



ENGAGING STUDENTS EARLY: A Post-Secondary Career Planning Group

Set up — go to [Menti.com](https://www.menti.com)

Code: 77 51 84

Career Services



UNIVERSITY
OF MANITOBA

Rebecca Balakrishnan,
CAREER CONSULTANT, UNIVERSITY OF MANITOBA



CAREER SERVICES AT UNIVERSITY OF MANITOBA



**WE HELP STUDENTS LEARN
ABOUT OCCUPATIONS, MAKE
CAREER DECISIONS, AND REACH
THEIR GOALS.**

30K STUDENTS

100+ undergrad and grad programs



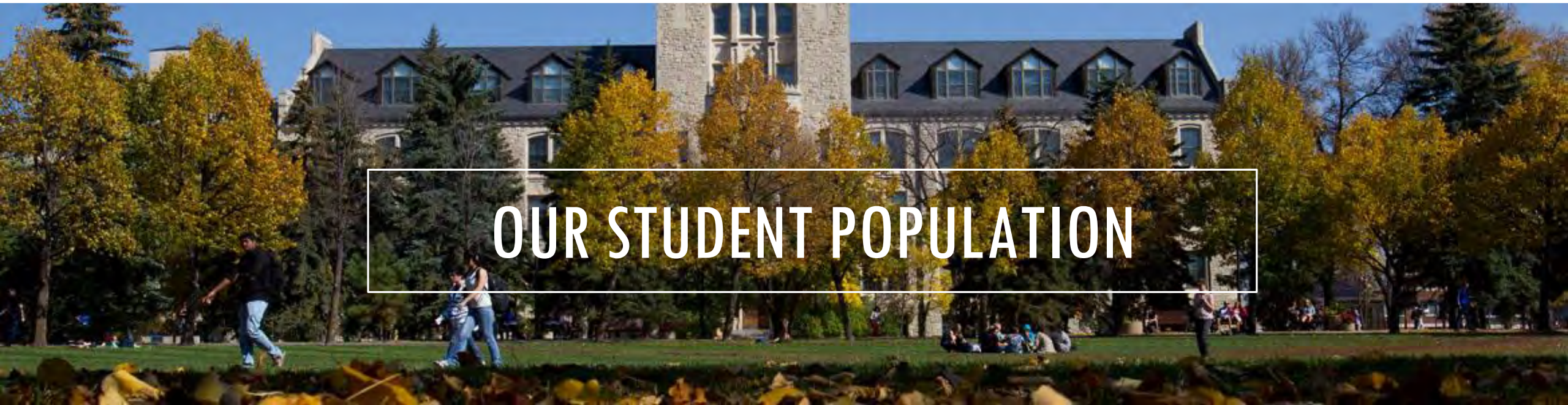
Increasingly international



Majority grew up in Winnipeg



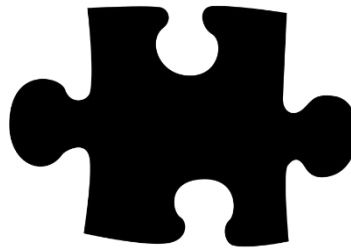
OUR STUDENT POPULATION



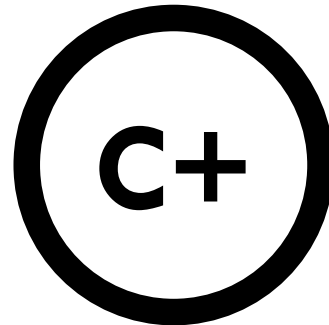
THE PROBLEM



Students not knowing we exist
until way too late



Students struggling to make course
selections, career decisions



Increasingly competitive program
entrance requirements



**A POSSIBLE SOLUTION:
EARLY ENGAGEMENT**



...but this is easier said than done.



**OUR EARLY ENGAGEMENT
CAREER PLANNING GROUP**

- 2 hour group
- Partnered with guidance counsellors to offer in high schools
- Offered on campus the summer before first year
- Partnered with student groups, tailored to interests



TYPICAL MODEL

1

KNOW YOURSELF

2

IDENTIFY & RESEARCH OPTIONS

3

**DECISION MAKING &
GOAL-SETTING**

4

IMPLEMENTING PLANS

STUDENT FOCUS:

Ψ WHAT CAN I DO WITH A DEGREE IN..?



PROFESSIONS

REFOCUS:



WHO ARE YOU?



RELATED, RELEVANT OCCUPATIONS

A top-down photograph of a wooden desk. In the center is a large, thin computer monitor. To the left is a white desk lamp and a small green plant. To the right is a pen holder with various pens and another green plant. In the foreground, there are two folders, one black and one grey, with a pen and a pencil resting on them. A white rectangular box with a thin border is overlaid on the desk, containing the text 'DIRECT LINK TO OCCUPATIONS'.

DIRECT LINK TO OCCUPATIONS



WHAT'S UNIQUE?

- **SCHOOL FOCUS (SUBJECTS)**
- **CAREER INFORMATION**
- **CONNECT TO OCCUPATIONS**
- **HOPE-FILLED ENGAGEMENT**

(Peohnell & Amundson., 2011)

- **EXISTING ASSESSMENTS**
- **IMPORTANCE OF EXPERIENCE**
(Krumboltz & Levin, 2010)
- **EMBED OUR RESOURCES**
- **COMMUNITY-BUILDING**
- **EARLY ENGAGEMENT**



OUR GROUP GOALS & ORIENTATION

A blurred background image of a city skyline with various skyscrapers and buildings under a cloudy sky.

GROUP OUTLINE

1

LEARN ABOUT YOURSELF

2

**IDENTIFY A LIST OF
OCCUPATIONS TO RESEARCH**

3

**LEARN HOW TO RESEARCH
OCCUPATIONS**

4

IDENTIFY WHAT TO DO NEXT

1

LEARN ABOUT YOURSELF

Decision-making style identification
through pair & share

2

IDENTIFY A LIST OF
OCCUPATIONS TO RESEARCH

2 Jobs Activity — gut reaction to 2
occupations

3

LEARN HOW TO RESEARCH
OCCUPATIONS

Experience as a way to learn about
ourselves

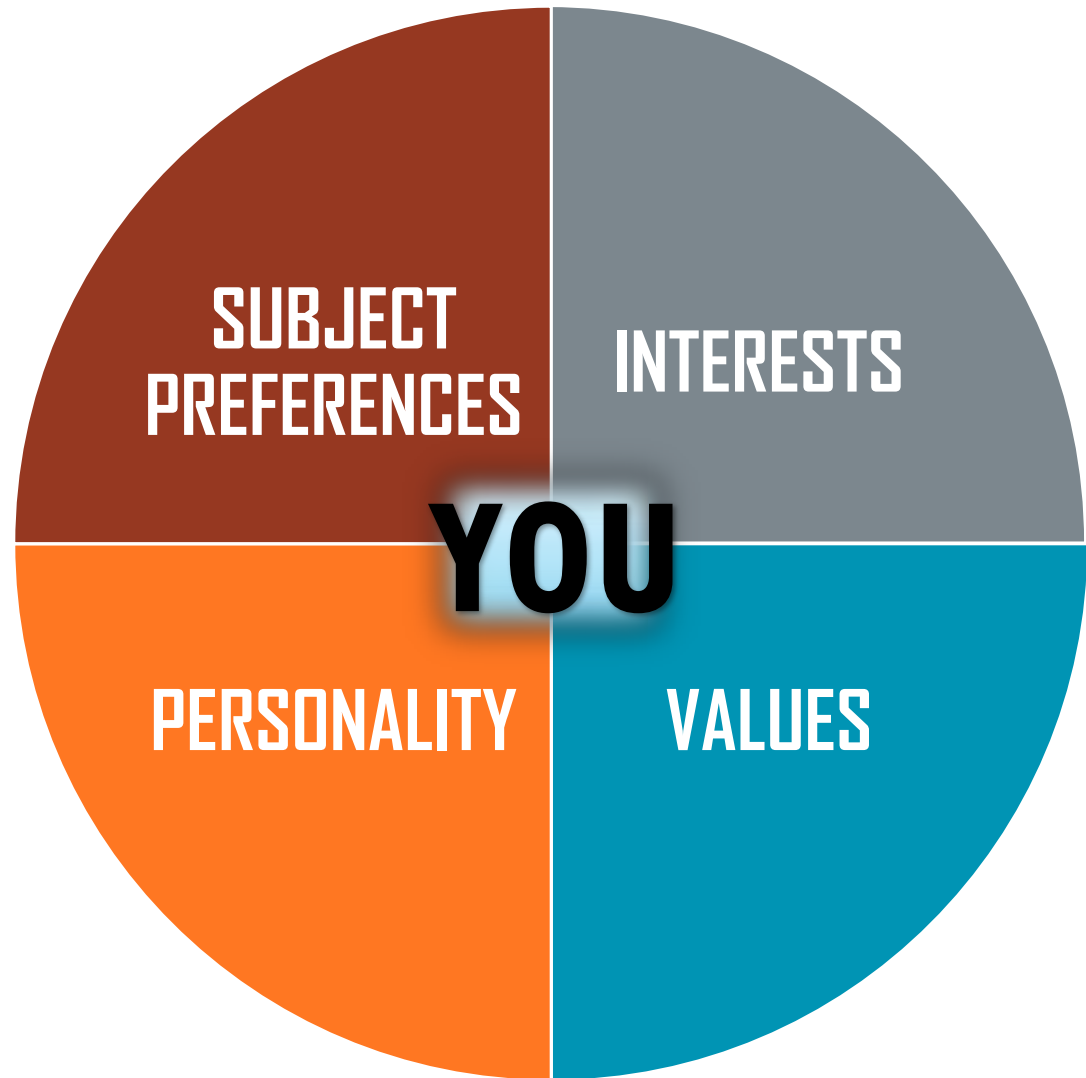
4

IDENTIFY WHAT TO DO NEXT

Assess subject preferences, Holland code,
values



Grounded in our Career Planner — a self-directed workbook



http://umanitoba.ca/student/careerservices/media/Career_Planner.pdf

SCHOOL	ME, MY INTERESTS, MY FEELINGS		
My Favourite & Least Favourite Classes	My Interests <small>(activities and topics most engaging for me)</small>	My Personal Qualities <small>(individual differences, how I think, feel, behave))</small>	My Values <small>(ex: creativity, salary, independence)</small>



WARM UP WORKSHEET



HOW DO YOU
LIKE TO
WORK?

HOLLAND
CODE

THINGS

INVESTIGATIVE

IDEAS

REALISTIC

Practical,
hands-on,
tangible work

Research-oriented,
knowledgeable,
curious

Expressive,
creative,
visual

ARTISTIC

CONVENTIONAL

Structured,
organized,
careful

Helping, empathetic,
communicative,
friendly

SOCIAL

Influential,
energetic,
sociable, leader

DATA

ENTERPRISING

PEOPLE

1

LEARN ABOUT YOURSELF

National Occupational Classification

2

**IDENTIFY A LIST OF
OCCUPATIONS TO RESEARCH**

Career Choices Card Activity

3

LEARN HOW TO RESEARCH
OCCUPATIONS

Use existing self-knowledge to assess
occupations

4

IDENTIFY WHAT TO DO NEXT

CANADA'S "BIG BOOK OF OPTIONS"

National Occupational Classification

Occupational Structure | X

noc.esdc.gc.ca/English/NOC/OccupationIndex.aspx?ver=16

Government of Canada / Gouvernement du Canada

Home → [National Occupational Classification](#) → [Welcome to NOC 2016](#)
→ [Occupational Structure by Skill Type](#)

Occupational Structure by Skill Type

Quick Search
Enter a 4-digit NOC code or your job title (required).

Consult the [NOC Tutorial](#) for additional information on Classification Structure. Select the desired skill type below to access the detailed Occupational Structure.

- [0 Management occupations](#)
- [1 Business, finance and administration occupations](#)
- [2 Natural and applied sciences and related occupations](#)
- [3 Health occupations](#)
- [4 Occupations in education, law and social, community and government services](#)
- [5 Occupations in art, culture, recreation and sport](#)
- [6 Sales and service occupations](#)
- [7 Trades, transport and equipment operators and related occupations](#)
- [8 Natural resources, agriculture and related production occupations](#)
- [9 Occupations in manufacturing and utilities](#)

Date modified: 2016-10-20

Business, Finance and Administration

BUSINESS DEVELOPMENT OFFICER

IEC

Business, Social Studies, Economics

NOC Category

Job Title (generated from job postings, NOC, etc.)

Holland Code

Related school subjects

Brief occupational description, quoted and cited from NOC, Alis, ONET, a professional association, or developed from job postings.

Business development officers conduct research, formulate policies and manage programs to stimulate industrial and commercial business investment or tourism in urban and rural areas, or to promote products and services.

noc.esdc.gc.ca

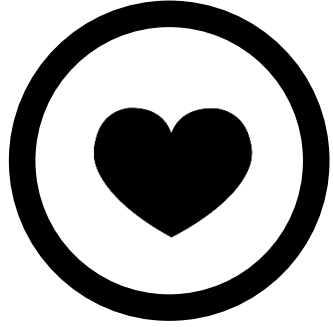


UNIVERSITY OF MANITOBA

Career Services

CAREER SERVICES

CAREER CHOICES CARDS



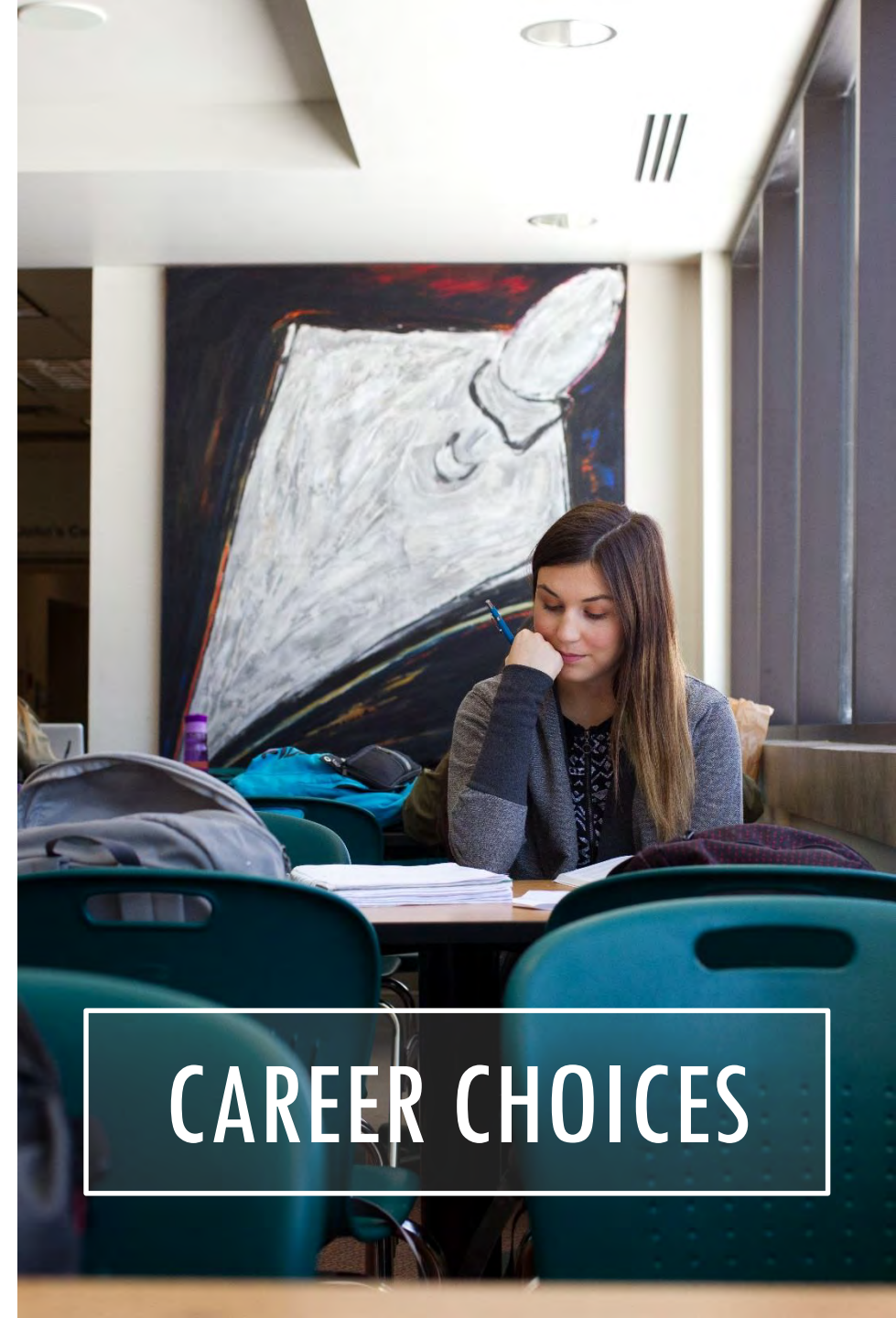
**CHOOSE A SECTOR & CHECK OUT
THE SELECTED OCCUPATIONS**



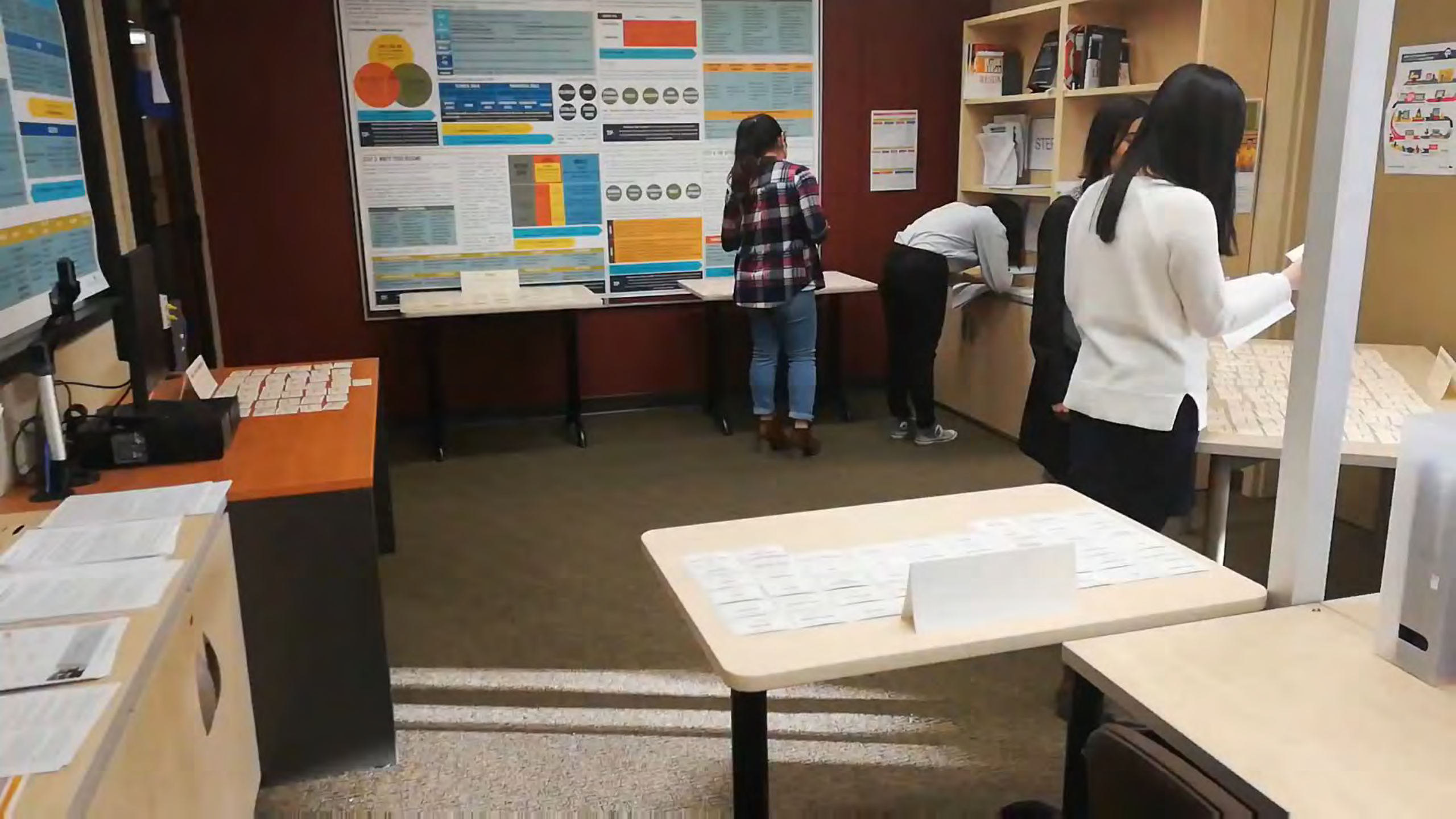
**BROWSE OCCUPATIONS:
HOLLAND CODE, SUBJECT, BLURB**

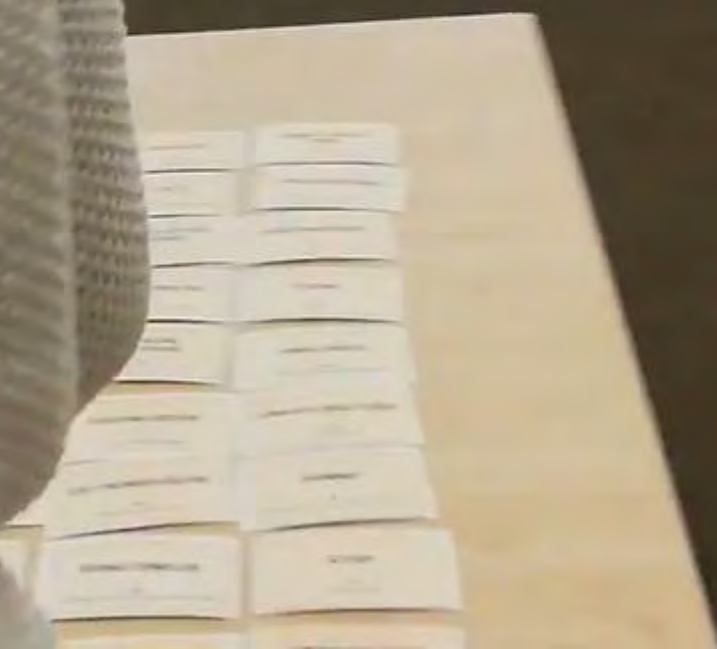


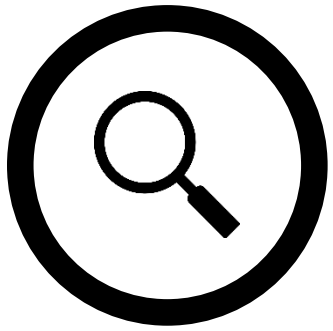
**WRITE DOWN OCCUPATIONS OF
INTEREST**



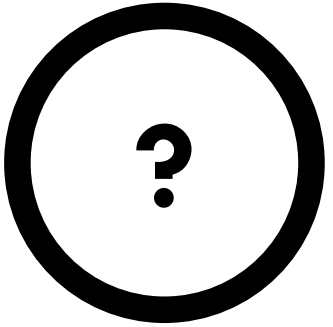
CAREER CHOICES



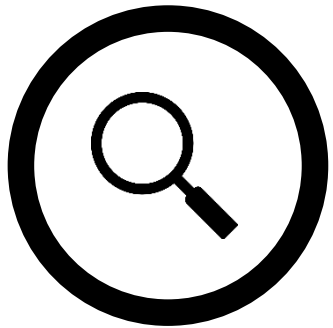




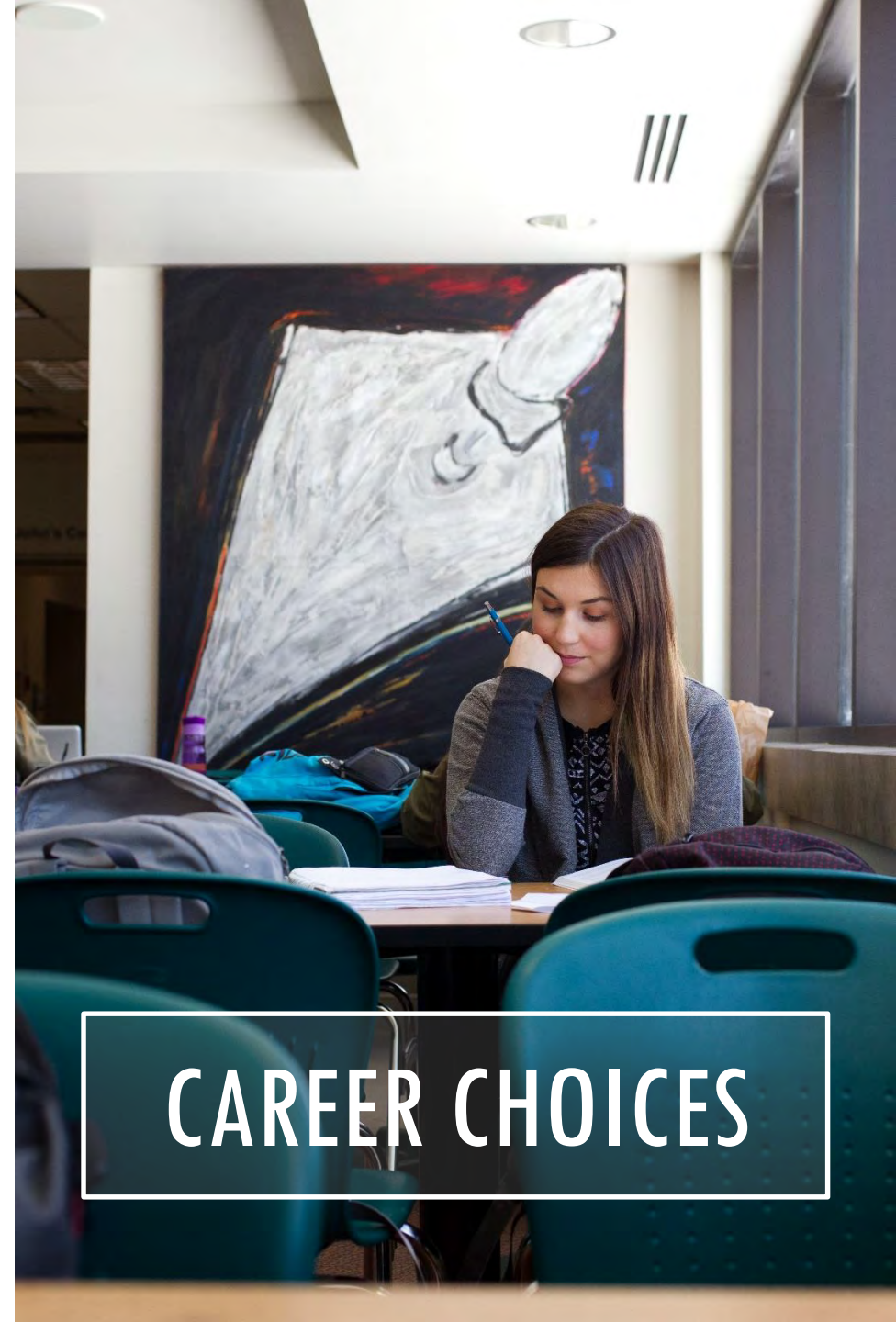
DID YOU FIND SOMETHING NEW?



WHAT DIDN'T YOU PICK? WHY?



USING EXPLORING OCCUPATIONS



CAREER CHOICES

1

LEARN ABOUT YOURSELF

How to research online: Our occupations library, LinkedIn, NOC, postings...

2

IDENTIFY A LIST OF OCCUPATIONS TO RESEARCH

Career Mentor Program

3

LEARN HOW TO RESEARCH OCCUPATIONS

Try stuff! Learn through related work, volunteer, hobbies

4

IDENTIFY WHAT TO DO NEXT

Values card sort to differentiate occupations of interest

OUR OCCUPATIONS LIBRARY:

umanitoba.ca/student/careerservices/careerplan/occupations/index.html

The screenshot shows the 'Research Occupations' page on the University of Manitoba Career Services website. The page features a navigation menu on the left with categories like Home, About Us, Career Planning, Employment Resources, and Equity Resources. The main content area is titled 'Research Occupations' and includes introductory text about the value of research in career decisions. A search bar is located at the top right. Below the text, there is a grid of letters (A-Z) for navigating through the database. The letter 'A' is selected, and a list of occupations starting with 'A' is displayed, including Accommodation Service Manager, Accountant, Actuary, Aerospace Engineer, and Agricultural Representative, Consultant, Specialist.

The screenshot shows the 'Child Life Therapist (4212)' page on the University of Manitoba Career Services website. The page features a navigation menu on the left with categories like Home, About Us, Career Planning, Employment Resources, and Equity Resources. The main content area is titled 'Child Life Therapist (4212)' and includes a detailed description of the profession, its responsibilities, and the educational requirements. A search bar is located at the top right. Below the text, there is a section for 'Education' and 'Labour Market Information'. The Holland Code is listed as Social, Artistic, and Realistic. Related occupations include Registered Nurse, Social Worker, Youth Worker, Teacher, Early Childhood Educator, Recreational Therapist, Art Therapist, and Music Therapist.

1

LEARN ABOUT YOURSELF

Course selection & keeping options open

2

IDENTIFY A LIST OF
OCCUPATIONS TO RESEARCH

Keeping personal qualities in mind
throughout process

3

LEARN HOW TO RESEARCH
OCCUPATIONS

Goal setting activity:
write down a small plan

4

IDENTIFY WHAT TO DO NEXT

Reminder that they can meet with us
individually too

100%

Said their confidence level for their career planning had increased substantially or somewhat

98%

Said they felt much more or slightly more hopeful about their career

100%

Said they identified additional occupations they would like to explore.



STUDENT EVALUATIONS & FEEDBACK

“Witnessing the many different varieties of occupations, it opened my eyes.”

“I really liked having all the different occupation cards and looking through them to see what jobs are out there.”

A close-up photograph of a person's hand typing on a laptop keyboard. The hand is wearing a grey sweater. To the right of the keyboard is a white cup of coffee on a saucer. The background is a wooden table.

STUDENT EVALUATIONS & FEEDBACK



WHAT WE LEARNED

1

**PARTNER WITH OTHER UNITS
/ STUDENT GROUPS =
HIGHER ATTENDANCE**

- Academic Advisors
- Indigenous Student Centre
- Student Associations
- Student Clubs



WHAT WE LEARNED

2

**WORKED TO ALSO VALIDATE
DECIDED STUDENTS &
HOPEFULLY PREPARE THEM
FOR CAREER TROUBLES**

3

**IMPORTANCE OF
UNDERSTANDING WHAT
STUDENTS KNOW AND NEED
TO KNOW**



WHAT WE LEARNED

4

STUDENTS DID NOT UNDERSTAND WHAT CAREER COUNSELLING IS – EDUCATING THEM ON THE PROCESS IS IMPORTANT.

- Sometimes our institutional colleagues don't know either



Questions?

[Linkedin.com/in/rebeccabala](https://www.linkedin.com/in/rebeccabala)

Rebecca.Balakrishnan@umanitoba.ca

References

- Amundson, N. E., Harris-Bowlsbey, J., & Niles, S. G. (2005). *Essential Elements of Career Counseling*. Upper Saddle River, NJ: Pearson Education Inc.
- Antonio, A. & Tuffley, D. (2015). First year university student engagement using digital curation and career goal setting. *Research in Learning Technology*, 23.
- Government of Canada (2016). *National Occupational Classification*. Retrieved from:
<http://noc.esdc.gc.ca/English/noc/welcome.aspx?ver=16>
- Krumboltz, J. D. & Levin, A. S. (2010). *Luck is no accident: Making the most of happenstance in your life and career*, 2nd edition. Atascadero, CA: Impact Publishers.
- McKinnon, K. & Johnston, K. (2014). Career planning, knowledge, and skills. In B. Shepard & P.S. Mani (Eds.), *Career development practice in Canada: Perspectives, principles, and professionalism* (173-198). Toronto, ON: CERIC.
- Poehnell, G. R. & Amundson, N. E. (2011). *Hope-filled engagement: Creating new possibilities in life/career counselling process*. Richmond, BC: Ergon Communications.