Professional Development Accelerator:

Achieving Engagement & Results

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Kate Yee, Career Consultant, University of Manitoba

Cannexus 2019

Who are we?

Roger Woolsey

Dartmouth College

Director of the Center for Professional Development (CPD)

Held various admin & teaching positions at numerous colleges

Kate Yee

University of Manitoba

Career Consultant

Former Dartmouth Career Advisor

Former Academic Advisor

Today's Session:

Why we created the Professional Development Accelerator (PDA)

Discuss why we used an app

How the current program has changed from the initial one

Discussion time for the group

“The function of education is to teach one to think intensively and to think critically. Intelligence plus character – that is the goal of true education.”

– Dr. Martin Luther King, Jr

What is the Professional Development Accelerator?

Created to accelerate career education within the first two years of a 4- year college degree

Theoretical Framework: Uncertainty Reduction.

- The more uncertain students are, the more information they need,
- Therefore the more engaged the students are with career services

Challenges we faced:

Students NOT engaging our office before 4th year / graduation

A fraction of the student population (~40%) interacting with our office

Students NOT engaged in career development activities throughout their studies – how do we motivate??

Students NOT thoughtfully pursuing future employment; rather would “default” to what their friends are doing

Discussion Point:

Do you have other challenges?

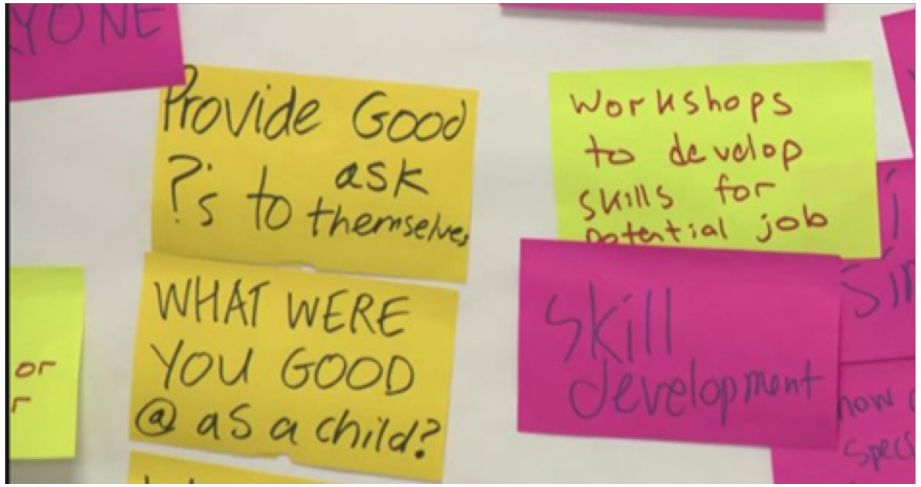
Design Thinking Jam – Spring 2014

Led by a trained facilitator

Students come to find a job at the end of their studies

Employers state students are not ready upon graduation

Video: https://vimeo.com/88470939



Options we discussed:

Mandatory extra-curricular programming (lengthy process)

Embedded in the curriculum (mixed results from profs)

Advertise the heck out of programs (not effective)

Use same language of the audience (tried = not effective)

Partnered with App Developer*

Previously worked with another institution in a prescribed program

App designers are just that = don’t know Career Development

Would provide milestones for students to meet according to level of studies

Stay on top of every little detail.

* CareerPath Mobile

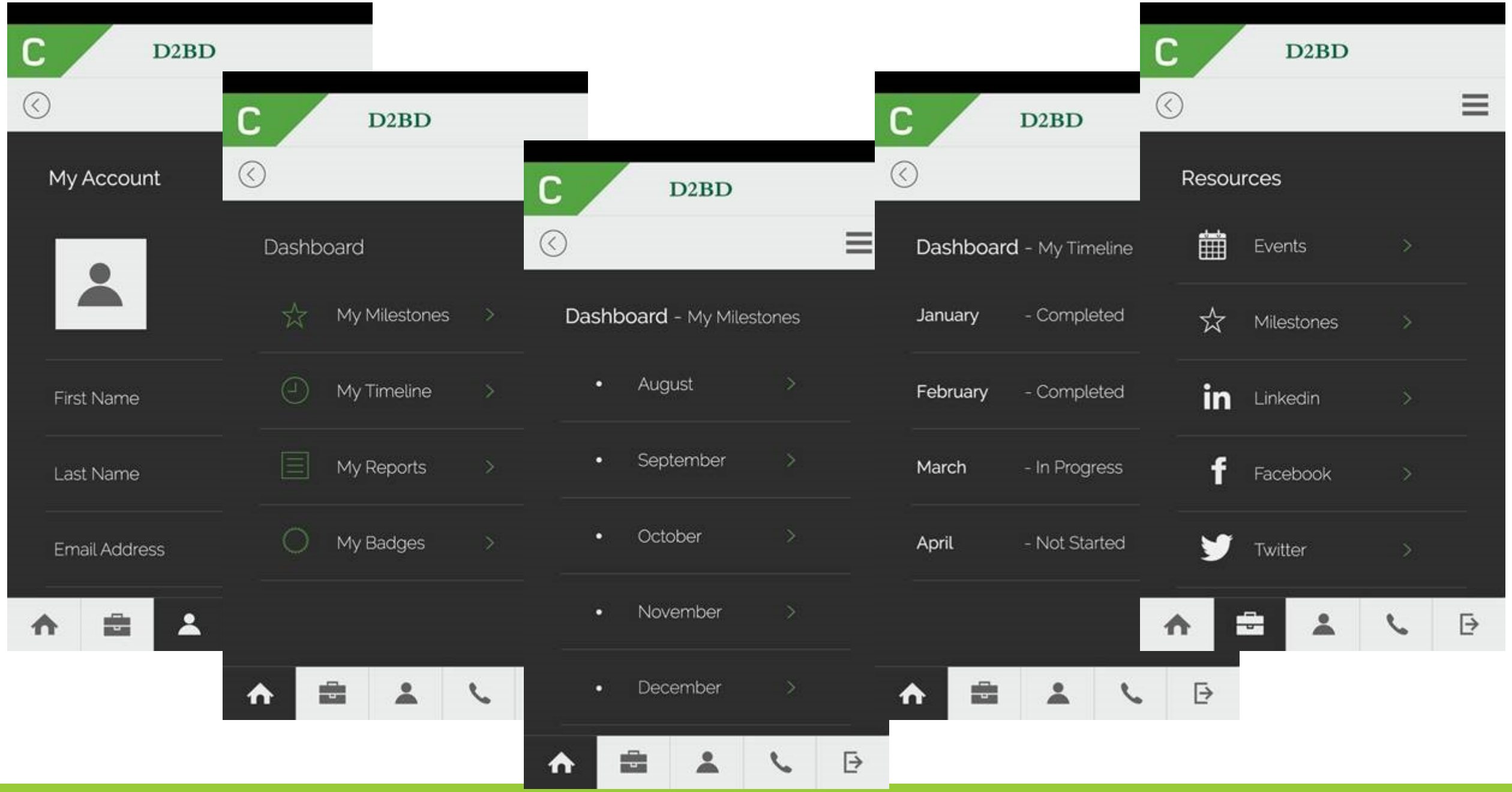
Challenges of Creation

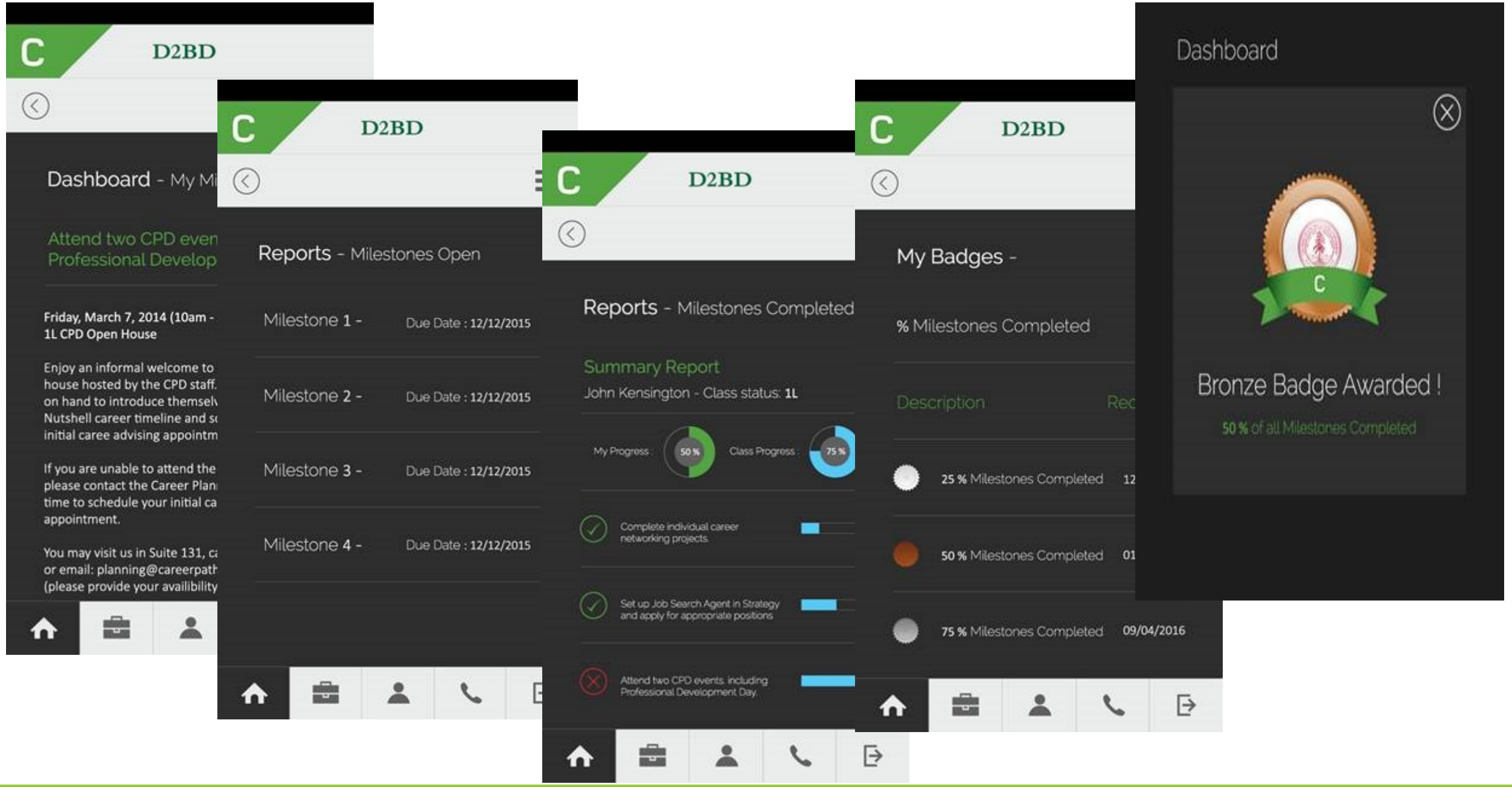
Creating milestones that are meaningful to all students in broad liberal arts education

Using language that is motivating to the incoming students

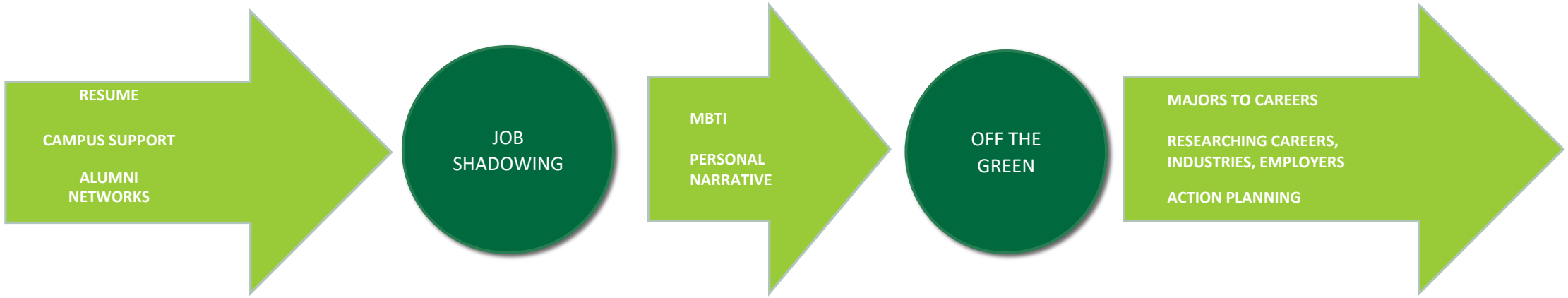
Figure out how do we get students to engage their friends

Creating ENGAGEMENT / INTENTIONALITY / SUCCESS


D2BD
My Account
First Name
Last Name
Email Address
D2BD
Dashboard
My Milestones
My Timeline
My Reports
My Badges
D2BD
Dashboard - My Milestones
August
September
October
November
December
D2BD
Dashboard - My Timeline
January - Completed
February - Completed
March - In Progress
April - Not Started
D2BD
Resources
Events
Milestones
Linkedin
Facebook
Twitter


D2BD
Dashboard - My Mi
Attend two CPD even
Professional Develop
Friday, March 7, 2014 (10am -
1L CPD Open House
Enjoy an informal welcome to
house hosted by the CPD staff.
on hand to introduce themselv
Nutshell career timeline and s
initial caree advising appointm
If you are unable to attend the
please contact the Career Plan
time to schedule your initial ca
appointment.
You may visit us in Suite 131, c
or email: planning@careerpath
(please provide your availibility
D2BD
Reports - Milestones Open
Milestone 1 - Due Date : 12/12/2015
Milestone 2 - Due Date : 12/12/2015
Milestone 3 - Due Date : 12/12/2015
Milestone 4 - Due Date : 12/12/2015
D2BD
Reports - Milestones Completed
Summary Report
John Kensington - Class status: 1L
My Progress : 50 %
Class Progress : 75 %
Complete individual career networking projects.
Set up Job Search Agent in Strategy and apply for appropriate positions
Attend two CPD events, including Professional Development Day.
D2BD
My Badges -
% Milestones Completed
Description
25 % Milestones Completed
50 % Milestones Completed
75 % Milestones Completed 09/04/2016
Dashboard
Bronze Badge Awarded !
50 % of all Milestones Completed

Year 1 Program Structure



[fall]
DEVELOPING
NETWORKS & PROFILES

[winter]
KNOWING
SELF

[spring]
KNOWING
OPPORTUNITIES

PDA Milestone & Preferred Electives

MILESTONES

Fall: Assessment (explore)

Winter: What makes you successful (reflection and articulate)

Spring: Create your PD-Plan & Major GIG (explore and reflect)

PREFERRED ELECTIVES

Fall: Alumni roundtable discussions and Career Fair

Winter: Create LinkedIn profile

Spring: Face Times - Summer Opportunities

Key Outcomes & Challenges

OUTCOMES

Class of 2018 – 544 PDA participants

- 48.7% of Total Class in PDA

Class of 2019 - 860 PDA participants

- 76.4% of Total Class in PDA

- Percent of Increase between Class of 2018 & 2019 in PDA – 58%

86% increase in overall first year engagement

- 67% overall engagement for 2015

CHALLENGES

Content delivery

Competing student demands on time

Technology integration

Key Outcomes and Ahas

OUTCOMES

Increased student engagement
[programs, advising, workshops, drop-ins]

Program attendance: **53% INCREASE**
[671 vs 314]

New content + modes of engaging students

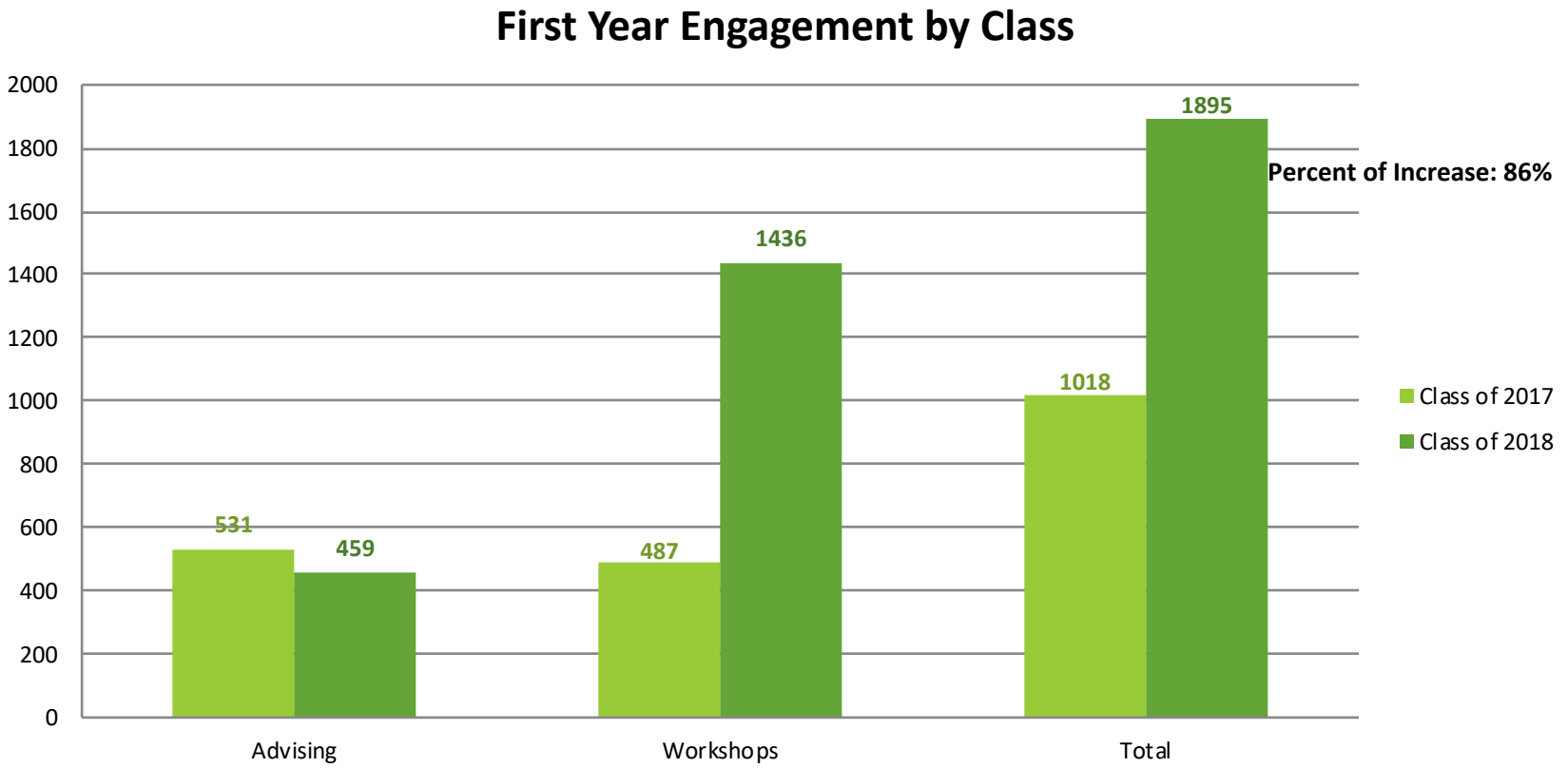
AHAS

Students attend programs “when they want it” vs. “when we tell them it’s important”

Less is more in terms of impact

Synergies between PDA and general CPD programming

First Year Engagement by Class



Next Steps

Competency-based programming (networking, research, industry-specific competencies, communication, etc.) for sophomores

Shift from multiple program requirements per term to one milestone per term + a la carte offerings

Create advisory committee of program participants

Consider extending program beyond first two years

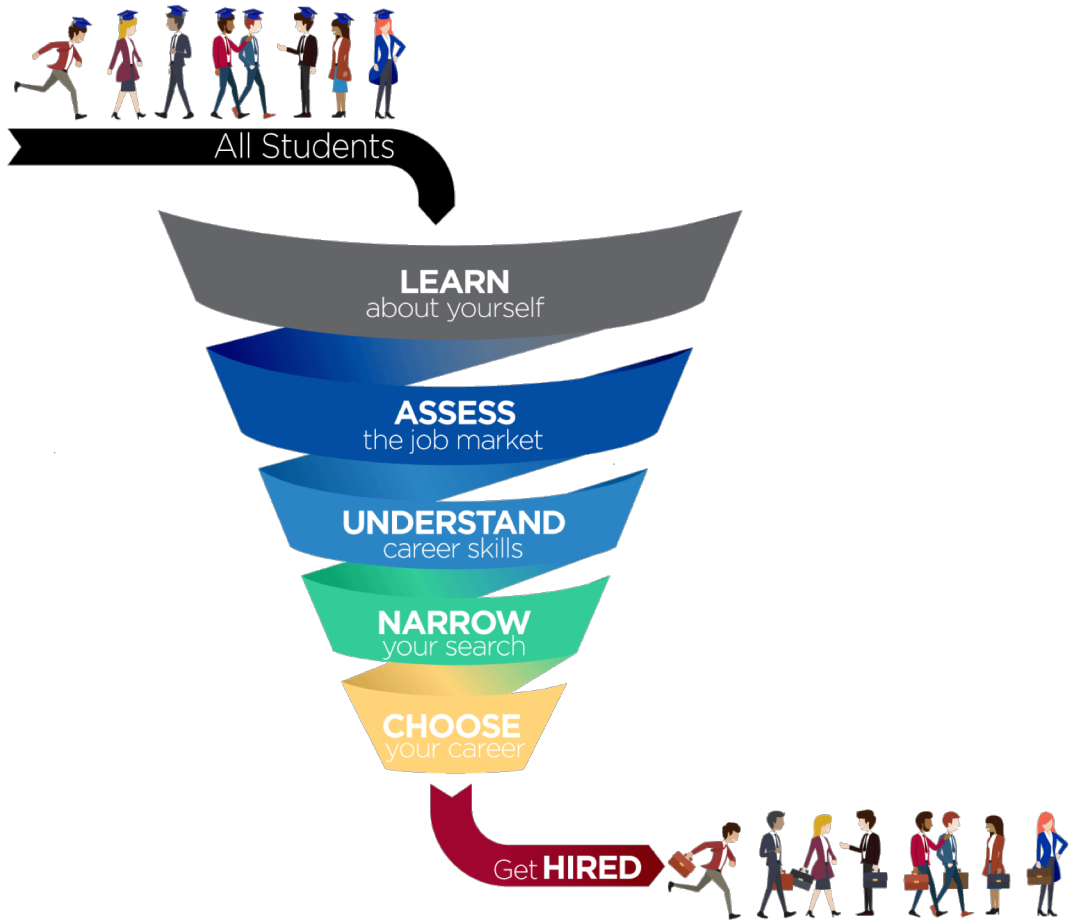
Dartmouth CPD + GradLeaders

GRADLEADERS

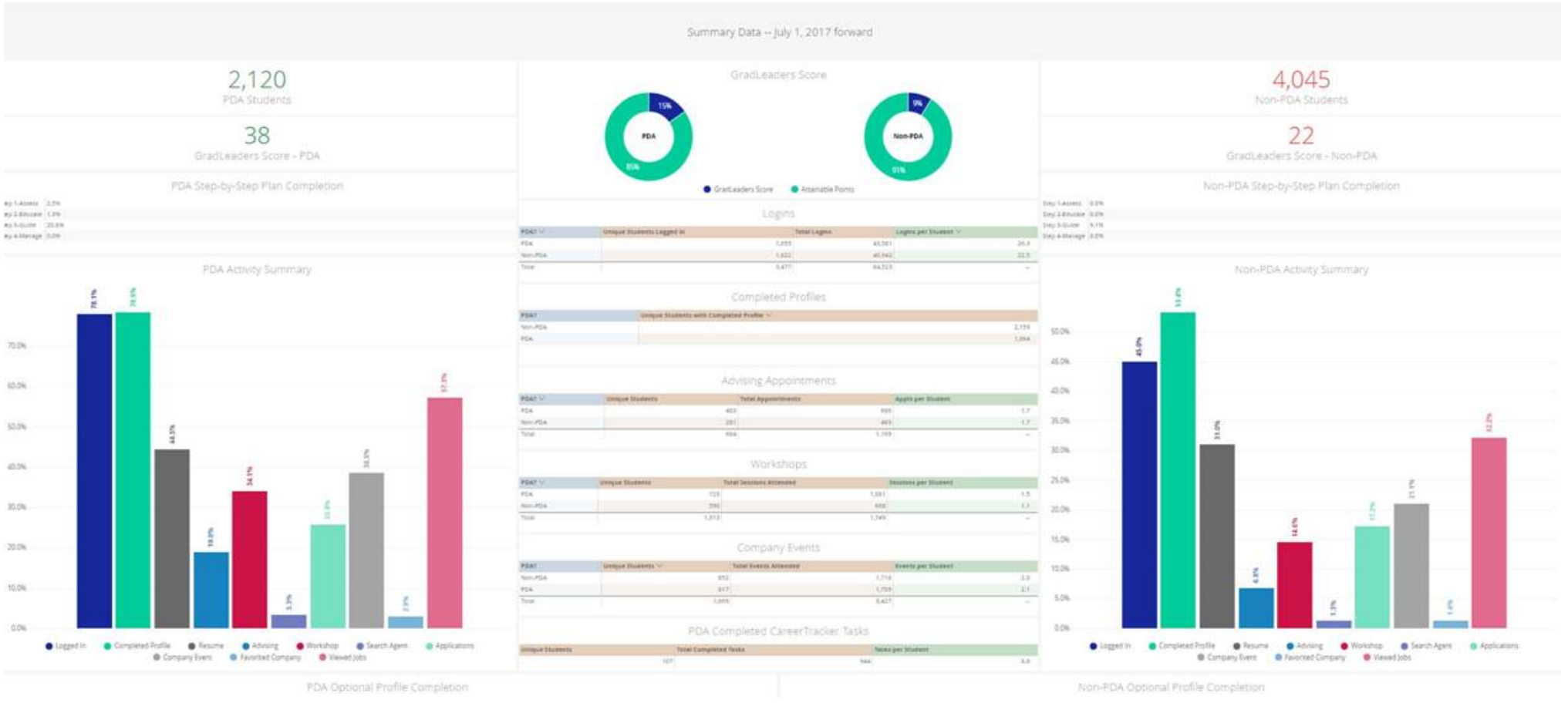
#CON

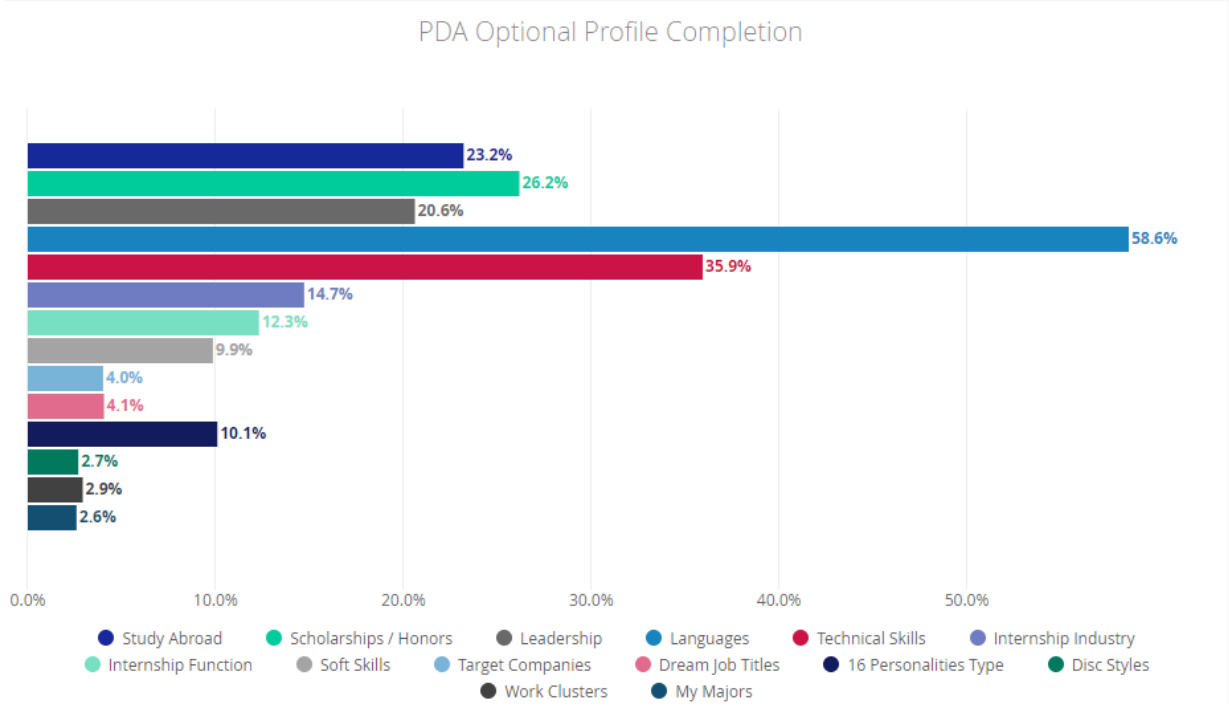
PDA Program Evolution

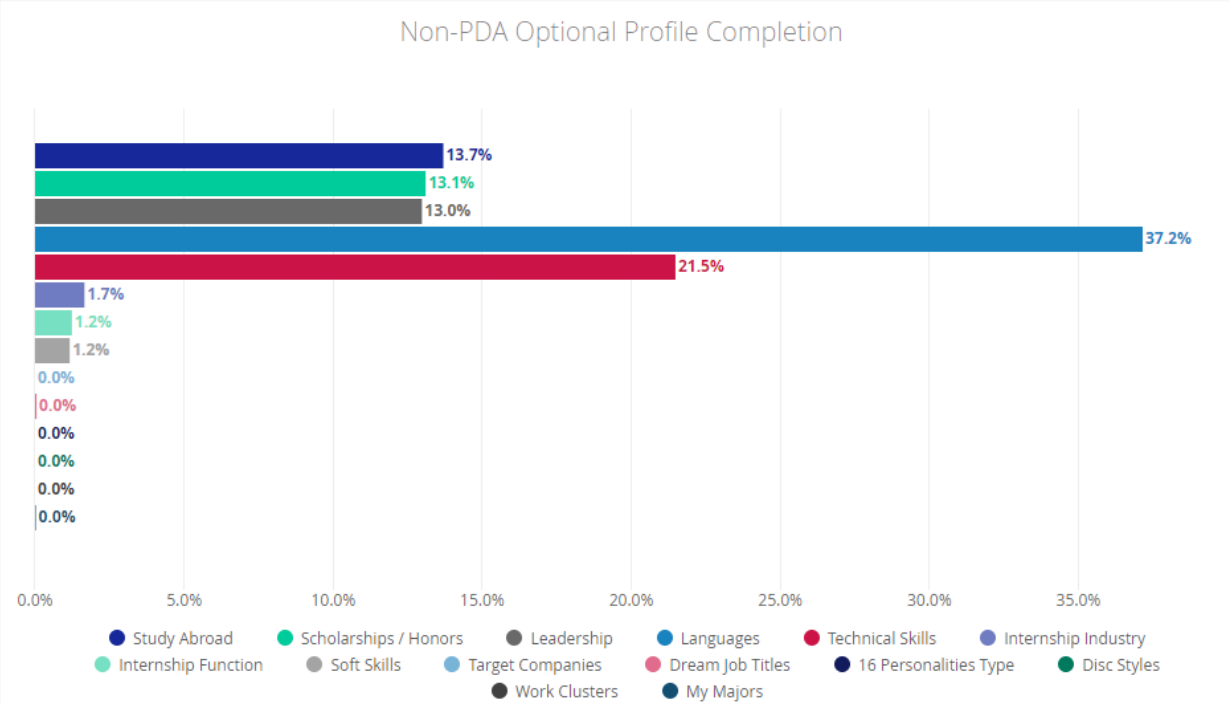
Phase 1: Included tasks for each phase of the plan to help students find their dream jobs



40% Increase in Student Engagement!

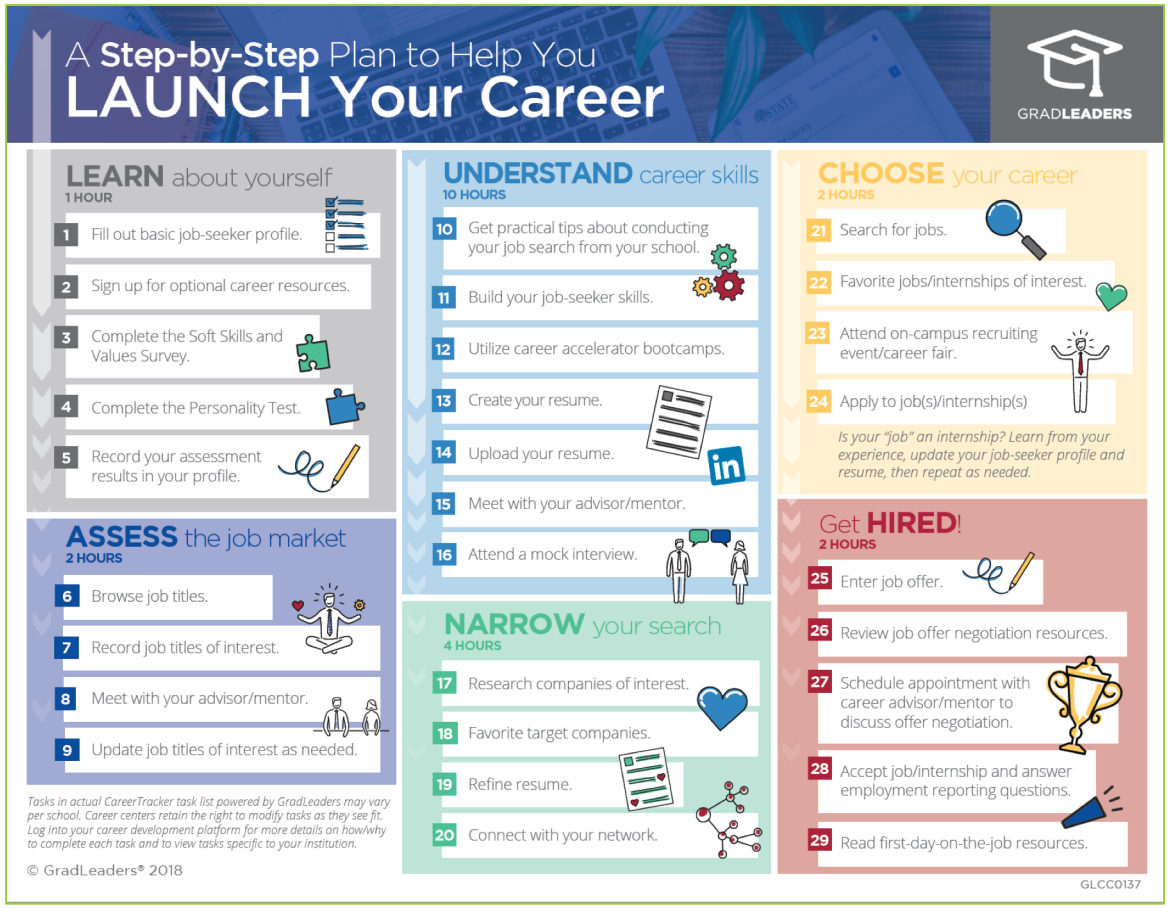



PDA Optional Profile Completion
23.2%
26.2%
20.6%
58.6%
35.9%
14.7%
12.3%
9.9%
4.0%
4.1%
10.1%
2.7%
2.9%
2.6%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
Study Abroad
Scholarships / Honors
Leadership
Languages
Technical Skills
Internship Industry
Internship Function
Soft Skills
Target Companies
Dream Job Titles
16 Personalities Type
Disc Styles
Work Clusters
My Majors


Non-PDA Optional Profile Completion
13.7%
13.1%
13.0%
37.2%
21.5%
1.7%
1.2%
1.2%
0.0%
0.0%
0.0%
0.0%
0.0%
0.0%
0.0%
5.0%
10.0%
15.0%
20.0%
25.0%
30.0%
35.0%
Study Abroad
Scholarships / Honors
Leadership
Languages
Technical Skills
Internship Industry
Internship Function
Soft Skills
Target Companies
Dream Job Titles
16 Personalities Type
Disc Styles
Work Clusters
My Majors

PDA Program Evolution

Phase 2: Includes simplified Success Steps for each phase of the plan to help students LAUNCH their careers



Metrics Highlights

40% Increase in student sustained engagement

50% increase email open rates with personalized communication

90% students find assessments useful in career development process

70 NPS Score when asked if students would “recommend this to a friend?”

75% reported feeling better about applying for jobs after completing the UNDERSTAND step in the process

80% of students felt that their revised Resume was “very good quality” after going through virtual training

Metrics Overview

- Logins
  - PDA Students (in Pilot) = 80%
  - Non-PDA Students (Control Group) = 47%
- Completed Profiles
  - PDA Students (in Pilot) = 80%
  - Non-PDA Students (Control Group) = 55%
- Advising Appointments
  - PDA Students (in Pilot) = 21%
  - Non-PDA Students (Control Group) = 8%

- Workshops
  - PDA Students (in Pilot) = 39%
  - Non-PDA Students (Control Group) = 16%
- Company Events
  - PDA Students (in Pilot) = 40%
  - Non-PDA Students (Control Group) = 22% (+2)

Note: PDA Dashboard on right built within Looker®

Your input:

Would this work in a Canadian PSE institution?

- Has anyone tried an app for career development purposes?

What are challenges you see in implementing a PDA-style program?