

**CONESTOGA**  
College of Applied Arts and Technology

**WHAT YOU DO HERE...  
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## Conestoga career course partnership embeds gamification and experiential learning

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### Agenda

1. Partnership between Conestoga College and OneLifeTools
2. Career Ready Funding – Pilot Project for Career development courses in the School of Liberal and Communication Studies
3. Alignment of the CDEV courses with MAESD's Guiding Principles for WIL
4. *Who You Are Matters!* game experience
5. Discussion and questions




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### Career Ready Funding

Conestoga College secured funding from the Career Ready Fund (Career Kick-Start Strategy) which aimed to:

- create experiential learning opportunities for post-secondary students and recent grads.

Definition of Experiential Learning (EL):

- "hands-on learning" in a real or simulated workplace which helps prepare students for transition to work.




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### CDEV Pilot Project

Amongst several initiatives, Conestoga proposed the CDEV Re-development:

- 1) Transition from delivering 25+ CDEV courses to 4 CDEV courses (Career Launch, Career Success, Career Discovery, Career Management).
  - delivering a strong and consistent EL foundation for students
  - focus on quality and development of best practices related to EL
- 2) CDEV will be embedded in foundational programs that do not have an EL component.
- 3) Engaging students in career exploration, search and management to expose students to authentic work place demands and expectations, to increase employability and interpersonal skills, and assist in their transition to the workplace.
- 4) Incorporate and track essential employability skills.




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### Partnership between OneLifeTools and Conestoga College

National career conference (Cannexus) meeting, Jan 2018

- Lisa, Mark collaborate to embed game-based and narrative tools into career development curriculum
- Meetings > proposal & project > curriculum development > product delivery > training > implementation
  - Conestoga receives: Game kits. Online Storyteller credits. Training




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### 4 Courses Developed

<p><b>CDEV1820 Career Launch</b></p> <ul style="list-style-type: none"> <li>• 14 hour course</li> <li>• In class delivery</li> <li>• Targeted to "close to market" students           <ul style="list-style-type: none"> <li>– ie Apprenticeships</li> <li>– Certificate program students</li> </ul> </li> <li>• Content covers the "quick and dirty" of career development, ie self assessment, resumes, cover letters, job searching and interviewing, future career plans</li> </ul>	<p><b>CDEV1830 Career Success</b></p> <ul style="list-style-type: none"> <li>• 28 hour course</li> <li>• Hybrid delivery– course is 1 hour online, 1 hour in class</li> <li>• Targeted to students in 2 and 3 year diploma/advanced diploma programs</li> <li>• Content covers expands on self assessment, social media marketing/branding, marketing documents, jobs searching and networking, interviewing, future career plans</li> </ul>
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**4 Courses Developed**

<p><b>CDEV1840 Career Discovery</b></p> <ul style="list-style-type: none"> <li>• 42 hour course</li> <li>• Hybrid delivery – 2 hours in class, 1 hour online</li> <li>• Targeted to students in General Arts and Science or foundations program (ie business, technology)</li> <li>• Course emphasizes career discovery, labour market and academic research, self exploration through portfolios, informational interviewing and personalized development plans</li> </ul>	<p><b>CDEV8130 Career Management</b></p> <ul style="list-style-type: none"> <li>• 28 hour course</li> <li>• Hybrid delivery– course is 1 hour online, 1 hour in class</li> <li>• Targeted to students in 2 and 3 year diploma/advanced diploma programs</li> <li>• Content covers focuses on career transitions and long term career management via self assessment, social media marketing/branding, marketing documents, jobs searching and networking, interviewing, future career plans</li> </ul>
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**Alignment of Courses & Experiences with MAESD's Experiential Learning Guiding Principles**

- The student is in a workplace or simulated workplace.
  - Simulated experience
  - Reflect using micronarratives
  - Linked to real world job search / recruitment
- The student is exposed to authentic demands that improve their employability, interpersonal skill, and transition to the workplace.
  - Skill-building in Essential employability skills
  - Course outcomes and game link to Workplace readiness

Reference: MAESD. (2017). MAESD's guiding principles for experiential learning. Ontario. Retrieved June 14, 2018 from <https://www.queensu.ca/experientiallearning/sites/webpublsh.queensu.ca.qel/www/files/A04%20EL%20-%20Guiding%20Principles%20FINAL%20EN.pdf>

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**Alignment of Courses with MAESD's Guiding Principles**

- The experience is structured with purposeful and meaningful activities.
  - Students create personal development plan within evaluation
- The student applies college program knowledge and/or essential employability skills.
  - Mandatory core courses embedded in program design

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**Alignment of Courses with MAESD's Guiding Principles**

- The experience includes self-assessment and evaluation of the students performance and learning outcomes by the college.  
Experiences like mock interview and game provides self-assessment and peer feedback
- The experience counts towards course credit or credential completion skills.  
Credits range from 1 to 3 per course

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**Partnership between OneLifeTools and Conestoga College**

*After experiencing the game, I could see how both the Who You Are Matters! game and Online Storyteller satisfy many of the MAESD's guiding principles of Experiential Learning.*

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**WHAT YOU DO HERE... COUNTS OUT THERE.**

**HEROIC Narrative Assessment system...  
get clear, get organized, get going**



- GROUP EXPERIENCE**  
from 3 to 300, fun, personal & professional development experience (disguised as a game)
- SELF-DIRECTED,** scalable, storytelling system maximizes *Online Storyteller* with optional conversation touchpoints for "blended delivery"
- INDIVIDUAL SESSIONS** guided by evidence-based narrative method and *Online Storyteller* technology

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**OneLifeTools**

- [Evidence-based](#) narrative assessment system
  - *Who You Are Matters!* game
  - *Online Storyteller* web application
  - narrative method of practice for blended delivery
- Unique Canada/US partnership, practice-to-theory
- 10+ book chapters, peer reviewed articles
- 1000+ trainees in Canada, US, Europe & more
- CareerCycles, sister company, 5000+ clients, OLT's 'lab'



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**We humans tell stories and play games**



*What if* individuals could sit with 4 peers playing a self-directed game that led to a written career statement?



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WHAT YOU DO HERE...  
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**Step 1: DO**



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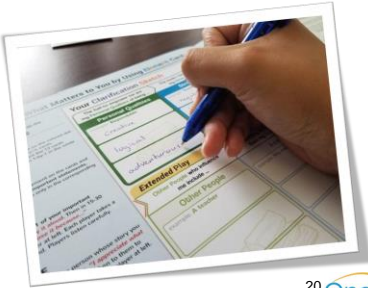
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WHAT YOU DO HERE...  
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**Step 2: WRITE**



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**Step 3: SAY**



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WHAT YOU DO HERE...  
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Say aloud **one** card.  
Say for 15-30 seconds "I chose it because..."  
Players listen carefully.

**Strengths. I love to.... teach or share ideas**

<http://websand.onelifeTools.com/play/Strengths.html>



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**Step 4: GIVE**



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WHAT YOU DO HERE...  
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**Step 4: GIVE**



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Step 5: PASS & REPEAT

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WHAT YOU DO HERE...  
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In Part 2: Expand 1 Possibility. Receive peer feedback. Take inspired action



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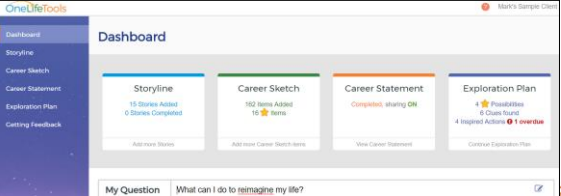
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Online Storyteller web-application  
to deepen clarification and  
accelerate intentional exploration



My Question What can I do to reimagine my life?

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**2 ways to use Online Storyteller:**

- 1) Self-directed Narrative Assessment - engaging process of reflection
- 2) In your 1:1 sessions

Results in substantive *Career Statement*, *Exploration Plans* and *Conversation Guide*

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### Student Impact and Future

- ~80% engagement, fully completed 4+ stories or partially complete, across ~150 users
- Sample 'stories' reflected on...
  - Who You Are Matters!
  - Going to Conestoga
  - High school co-op
  - 1<sup>st</sup> job at KFC
  - My job at abc Pharmacy

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**Content from stories is added to Clarification Sketch, a one-page 'marvelous mosaic' of emerging insights**

**Career Sketch**

OneLifeTools.com

Dashboard, Storyline, Career Sketch, Career Statement, Exploration Plan, Questions & Notes

View: Story | Show all items

Categories:
 

- DESIRES** (4 items): What do you want to do? What do you want to be? What do you want to study? What do you want to learn?
- STRENGTHS** (4 items): What are your strengths? What are your talents? What are your skills? What are your abilities?
- PERSONAL QUALITIES** (4 items): What are your personality traits? What are your characteristics? What are your attributes? What are your qualities?
- HOBBIES, INTERESTS** (4 items): What are your hobbies? What are your interests? What are your passions? What are your activities?
- POSSIBILITIES** (4 items): What are your options? What are your choices? What are your alternatives? What are your prospects?

OTHER PEOPLE: Add Other People, Add Teacher, Add Mentor, Add Role Model, Add Influencer, Add Inspiration.

ASSETS: Add Professional Certification, Add Language Proficiency, Add Specialized Knowledge, Add Technical Skills, Add Soft Skills, Add Personal Background.

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**Questions and Discussion:**

- Who is linking EL into credit-bearing *career courses*?
- Who is using gamification as a simulated workplace tool?
- Who is partnering with outside organizations?
- Other questions?

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WHAT YOU DO HERE...  
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**Thank you for joining us!**

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For info on *Who You Are Matters!* game,  
Online Storyteller, and training, go to  
[www.OneLifeTools.com](http://www.OneLifeTools.com) and visit exhibit booth

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