

# Adapting services to optimize the international student experience

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# Our goals

- To encourage early engagement with career centre
- To build stronger campus partnerships with key influencers
- To identify ways to improve and strengthen programming and resources
- To pilot new approaches to engaging international students via communications

# Areas of focus



Data



Partnerships



Services/resources



Communications



Staffing

# 1. Data

Conducted:

- Analysis of 2014-2016 service data

Key learnings:

- International students more likely to seek out resources on concrete topics than less tangible ones
- International students were the only ones hitting appointment limits/caps

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Conducted:

- Analysis of 2014-2016 service data

## **Sample Outcome:**

Removed appointment limits/caps

Key learnings:

- International students more likely to seek out resources on concrete topics than less tangible ones
- International students were the only ones hitting appointment limits/caps

## 2. Campus partnerships

Undertook campus-wise consultations to identify:

- perceptions
- gaps
- collaboration opportunities

Learned/confirmed:

- bridging program students very anxious about coop employment
- international students hesitant to use services that had caps / limits
- what would 'pair' well with career services

## 2. Campus partnerships

Undertook campus-wise consultations to identify:

- perceptions
- gaps
- collaboration opportunities

### **Sample Outcome:**

Built interventions into bridging program curricula

Learned/confirmed:

- bridging program students very anxious about coop employment
- international students hesitant to use services that had caps / limits
- what would 'pair' well with career services

# 3. Services & resources

Conducted service and resource audit to identify:

- which resources were of most value
- what services and resources were missing
- good times of year for existing and new programming

What we learned/confirmed:

- some important, nuanced discussions had no associated online resources
- international students needed more help finding, navigating resources
- drop-in service hours were inadequate in month 1 of co-op cycle



# 3. Services & resources

Conducted service and resource audit to identify:

- which resources were of most value
- what services and resources were missing
- good times of year for existing and new programming

## Sample Outcomes:

- Developed new online content & guide, including “step zero” interventions
- Expanded drop-in services

What we learned/confirmed:

- some important, nuanced discussions had no associated online resources
- international students needed more help finding, navigating resources
- drop-in service hours were inadequate in month 1 of co-op cycle

# 4. Communications

Worked closely with partners to identify:

- what kinds of career centre information to promote
- best communications vehicles for this

What we identified:

- existing communications vehicles – both formal and informal – are a great place for regular, brief updates
- associated ‘influencers’ can benefit from career/co-op training so they can be better sources of info/referrals
- less is more

# 4. Communications

Worked closely with partners to identify:

- what kinds of career centre information to promote
- best communications vehicles for this

## **Sample Outcome:**

Co-developed templates and procedures for cross-training and contributing to others' communications

What we identified:

- existing communications vehicles – both formal and informal – are a great place for regular, brief updates
- associated ‘influencers’ can benefit from career/co-op training so they can be better sources of info/referrals
- less is more

# 5. Staffing

What we sought out:

- To determine how best to staff the career centre to optimize international student experience

What we learned:

- Having a 'lead' helps maintain team knowledge and service quality
- Having a international service lead attracts collaboration, opportunities

# 5. Staffing

What we sought out:

- To determine how best to staff the career centre to optimize international student experience

## **Sample Outcome:**

Created international programming portfolio (service lead) for one career advisor

What we learned:

- Having a 'lead' helps maintain team knowledge and service quality
- Having a international service lead attracts collaboration, opportunities

# **What we learned**

**themes from 10,000 feet up.**

# What we learned



Flexibility in our approach was productive



*Less is more* where communications are concerned



*More is more* in

- gathering, tracking and analyzing quality data
- building partnerships with key influencers
- curating and packaging resources and services



Helpful to signal commitment overtly through staffing model with a *'lead'*

**Your turn...**

**any questions?**



**Thank you!**

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