”
International competencies developed

In early 2011, Co-op and Career identified these four international competencies:

- Strategic thinking
- Cultural knowledge
- Cultural drive
- Cross-cultural behaviour

All students who embark on international experiences through Co-op and Career, as well as those working in culturally diverse settings, can assess these competencies, as well as the core, program-specific and professional competencies at the beginning, middle and end of their experiences.

UVic Co-op and Career Executive Director Norah McRae and International Coordinator Karima Ramji wrote a research paper on the theory behind this approach. Titled “Enhancing Cultural Intelligence through Co-operative and Work-Integrated Education,” the paper was published in the International Handbook for Cooperative and Work-Integrated Education (2011).

International co-op placements on the rise

In 2010/11, 184 students secured co-op work terms outside of Canada (up from 175 in 2009/10), while international students made 9.3% of co-op placements during that period.

Of the 2,853 graduate students enrolled at UVic in 2010/11, 463 (16%) were international students. Graduate students completed 309 co-op work terms during that time period, of which international grad students completed 60 (about 20% of total grad placements). This suggests that co-op is a draw for international graduate students.

CANEU CO-OP expands in second year

After a successful start to Co-op and Career’s CANEU CO-OP project, participation rose in 2011. Launched in 2010, the project is a partnership between UVic and the University of Waterloo in Canada, as well as Baden-Württemberg Co-operative State University in Germany and FH Joanneum in Austria. Through this unique program, European students complete academic terms at the Canadian institutions, while students from these Canadian schools complete work terms with European employers.

In 2011, each Canadian institution hosted 18 European students, compared to 12 in 2010.

While the external funding for this ended this year, the partners are committed to continuing the project in the future.

Exploring new regions

The success of the model used in the CANEU-COOP project has led UVic Co-op and Career to explore similar exchange models through agreements with institutions in Singapore, Brazil, Malaysia and France. These agreements will provide opportunities for students in the Humanities, Social Sciences and Exercise Science, Physical and Health Education programs to work abroad; international students will attend classes at UVic. New exchange opportunities will begin in 2012.

Yee Wen (Vivienne) Wong (business) traveled to Bangkok, Thailand to work as an international relations intern for Thai Airways International PLC. Here, she checks out a newly retrofitted aircraft at the Suvarnabhumi Airport. Wong received the Abebooks International Co-op Award, which provides assistance to students in Business or Computer Science who are placed in international work terms.
Job development takes off in California

Co-op and Career staff traveled to Palo Alto and San Francisco in June 2011 with a cohort of seven Canadian universities to reach out to UVic alumni and students working in the area.

The 2011 trip kicked off with a meeting at the Canadian Consulate with Canadian Consul General Cassie Doyle. At this event, Co-op and Career Executive Director Norah McRae proposed that SFU, UBC and UVic form a “Western Provinces Contingent” to maximize work-integrated education collaborations with California-based companies.

Other highlights included the creation of a partnership between the Western universities group (UVic, UBC, SFU, the University of Alberta and the University of Regina) and C-100, a not-for-profit, member-driven organization dedicated to supporting Canadian technology entrepreneurship. C-100 identifies start-ups seeking to hire co-op students; students are paired with a mentor from the C-100 membership for the duration of their work term. UVic began posting co-op jobs resulting from this collaboration in late 2011.

While in California, staff also met with UVic alumni and Co-op and Career contacts at Ericsson, Google, Apple, Intel, Primus Power and Tesla Motors. The trip also included work site visits with co-op students currently working at Google, Intel and various start-up companies.

Graham Branton Fund facilitates international work experience

Four students traveled abroad for work in 2011 thanks to the Graham Branton Co-operative Education Endowment Fund. Established in 1996 in memory of Dr. Branton, the co-op program’s longest-serving director who dedicated 17 years to the development of UVic Co-op, the fund supports students who undertake international work term placements in developing countries. These types of placements offer excellent learning opportunities but often little remuneration.

This year’s recipients included Chida Henry (biology and environmental studies), who volunteered with Women in Action for Development (EWAD) in Entebbe, Uganda; as well as Caitlin Wake (PhD student in Social Dimensions Of Health), who coordinated a peer education program on STDs and reproductive health for the United Nations High Commission on Refugees in Kuala Lumpur, Malaysia.

To date, 77 students have completed work terms in 35 countries as a result of this endowment.
Funding promotes international service learning

The International Service Learning Internship Program (iSLIP) completed its one-year pilot in 2011, providing funding for six students placed in service-learning positions through Latitude Global Volunteering and the Uniterra Program. This partnership was made possible through UVic Office of International Affairs’ Matching Fund initiative.

Recipients of the grant completed work terms in Japan, Guatemala, Nepal, Australia, Botswana and Ghana.

Partnership with Latitude Canada proves fruitful

As a result of Co-op and Career’s existing partnership with Latitude Canada, many UVic students have embarked on international co-op work terms with volunteer organizations around the globe. In 2011, biology co-op student Ashley Burbidge traveled to Northern Australia to work at a boarding school for Aboriginal children and teens. The school’s aim is to increase literacy rates among the Australian Aboriginal population. As a result of this work term, Co-op and Career identified the opportunity for Indigenous students at UVic to complete work terms with Aboriginal communities in Australia. Staff met with UVic’s Office of Indigenous Affairs to discuss ways to put this plan into action.

Dual degree programs offer expanded options for students

In 2011, the Peter B. Gustavson School of Business welcomed 20 students to UVic through its three dual degree agreements with post-secondary institutions in China. Students from Lingnan College and the International Business School (both connected with Sun Yat Sen University), as well as the University of International Business and Economics, completed two years at their home institutions before arriving at UVic to complete years three and four. The students will graduate with degrees from UVic as well as their home institutions. Their time at UVic includes a co-op component.

ACCREDITATION AND MEMBERSHIP ACTIVITIES

UVic and Camosun co-host co-op conference

Co-op and Career programs from UVic and Camosun College paired up to co-host the Association for Co-operative Education (ACE) in BC/Yukon’s 2011 conference and Annual General Meeting. More than 140 delegates attended the three-day event, which ran from May 18 to 20 at the Inn at Laurel Point. The conference theme of “Quality at Work” was explored through a series of presentations, keynote speeches, and student and employer panels.

Executive Director teaches course on work-integrated education

Co-op and Career Executive Director Norah McRae traveled to Massachusetts in July 2011 to serve as a faculty member at a week-long training institute hosted by the World Association for Cooperative and Work-Integrated Education (WACE). The institute focused on how to develop work-integrated education programs at the post-secondary level, and was attended by university and college teams from around the world.

CAFCE AGM held at UVic

In November 2011, UVic welcomed Canadian Association for Co-operative Education (CAFCE) members from 17 Canadian institutions to the UVic campus for the 2011 CAFCE Annual General Meeting. Members who were not able to attend in person participated via webcast. UVic will play an even larger role within CAFCE in 2012; Co-op and Career Executive Director Norah McRae became CAFCE President at the AGM and her tenure continues through 2012.
LOOKING TOWARDS 2012

Competency assessment module to launch in Co-op and Career portal

In 2012, students who complete work experience through Co-op and Career will be able to evaluate their competency development at the beginning, middle and end of their experiences, thanks to the soon-to-be launched competency module. This assessment tool was developed for co-op students and employers. The co-op program currently uses a paper version of this tool; the move to the portal will allow for integration between students’ work experience records and their competency development.

Co-op placements on the rise

It looks like UVic Co-op is bouncing back from the economic recession. At the time of print, 2012 summer placements were 17 per cent higher than 2011 numbers, indicating a rise in co-op employer engagement.

Courses to focus on community service learning

Beginning in January 2012, UVic will offer its first course in Community Service Learning (CSL). The 300-level CSL course, called “Working in the Community”, arose from a partnership between UVic Co-op and Career and the Faculty of Social Sciences. It will include four weeks of classroom theory, followed by seven weeks (30 to 40 hours) of volunteer community work/service learning. The final two weeks will be spent back in the classroom, where students will reflect on their experiences.

Another course for students interested in intercultural service learning has just been approved and will run in the Fall of 2012. Co-op and Career has partnered with the Department of Pacific and Asian Studies to offer a second-year course called Intercultural Service Learning that will include classroom learning as well as service learning with a community partner. Students will learn how to contribute to an intercultural workplace, then will complete a service learning component, followed by reflection that incorporates the four international competencies Co-op and Career has identified. This 13-week course is funded through the Learning Without Borders Curricular Development Fund offered through UVic’s Learning and Teaching Centre.

Additional CSL courses may be offered through other faculties or departments in the future.

Work Experience Program to expand

Co-op and Career’s work experience programs will expand in 2012 to include a Graduate Work Experience Program (WEP) and a Fine Arts WEP. The program, which currently exists for computer science, mathematics and statistics, and social sciences students, provides participants with the same support as co-op students, but allows students to complete one or two works terms instead of three to four. Students who take part in a WEP will have their work terms listed on their transcripts.

Research to begin on co-curricular record project

UVic Co-op and Career, together with the Division of Student Affairs, will explore the creation of a co-curricular record for UVic students in 2012. This would allow students who are not part of a structured work experience program (such as co-op, practica, internships, work experience, community service learning) to have their extracurricular activities (e.g., volunteering, coaching or other leadership roles) documented on their student record.

From January to April 2012, a co-op student will conduct research on the viability of creating a co-curricular record at UVic. This will include researching effective co-curricular models at other post-secondary institutions, conducting a literature review of the impact of student leadership on student recruitment and engagement, and inventorying student leadership opportunities on and off campus, as well as other strategies.

The student will generate a report at the end of the work term; next steps will then be determined by project leads.
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