Learning in motion.

COOP & CAREER

Co-operative Education Program and Career Services

ANNUAL REPORT 2013
This past year has been a record breaker for Co-op and Career. We have successfully created even more experiential education opportunities for our students, provided expanded career development support through new events and resources, and forged closer ties with UVic faculties to increase student engagement.

In 2013, we saw a rise in the number of undergraduate students taking part in co-op—according to data from UVic's Institutional Analysis office, 35% of students for whom co-op is an option are active participants. This is an increase from 25% just a few years ago. More students are also taking advantage of drop-in appointments with our career educators—we saw an increase of 49% more interactions in 2013.

We have begun offering new experiential learning opportunities; we expanded our Work Experience Program to the Faculty of Science last year, and placed 50 students in Community Service Learning (CSL) placements. We also completed phase 1 of our Co-Curricular Record (CCR) beta test, which allows students to reflect on and document their co-curricular work experience.

On the events side, we multiplied our offerings: new events in 2013 included Pathways to Success, a series of career development and transition workshops for graduate students; Gear into Summer, a summer job expo; the Online Alberta Career Fair for business students, and several Indigenous Student Networking Events to help Indigenous students connect with employers.

We strive to support students at every stage of their UVic career; in September we stepped closer to this goal by launching our Compass campaign, a web- and print-based tool that helps UVic students navigate from first year right through to graduation by outlining the programs, services and resources that support students' career development at every stage.

Over the past year, we have continued to engage in research that strengthens our programming. In 2013, we launched a research initiative to map curricular and co-curricular experiential learning opportunities across campus. The goal is to articulate an organizational framework that categorizes these opportunities for students in each discipline; this will make it easier for students to complement their studies with experiential learning, whether that includes co-op, practicum, field school, CSL, CCR or other forms. We are excited to continue this project through 2014.

Additionally, we continue to ask co-op students and their supervisors to measure students' core competency development at the start, middle and end of each work term, and in 2013 we saw 500 students reflect on their cross-cultural competency development as a result of working in culturally diverse workplaces.

As always, our students continued to make a positive impact in their workplaces, on campus and in the local and global community. We are so proud to share some of their stories in this report.

This annual report identifies general trends and developments for Co-op and Career for the 2013 calendar year, as well as placement and program statistics for the May 2012 to April 2013 period. For detailed statistics for individual faculties, please see our customized faculty summaries.

We hope you find this information useful.

Norah McRae
Executive Director
University of Victoria Co-operative Education Program and Career Services
THE YEAR IN NUMBERS:
Statistics for 2012/13

CO-OP WORK TERM PLACEMENTS

Co-op placements are increasing. Overall, the Co-operative Education Program made 2,839 placements in 2012/13, increasing 1.1% over last year (c.f., 2,808 placements in 2011/12).

The distribution of co-op placements was generally balanced across each term, ranging from 25.6% to 43.2% 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 (46.0% for summer 2012, 26.7% for fall 2012, and 27.4% for spring 2013).

In addition to our co-op placements, Co-op and Career has begun placing students in Community Service Learning (CSL) placements over the past two years. In 2012/13, 50 CSL placements were made with local community organizations. Cumulatively, close to 2,900 work-integrated learning opportunities were brokered by Co-op and Career last year.

British Columbia remains a popular location for work term placements. In 2012/13, there were 2,032 BC placements, representing 71.6% of total placements.

Over the past few years, a shift has occurred in the location of placements, with a decline in Vancouver Island placements in 2011/12 (46.7%) 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 steadily increased.

Of the 2,839 overall placements last year, 1,668 placements (58.7%) were generated through our online posting system (Co-op and Career portal). Students generated 678 placements (23.9%), 350 placements (12.3%) were return placements (that is, students returned to a previous employer), and 143 placements (5.1%) were work term challenge placements.

When the two large mandatory co-op programs (Business and Engineering) are removed from the equation, the breakdown changes: 902 placements (74.2%) were generated through online posting, 156 placements (13.0%) were generated by students, 113 placements (9.3%) were return placements, and 26 placements (2.1%) were work term challenge placements.
In 2012/13, private sector placements represented 61.8% of placements. Over the several years, the percentage of placements by employer type had been settling into a pattern of greater reliance on the private sector than the public 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, both the provincial government and agency placements, as well as federal government and agency placements continue to decrease. Municipal placements have remained stable over the years.
In 2012/13, the average monthly co-op salary across all programs was $2,869—an $82 or 2.9% increase over last year (c.f., $2,787 in 2011/12). The average monthly salary for graduate co-op students was $3,481, and the average monthly salary for undergraduate co-op students was $2,795.

For 2012/13, close to 8% of all UVic students were international (visa) students. International students made up 11.7% of co-op placements. The data below is drawn from co-op students who have self-disclosed membership in the following equity groups.
**TERESA TRAN**

Recreation and health education student Teresa Tran spent two work terms as assistant manager with Vancouver Island Fitness here on Vancouver Island, where she focused on outreach and client management. “I knew how important it is to incorporate physical activity into everyday life, and I was able to educate community members about how to make healthy choices.”
CROSS-CULTURAL COMPETENCIES

In 2012/13, more than 500 co-op students identified their Canadian and international workplace as cross-cultural settings. These students and their employers assessed the students’ four cross-cultural competencies at the start (learning objectives rating), middle (mid-term rating) and end (final rating of students’ work experiences). Here are the results:

- **Cross-cultural competency: Cross-cultural motivation** – You are curious about new surroundings and cultures and actively seek out learning opportunities.
- **Cross-cultural competency: Cross-cultural knowledge** – You have a good understanding of how cultures are similar or different.
- **Cross-cultural competency: Strategic thinking** – You use your knowledge and understanding of different cultures to plan effective cross-cultural interactions.
- **Cross-cultural competency: Cross-cultural behaviour** – You demonstrate flexibility in your interactions and are able to recognize and adapt to cultural nuances in the workplace and beyond.

**EVENT PARTICIPATION AND SERVICE USE**

This section of the report covers activities from January to December 2013.

**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 2013.

<table>
<thead>
<tr>
<th>SERVICE</th>
<th>PARTICIPANTS</th>
<th>BUSINESS STUDENTS</th>
<th>ENGINEERING AND COMPUTER SCIENCE/MATH STUDENTS</th>
<th>STUDENTS IN OPTIONAL AND PROFESSIONAL PROGRAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career appointments (including drop-ins)</td>
<td>221</td>
<td>554</td>
<td>2,502</td>
<td></td>
</tr>
<tr>
<td>Co-op and Career activities (career programs and courses, workshops, targeted events, etc.)</td>
<td>941</td>
<td>1,487</td>
<td>4,038</td>
<td></td>
</tr>
</tbody>
</table>

**USE OF CO-OP AND CAREER PORTAL** (learninginmotion.uvic.ca)

Students, alumni, employers and community members embraced the Co-op and Career job portal in 2013. A total of 16,729 different users were active in the system.

<table>
<thead>
<tr>
<th>AUDIENCE BREAKDOWN</th>
<th>USE BY STUDENTS AND ALUMNI</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Audience group</strong></td>
<td><strong>Actions taken</strong></td>
</tr>
<tr>
<td>Students</td>
<td>Created tutor profile</td>
</tr>
<tr>
<td>Alumni</td>
<td>Created casual work profile</td>
</tr>
<tr>
<td>Employers</td>
<td>Applied for co-op position</td>
</tr>
<tr>
<td>Community members</td>
<td></td>
</tr>
</tbody>
</table>
It was a busy year for events, as Co-op and Career hosted a wide range of activities to connect students and alumni with employers in 2013.

### NEW DEVELOPMENTS

**EVENT ACTIVITY AND PARTICIPATION**

Co-op and Career increased its focus on graduate students in 2013 with the creation of Pathways to Success, an event that offered workshops to help Master’s and PhD students prepare for the transition into their careers. Pathways launched in February 2013 with an intensive two-day program run during Reading Break (70 students attended). A second iteration began in October 2013, with a flurry of workshops offered during the fall Reading Break and ongoing sessions offered through March 2014. Event details can be found at www.uvic.ca/coopandcareer/pathways.

**SUMMER JOB EXPO EASES STUDENTS’ WORK SEARCH**

Students searching for work in the summer of 2013 had a bit more support, thanks to Gear into Summer, our online summer job expo. A dedicated web presence was launched at www.uvic.ca/coopandcareer/summerjobs to help students prepare for their work search, explore job search tools, browse featured job opportunities and to access additional support. There were more than 6,000 visits to the dedicated web presence during the March 18 to June 30 campaign, including 1,896 visits to the “Featured jobs” page, and 571 visits to the “Find a job” content. The Gear into Summer campaign will run again in 2014.

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**SERVICES, EVENTS AND RESOURCES**

<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>Co-op and Career Info Day</td>
<td>September 12</td>
<td>Full-day</td>
<td>850 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>October 1 and 2</td>
<td>Full-day</td>
<td>2,240 students</td>
<td>55 exhibitors, including BC Hydro, Schneider Electric, RBC, Lighthouse Labs and PepsiCo</td>
<td>Annual</td>
</tr>
<tr>
<td>Career Corner at the Career Fair</td>
<td>October 1 and 2</td>
<td>Full-day</td>
<td>200 students</td>
<td>On-site networking and career support</td>
<td>Annual</td>
</tr>
</tbody>
</table>

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**EVENT ACTIVITY AND PARTICIPATION**

Co-op and Career hosted a wide range of activities to connect students and alumni with employers in 2013.

<table>
<thead>
<tr>
<th>Event name</th>
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<th>Attendees</th>
<th>Exhibitors/presenters/topics</th>
<th>Occurrence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Co-op and Career Information Sessions</td>
<td>Throughout 2013</td>
<td>1 to 2 hours</td>
<td>Varied per session</td>
<td>45 employers, including Google, the Government of the Northwest Territories, Spectra Energy, Kerox and many more</td>
<td>As requested</td>
</tr>
<tr>
<td>What can you do with your degree?</td>
<td>March 2013</td>
<td>1.5 hours</td>
<td>296 students</td>
<td>Alumni and staff from a wide range of program areas</td>
<td>Annual</td>
</tr>
<tr>
<td>Résumania</td>
<td>January, March and September 2013</td>
<td>Half-day</td>
<td>268 students</td>
<td>Résumé clinic</td>
<td>Three times per year</td>
</tr>
<tr>
<td>Employer Appreciation Reception</td>
<td>January 25</td>
<td>2 hours</td>
<td>115 employers and UVic staff</td>
<td>Co-op Employer of the Year, Co-op Students of the Year, Co-op and Career Executive Director Norah McSas, Associate VP Academic Planning Dr. Catherine Mateer and VP Academic and Provost Dr. Reeta Tremblay</td>
<td>Annual</td>
</tr>
<tr>
<td>Indigenous Student Networking Events</td>
<td>February and November</td>
<td>2 hours</td>
<td>34 students</td>
<td>Networking opportunity, career resources</td>
<td>Twice per year</td>
</tr>
<tr>
<td>Pathways to Success</td>
<td>February and November</td>
<td>Various sessions</td>
<td>250 students</td>
<td>Resources and workshops for graduate students</td>
<td>Twice per year</td>
</tr>
<tr>
<td>Hi-Tech Co-op and Career Fair</td>
<td>Main fair: February 5 and 6</td>
<td>Full-day</td>
<td>900 students over 2 days</td>
<td>40 exhibitors, including AbeBooks, Fast Enterprises, Neverblue and CanSask</td>
<td>Annual</td>
</tr>
<tr>
<td></td>
<td>Mini fair: May 28</td>
<td></td>
<td>109 students</td>
<td>8 exhibitors, including Genomics, Island Health and Reach Technologies</td>
<td></td>
</tr>
<tr>
<td>Gear into Summer</td>
<td>March 18 – June 30</td>
<td>Online</td>
<td>6,000 visits</td>
<td>Online summer job resources, featured job postings and support</td>
<td>Annual</td>
</tr>
<tr>
<td>Congress 2013</td>
<td>June 2 – 7</td>
<td>1.5 to 2 hours</td>
<td>219 participants</td>
<td>20 career development workshops</td>
<td>Stand-alone</td>
</tr>
<tr>
<td>Alumni networking event - California</td>
<td>June 24 – 28</td>
<td>Full-day</td>
<td>50 alumni (UVic and SFU)</td>
<td>Employment opportunities in California</td>
<td>Annual</td>
</tr>
<tr>
<td>Alberta Online Career Fair</td>
<td>July 22 – August 22</td>
<td>Online</td>
<td>600 visits</td>
<td>Employment opportunities in Alberta</td>
<td>Annual</td>
</tr>
</tbody>
</table>
Compass campaign helps students develop their career at UVic

Students starting at UVic in September 2013 had a new tool to help them navigate the career-related support, resources and programs available at every stage of their student life: the Co-op and Career Compass. The Compass organizes support into three stages: "Discover your direction," "explore your options" and "gear up to graduate." It was made available online at www.uvic.ca/coopandcareer/compass and as a hard copy poster handed out in every first-year English class, through academic advising offices, and at Co-op and Career locations around campus. Feedback from this resource has been overwhelmingly positive, and expanded campaigns of each “stage” are under development.

Equity and diversity content provides students and employer support

Throughout the spring and summer of 2013, Co-op and Career consulted with UVic’s Equity and Human Rights Office to develop resources that address equity and diversity issues during the hiring process and in the workplace. These resources are organized into frequently asked questions posed by both students and employers. Student resources can be found at www.uvic.ca/coopandcareer/equity, while employer resources are located at www.uvic.ca/coopandcareer/employers/resources/equity.

Decision tree launches on Co-op and Career homepage

In order to help students find Co-op and Career web resources faster, our Curriculum Committee worked with University Systems to create a "decision tree" for the homepage. This feature guides users to content and pages based on their answers to a series of sequential questions. Additional decision trees will be developed in 2014 for other areas of the site, and will also be expanded to provide discipline-specific support for different program areas.

RESEARCH PROJECTS

Experiential learning research project begins

In September 2013, Co-op and Career hired English MA student Renee Vander Meulen to map curricular and co-curricular experiential learning opportunities across campus. This 12-month project, funded by the Provost’s Office under direction from the university’s Student Success Committee, aims to develop a typology to categorize all types of experiential learning at UVic. This includes formal experiential education programs like co-op, internships and practica, as well as academic courses, field schools, and co-curricular learning experiences. Vander Meulen has conducted an environmental scan of external institutions to determine best practices, and has gathered data from faculties and departments regarding experiential opportunities within individual programs. Next steps will include drafting an organizational framework to categorize the different types of opportunities, and creating material that clearly outlines these opportunities to students.

CANEU-COOP continues to generate research on cultural intelligence

CANEU-COOP, a partnership between the University of Victoria, the University of Waterloo and two European institutions, continues to be a success. A total of 118 students from the two continents have participated in the program since 2009. European students take academic courses at Canadian institutions and Canadian students complete co-op work terms with multinational organizations in Europe. A unique research project, to measure the cultural intelligence gained by students participating in the CANEU-COOP program, has garnered the interest of many, including the Waterloo Centre for Advancement of Collaborative Education (WatCACE). In 2013, Co-op and Career received funding from WatCACE to continue this research for an additional three years.

Co-op and Career’s work on the development of cultural intelligence through the CANEU-COOP program and through co-operative education was showcased at various conferences in 2013, including the Canadian Bureau of International Education (CIBE) in November and through the University Affairs network.

TELKA DUXBURY

English master’s student Telka Duxbury took advantage of Career Services support as she prepared for life after graduate school. She attended the Pathways to Success event, “I was able to connect with other grad students struggling with the same anxieties about the job market,” she says. “We challenged each other to be creative in our job search strategies and supported each other to create new opportunities for ourselves.”

JOHN NSABIMANA

Public administration student John Nbabimana (right) completed a co-op work term at United Nations Headquarters in New York, where he worked with the French and Costa Rican governments on the post-2015 development agenda. He is currently working as a Child Protection Associate with UNICEF’s Armed Violence and Weapons Child Protection Section. “My co-op work terms helped my career journey—I had the opportunity to work for different UN Agencies and this helped me develop a specialization suitable for a career with this organization.”
Co-curricular record beta test extends into phase 2

The University of Victoria’s co-curricular record (CCR) is an initiative spearheaded by Co-op and Career and UVic Student Services to recognize and validate students’ co-curricular involvement, including volunteer and student leadership experiences. In 2013, the project completed beta test phase 1, which included the Division of Student Affairs’ Athletics and Recreation unit entering the co-curricular positions into Co-op and Career’s CCR module in our online career database (learninginmotion.uvic.ca). Twenty-eight students created CCRs by selecting these positions in the CCR module and identifying relevant learning outcomes. UVic staff members then validated the students’ records.

Beta test phase 2 was launched in September 2013; additional campus units are adding approved positions into the system and up to 200 students will participate in this phase.

New civil engineering program places first co-op students

The UVic Faculty of Engineering launched a new undergraduate civil engineering degree program in September 2013. UVic’s program emphasizes sustainable development, including environmental stewardship, green buildings and sustainable suburban planning. Through the faculty’s mandatory co-op program, the first round of civil engineering students completed co-op work terms with employers in the civil engineering field in the fall of 2013.

Work Experience Program expands

Co-op and Career expanded the Work Experience Program (WEP) to students studying in the Faculties of Humanities and Science in 2013. WEP is also available to students in the Faculties of Fine Arts, Graduate Studies and Social Sciences, as well as the Departments of Mathematics/Statistics and Computer Science.

The WEP provides a flexible, shorter alternative to the co-op program. Students can apply to join the WEP at almost any point in their academic studies and complete one or two work terms in their field of study instead of the three or four work terms required through co-op. WEP students can later choose to transfer to the co-op program if they meet co-op requirements, allowing them to complete additional work terms and graduate with co-op designation.

Indigenous co-op officer expands career support for Indigenous students

Indigenous co-op officer Jessica Bekker (Blackfoot) organized several outreach activities for Indigenous students in 2013, including networking events to connect Indigenous students with employers offering culturally relevant work opportunities. She helped students connect with other Indigenous career programs at UVic such as LEMONET and TD Transitions, and worked with employers to develop unique co-op work terms such as an internship with the Aboriginal Health Department at Island Health and a posting with a Vancouver-based geo-thermal company.

Co-op and Career Info Day sees record attendance

The annual Co-op and Career Info Day was held in September 2013 and saw an 11.8% increase in the number of attendees, thanks in part to a carnival set up outside the Student Union Building on event day. Staff handed out popcorn and cotton candy and invited students to take photos in a career photo booth; a survey of participants indicated that 13.5% learned about the event at the carnival.

Career educators offer a wide range of support to students

UVic career educators support students and alumni as they explore their career options and search for work opportunities. In 2013, this included offering more than 570 career workshops at the Learning Commons in McPherson Library. Topics included Résumé Lab, Ace Your Interviews and Social Media and Your Work Search.

Career educators also provided 3,277 one-on-one career support drop-in sessions to students and alumni, and facilitated several multi-mini interview (MMI) session for students preparing for medical and professional schools. Additionally, career educators were co-coordinators of the two Pathways to Success events for graduate students, and were instrumental in arranging monthly collaboration opportunities between Co-op and Career, UVic Academic Advising units, and UVic Counselling Services, to provide more effective support to UVic students.
Additionally, career educators made major contributions to Congress 2013 by facilitating an ongoing Career Corner. This professional development workshop series gave graduate students and new faculty members the opportunity to learn how to advance their academic careers, publish and market their research, improve their lesson planning and teaching skills and find out about careers outside of academia. Presenters included our own career educators as well as faculty from UVic and other universities and guest speakers.

Career Ambassador Program shifts focus

In 2013, the Career Ambassador Program (CAP) welcomed more than 15 student volunteers to its team. These career ambassadors started the year by providing peer-to-peer career support to other students and alumni. In the fall of 2013, the program was restructured within the Director’s Office and refocused on providing outreach to promote Co-op and Career support to students across campus. This has included distributing the Co-op and Career Compass publication several times a month, as well as setting up hot chocolate and candy stations around campus to raise student interest. Career ambassadors have connected with more than 175 students since the fall.

Students share co-op experiences through photo and video contests

Co-op students submitted 149 photos of their work term experiences to the 2013 Co-op Photo Contest. Photos were displayed at Co-op Info Day in September 2013 and students voted to pick the winners. Lindsay Dealy (biology) was awarded the top $500 prize for her photo taken while working as a naturalist with Prince of Whales Whale Watching in Victoria, BC. Chelsea Falconer (English) received the top prize for her video “Work term at the University of Victoria.” All winning entries can be viewed at www.uvic.ca/coopandcareer/contest.

BONNIE CLELAND

Biology and psychology student Bonnie Cleland found an internship studying great white sharks in Mossel Bay, South Africa. She was inspired to pursue the opportunity after a work term with Shaw Ocean Discovery Centre in Sidney. “I gained practical field research experience and got to network with students and recent graduates from eight countries,” she says.

EMPLOYER OUTREACH

Hiring resources under development for employers

In early 2013, our Employer Engagement Committee asked employers to identify frequently asked questions about hiring students and graduates through the Co-op and Career office. The Curriculum Committee then developed a set of resources that provide detailed answers to these questions. Resources will be located www.uvic.ca/coopandcareer/employers/resources and will include information about writing effective job descriptions, increasing employer organizations’ on-campus presence, and partnering with the UVic community.

Teck named 2013 UVic Co-op Employer of the Year; employers recognized at reception

Teck was named Co-op Employer of the Year in 2013. Teck has hired an impressive 105 engineering and computer science/math co-op students in the past three years alone, welcoming students at every stage of their academic studies, from first year to graduating students. The company prides itself on providing mentorship; students are placed within a team that includes a lead engineer and engineers-in-training; everyone contributes to ongoing feedback and a holistic approach to learning.

The company has also supported experiential learning right here on campus. As a sponsor of UVic’s student-run Formula SAE team since 2011, Teck has given the team the resources to design and build open-wheel racecars that are submitted to the Formula SAE design series each year.

Within the company, Teck has hired students to work on projects as diverse as increasing the reliability and maintenance of haul trucks, to supporting real-time critical information systems. Students have worked on site at Teck’s many locations, including the Highland Valley Copper plant in Logan Lake, the Operations Centre in Trail and the Coal Division in Elk Lake.

A video showcasing our Employer of the Year is available at www.youtube.com/uviccoopandcareer under the “Co-op Employers of the Year” playlist.
Co-op development pursued in California for second year

From June 24 to 28, Co-op and Career Executive Director Norah McRae and UVic Engineering and Computer Science/Math Co-op Coordinator Pamela Welgan returned to the Silicon Valley for a week long job development trip with representatives from Simon Fraser University’s co-op program. The trip was coordinated with the help of Erika Wah, a shared co-operative education consultant who connects with Bay Area companies on behalf of the two universities. The group met with contacts at 16 different companies (including Samsung Electronics, Twitter, Intel, Apple, LinkedIn, Facebook, Intuitive Surgical and Tesla), hosted an event for alumni working at Google, attended the Canadian Consulate’s annual Canada Day event, and sponsored an alumni reception for UVic and SFU alumni working for tech companies in the Silicon Valley. The trip helped strengthen interest in hiring UVic co-op students and graduates.

Employer Engagement Committee gathers professional association resources

In 2013, the Employer Engagement Committee (EEC) consulted with Co-op and Career staff to collect a list of professional associations related to different industries; these associations will be used to update the What can you do with your degree sheets that are created for nearly every academic discipline at UVic.

Employer Advisory Board provides update on hiring trends

Each year, Co-op and Career staff members invite employers from a wide range of industries to take part in the Employer Advisory Board. This group met twice in 2013; members reported on economic and hiring trends in their industries, and provided feedback on new employer resources under development for inclusion on the Co-op and Career website. Additional meetings are scheduled for 2014.

Employer Advisory Board members include Brian Train of the BC Ministry of Advanced Education, Gerry Salembier of Western Economic Diversification, Art Wynans of Schneider Electric, John Cosgrove of AXYS Analytical, Purdie McDonald of Scotiabank, Diana Campbell and Rod O’Connell of Island Health, Bruce Carter of the Greater Victoria Chamber of Commerce, Dan Gunn of VIATec, Sybil Verch of Raymond James, Linda Hughes of the Children’s Health Foundation of Vancouver, Dave Jackson of Fisheries and Oceans Canada, and Michael Morrison of CFB Esquimalt.

Social media campaigns help promote fall events

In the fall of 2013, Co-op and Career launched two social media contests to help promote our Co-op and Career Info Day and Co-op and Career Fair events. Students were asked to use the hash tag #uviccareerfair for the Co-op and Career Fair, and #ccinfoday for the Co-op and Career Info Day event. Staff tracked the hash tags to enter participating students in a daily prize draw during the week of each event.

Local businesses that donated these prizes were recognized on the event webpages, and included recreation centres, local restaurants, and tourism venues. Overall, we tracked 312 tweets for the Co-op and Career Info Day event, including 91 unique tweets. This event saw an 11.6% increase in attendance over the 2012 event. For Co-op and Career Fair Day, we tracked 201 tweets, including 53 unique tweets. This event saw an 11.8% increase in attendance from previous years.

Social media engagement continues to grow

In 2013, we continued to reach out to key audiences through our four primary social media channels:

- Facebook (facebook.com/uviccoopandcareer) 914 likes (increase of 249 likes since 2012)
- Twitter (@uviccoopcareer) 1,871 followers (increase of 571 followers since 2012)
- Youtube (youtube.com/uviccoopandcareer) 13 new videos (including interviews and featurettes for students and employers)
- Linkedin (linked.in.uviccoopandcareer) 721 group members (increase of 261 members since 2012)

We also created a Pinterest page (pinterest.com/uviccoopcareer) that includes 13 boards on topics like Simple office spaces, Wear to work, Workplace professionalism, Easy-peasy lunches and Money, money, money.
SURVEYS

Student/alumni surveys collect feedback on events and marketing

Co-op and Career asked UVic students and alumni to provide their feedback about our events and marketing approaches in November and December 2013.

One-hundred-and-twenty-two students and alumni responded to the events survey, with the following key results:

- 93% were aware of our career-related workshops (e.g., Résumé Lab, Are your Interviews, and Social Media and your Work Search)
- 90% were aware of major events like Co-op and Career Info Day and the Co-op and Career Fair
- 88% were aware of Résumania
- 47% were aware of the What can you do with your degree series
- 11.32% had attended one of these workshops
- 19% had attended this event
- 59% had attended one of these events
- 18% had attended one of these events

Respondents preferred to hear about events via email, Facebook, road signs around campus, and posters around campus.

One-hundred-and-thirty students and alumni responded to the marketing survey, with the following key results:

- 90% were interested in seeing Co-op and Career information incorporated into an app
- 59% wanted to see more alumni and employers sharing information about their career paths on our YouTube site
- Respondents were interested in seeing Co-op and Career information incorporated into an app
- Many respondents suggested that we reorganize our website to increase accessibility

Convocation surveys reveal promising results

Two convocation surveys delivered to graduating students in November 2012 and June 2013 demonstrated a positive employment trend for new UVic grads. Of the 615 who responded to the survey, 58 per cent had secured employment by graduation and 15 per cent had decided to pursue further education. Of those graduates who had secured employment, 77 per cent reported that their positions were career-oriented and 59 per cent had obtained a salary over $40,000. Sixty-five percent had obtained work in an entry-level position and 46 per cent had found work within Greater Victoria. Co-op and Career was noted as a key resource, with 22 per cent of students who had found a career reporting that they had found the position through UVic Career Services or a former co-op employer. Forty per cent of these students had participated in the co-op program while at UVic.

INTERNATIONAL DEVELOPMENT

Science Without Borders project welcomes Brazilian students to UVic

The Canada-Brazil Ciencia sem Fronteiras (CSF), or Science without Borders (SWB) program brought 19 Brazilian students to UVic in 2013. These students, ranging in area of study from engineering to science to the humanities and fine arts, received funding from the Brazilian government to complete one year of studies in Canada, which included a co-op work term.

All 19 students secured placements in various organizations, from research opportunities with UVic professors to industry positions in Greater Victoria and beyond. The students participated in workshops that helped them understand how they could use the four elements of the cultural intelligence model to attain success in their job search in Canada.

Cross-cultural competency curriculum developed

In 2013, Co-op and Career received funding from WatCACE and the University of Victoria’s Learning Without Borders Curricular Development Fund to hire co-op student Clark Amistad to develop curricular materials relating to the development of cross-cultural competencies. These resources will be integrated into Co-op and Career’s competency kits, as well as the curriculum that all co-op students complete prior to participating in their first co-op work term.

Graham Branton Fund supports 6 international work experiences

Six students traveled abroad for work in 2013 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—placements that offer fantastic learning opportunities, but often little remuneration. This year’s recipients were:

- Mackenzie Adamson (geography) traveled to Balague, Ometepe Island, Nicaragua to work with Project Bona Fide, a non-profit organization that promotes sustainable agricultural techniques and fair trade markets for Nicaraguan farmers.
- Lia Lands (politics and science) interned at non-profit Osnim in Tel Aviv, Israel, where she coordinated volunteers and organized projects pertaining to human rights advocacy.
- Kathryn Purdon (earth and ocean sciences) worked with ECOFARMS Panama in El Roble Reserve, Panama where she helped conserve and restore the rainforest through sustainable land use systems.
- Elsie Daost (political science) worked with the Tingathe Initiative in Chinsapa, Malawi, where she helped improve sporting activities for youth facing significant challenges.
- Celina Gazel (biochemistry/microbiology) worked with the International Christian Mission in Kampala, Uganda, where she taught students about public health infrastructure, as well as basic computer skills.
- Dale Rainsford (kinesiology) worked as an activity planner with the Atlantic College Extramural Centre in Llantwit Major, Wales, where he adapted sporting activities for youth facing significant challenges.

To date, 89 students have completed endowment work terms in 40 countries. To learn more about the Graham Branton Endowment Fund or to make a gift to support future learning opportunities, please visit www.uvic.ca/coopandcareer/donate.
STUDENTS OF THE YEAR

Service Learning Internship Program closes 12-year run with 126 placements

After 12 years and 126 placements, the Service Learning Internship Program (SLIP) awarded 10 final stipends to help local community organizations hire UVic co-op students in 2013. SLIP employers from the past year included the Nanaimo & Area Land Trust, Together Against Poverty Society, and the Multiple Sclerosis Society of Canada.

SLIP was established in 2002 to support co-op positions in community-based organizations working collaboratively with UVic on joint research-related projects. Funding supported the hiring of co-op students in positions that provided excellent learning opportunities while supporting local community needs.

Thouvenelle scholarship supports 36 community-based work terms

In 2013, UVic Co-op and Career awarded the Thouvenelle scholarship to 36 students who were engaged in co-op work terms related to community development or service learning. This scholarship is awarded based on the nature of the work term and its impact on local community, as well as the student’s academic standing and expected remuneration.

Co-op Students of the Year make a positive impact

They may study disparate subjects, but Connor Bildfell, Angus Rittenburg, and Ross Prager have something in common: they were all named 2013 UVic Co-op Student of the Year by their respective co-op programs.

CONNOR BILDFELL (BCOM 2013) was the Co-op Student of the Year for the Peter B. Gustavson School of Business Co-op and Career Centre. He completed three work terms over the course of his degree, including two as a staff accountant at KPMG LLP, and one as special events and activities coordinator at Corvallis Parks and Recreation in Oregon State. While working at KPMG, Connor spent his spare time volunteering for the Immigrant Services Society of BC, where he used his Mandarin to support recently immigrated Chinese families. Connor is currently enrolled at the UBC Faculty of Law.

ANGUS RITTENBURG (mechanical engineering) was the Co-op Student of the Year for the Engineering Computer Science and Mathematics/Statistics Co-op Program. Eager to embark on a wide range of workplace experiences, Angus completed work terms with five separate engineering companies, including Grim Technologies in Vancouver, BC; Mobius Motors in Kenya; SpaceX in Hawthorne, California; Tesla Motors in Palo Alto, California; and eatART in Vancouver, BC. Angus selected work terms that allowed him to contribute to positive change, whether that was developing cleaner power methods, increasing safe transportation methods for rural communities, or stimulating socioeconomic growth.

ROSS PRAGER (microbiology honours) was the Co-op Student of the Year for the Optional and Professional Co-op Programs. His first work term was with St. John Ambulance Victoria, where he volunteered as a Medical First Responder in the community around Victoria. Next, his interest in neuroscience led him to work in Dr. Leigh Anne Swayne’s molecular and cellular neuroscience laboratory here at UVic, first as a volunteer and then on an NSERC-funded work term. Ross is currently completing an honours thesis related to this research under Dr. Swayne’s supervision. Finally, Ross spent last summer as a paramedic with the Nanoose First Nation, BC. Ross selected work terms that allowed him to contribute to positive change, whether that was developing cleaner power methods, increasing safe transportation methods for rural communities, or stimulating socioeconomic growth.

Looking towards 2014

Scaling back print material in favour of more online content

The Co-op and Career website will be reworked in 2014, in an effort to streamline content and make information more accessible to key user groups. The number of print publications produced by Co-op and Career will be reduced as a result.

Co-Curricular Record pilot project—phase 2

Following students’ positive response to phase 1 of the Co-Curricular Record (CCR) pilot project, four additional campus units are adding co-curricular positions into the system. Students will be able to add positions from these units to their CCR beginning in March 2014.

Co-op and Career Faculty Member of the Year award to be created

Following on the success of Co-op and Career’s Employer of the Year and Student of the Year awards, we are establishing a nomination process to recognize UVic faculty members who have gone above and beyond to support experiential education right here on campus. Co-op students and Co-op and Career staff will be asked to nominate individuals in the fall of 2014; the award for Co-op and Career Faculty Member of the Year will be presented at a faculty and student networking event in early 2015.

Success in the Humanities week to run in January

From January 21 to 29, Co-op and Career will partner with the Faculty of Humanities to offer a week of targeted career support for humanities students. The event will include workshops such as The Human Side of Job Posting Sites, Networking and Co-op—Gaining Relevant Work Experience Before Graduation, as well as a career panel for English students and an employer networking night. Details can be found at www.uvic.ca/coopandcareer/success.

More Community Service Learning (CSL) courses to be offered

We will continue to partner with various UVic faculties to offer Community Service Learning (CSL) courses in 2014. Past courses have included Social Sciences 300: Working in Community and Pacific Asian Studies 209: Intercultural Service Learning. Future full-credit courses will provide students with four weeks of classroom theory, followed by seven weeks of volunteer community work in a relevant area.

Cross-cultural competencies workshops to begin in February

Co-op and Career is partnering with the International Office to offer a free workshop series for international students interested in working in Canada. The series, titled Using your cross-cultural competencies to succeed in the Canadian workplace, will introduce students to the four cross-cultural competencies identified by Co-op and Career, and help students articulate these competencies to employers.

Gear up to Graduate campaign to start in February

Students who are approaching graduation will have a new set of resources at their fingertips, thanks to Gear up to Graduate, a campaign that will run twice a year beginning in February 2014. In addition to a dedicated web presence containing resources, job posting sites and more information about relevant workshops, students will have access to a career tune-up checklist that outlines how they can prepare for life after UVic. Details can be found at www.uvic.ca/coopandcareer/grad.
Find us online at www.uvic.ca/coopandcareer.