



How to Adapt Concept-Mapping Interventions to Client Needs

Warm Up Activity

Mind map your experiences with:

- creative promotion campaigns
- outreach to students
- concept-mapping & reflection activities





How to Adapt Concept-Mapping Interventions to Client Needs



Katie Denomme
Manager, Career Education &
Post-Graduate Services
Centre for Career Action,
University of Waterloo

Amy Evans
Project & Communications
Student Intern
Division of Student Affairs,
Queen's University



Miguel Hahn
Head Career
Counsellor
Career Services,
Queen's University

Agenda

- Understanding the need and the campaign
 - What led to this initiative
 - Overview of *It All Adds Up*
- Sharing our experiences customizing to our contexts
- Discussion - Applications for your context
- Questions

The Problem...

- 31% of Canadian university students reported finding “career” traumatic or very difficult to handle in the previous year. (*National College Health Assessment, 2013*)
- Pressure to keep piling on more and more

Generation Screwed: Why There Are No Jobs for Young People
 Written by Craig James Willy on November 15, 2012. Published in *Help wanted*



Youth unemployment

Generation jobless

MARGARET WENTE

Fries with that BA? The declining value of a degree

MARGARET WENTE

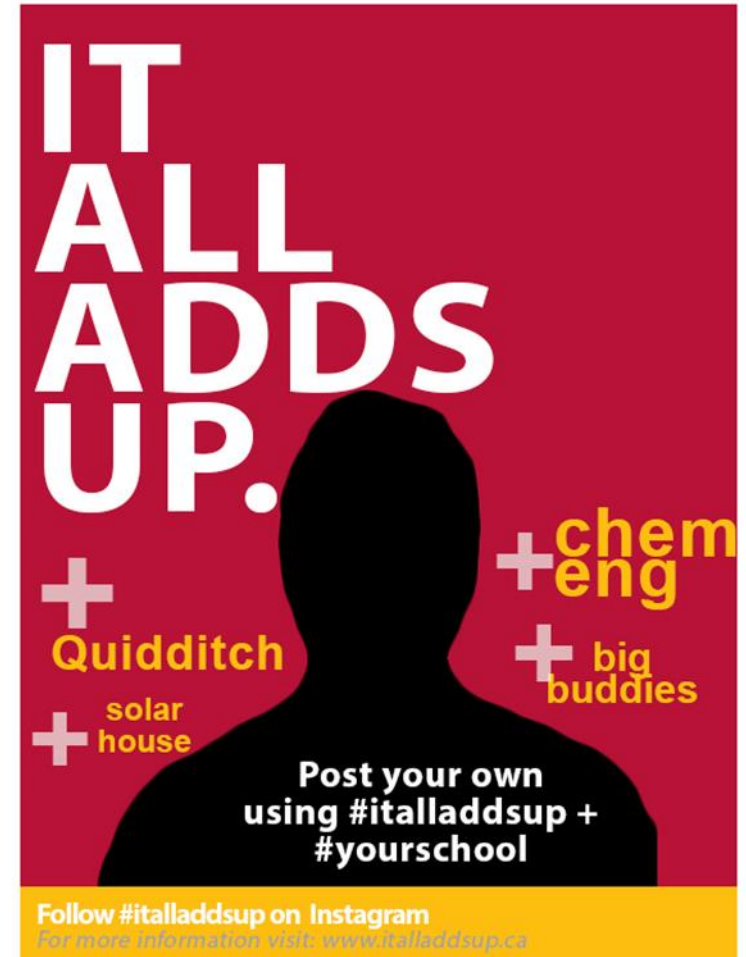
The Globe and Mail

Published Tuesday, Apr. 09 2013, 6:00 AM EDT

Last updated Wednesday, Apr. 10 2013, 11:37 AM EDT

The Response

- Annual planning meeting with new incoming undergraduate student government leaders (Alma Mater Society)
- Observed that
 - most students have long lists of activities
 - don't want to give them yet more to do
- Pressing need: a way to help students “add up” what they are already doing, and build confidence and strategies for moving forward
- It All Adds Up created (2014-2015)



Sample Poster from Toolkit

Instagram



2019-02-05

The Intervention: Self Discovery Exercise

- Using a whiteboard and markers, students are guided to create a word cloud of their current activities and then summarize how they want them to “add up” in their futures.
- Optional signs to hold:
 - “I’m hoping It All Adds Up to _____”
 - “So far it’s added up to _____”
 - “I’m wondering how it all adds up”
- Students take photos of the completed image and post to Instagram #italladdsup

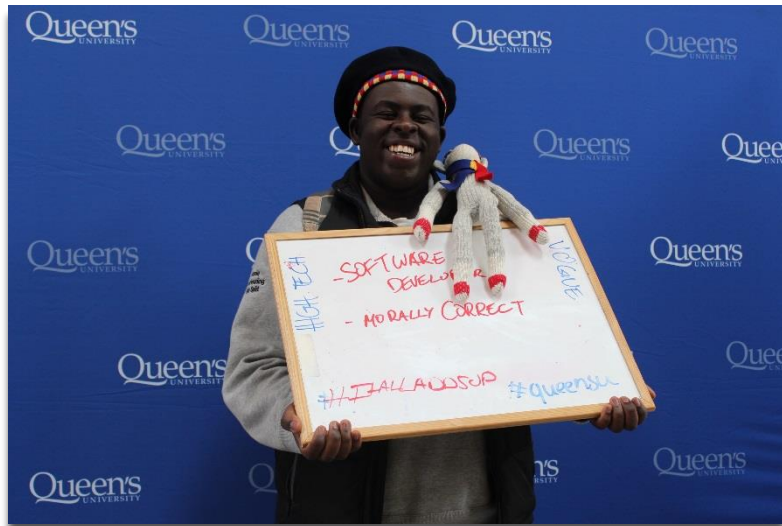


Student Comments

"Thank you! This was so helpful."

"I feel so much better now."

"Wow, I didn't realize how much I was already doing!"



Collaboration & Collective Impact

2014-15 - Queen's
2015-16 – 21 career
centres in Ontario
2016-17 – 44 across
Canada, plus one in
Australia



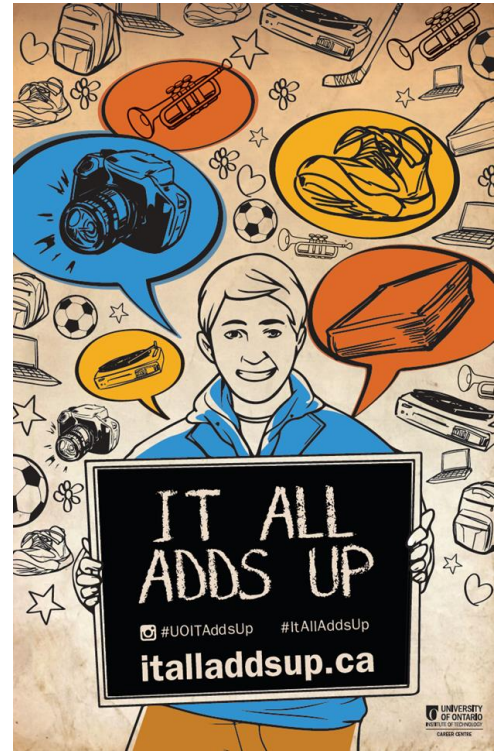
It looked unique on each campus



Brock University



York University



UOIT

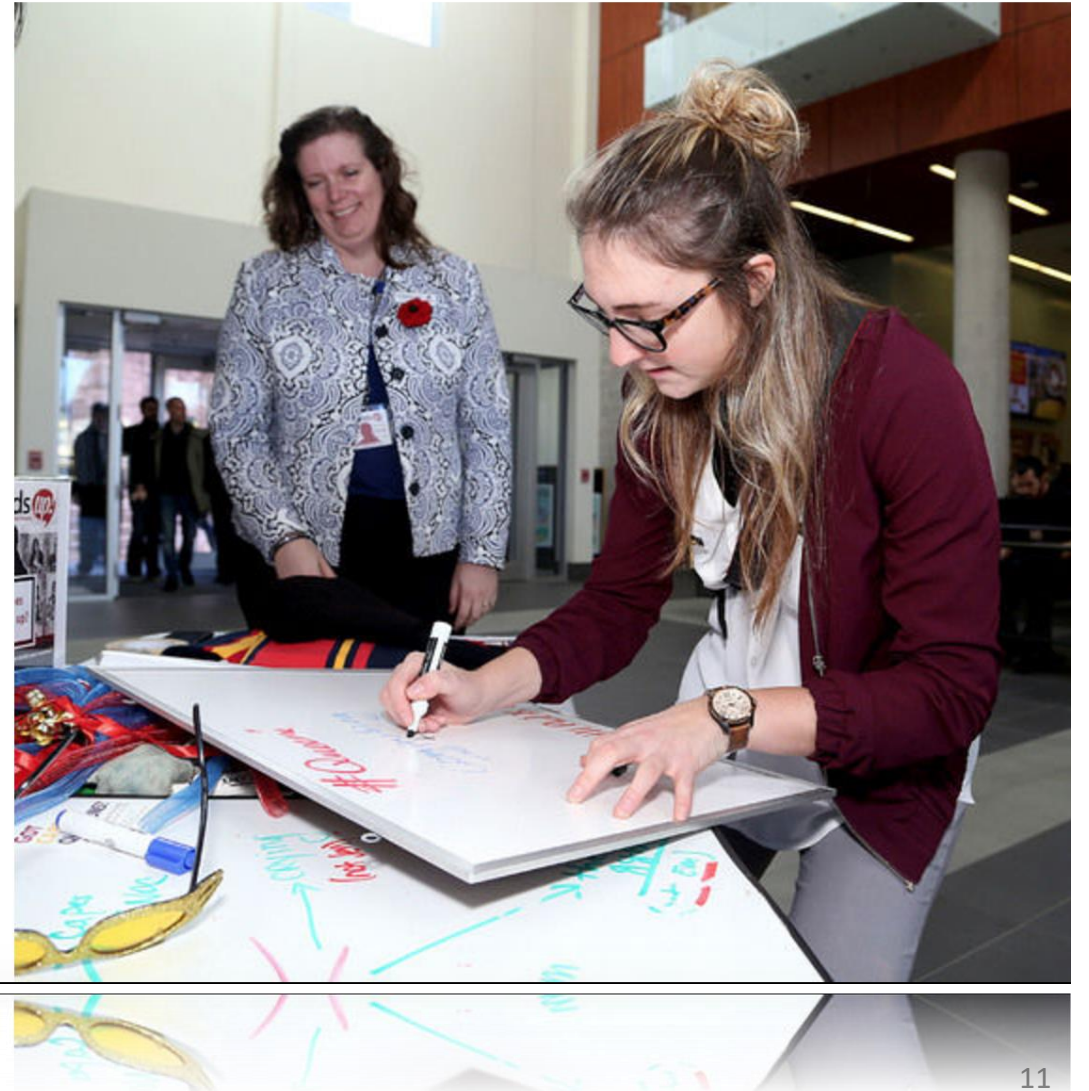
Reach

- 1031 postings using the #italladdsup hashtag during the two-week launch
- 4162 “likes”
- 100% of participating career centres returning in 2017-18
- campaign conducted in French on two campuses (York-Glendon and U of Ottawa)

Everything counts in 'It All adds Up' project



By Ian MacAlpine, Kingston Whig-Standard
Friday, November 11, 2016 8:59:27 EST PM



UWaterloo

- Showcase skills and knowledge you've been building
- Demonstrate how your experiences and efforts add up to being a strong and employable job candidate
- Help you make informed decisions about how best to spend your time (which will look different for everyone)
- Reflection with support ... event style intervention



UWaterloo 2018

Focus on:

- Employment ready skills and application to résumés and interviews
- Handout with resources + next steps
- Expanding reflection activity to group settings (more reach, fewer facilitators)

Did you know that you can use this activity for your résumé?

Think about the It All Adds Up activity. What experiences did you talk about? What skills did you identify? For example, perhaps you had a part-time job at a restaurant – some common transferable skills might include communication skills, time management, teamwork, organization and problem solving. You can use this table to come up with a quick list of skills in preparation for writing your résumé.

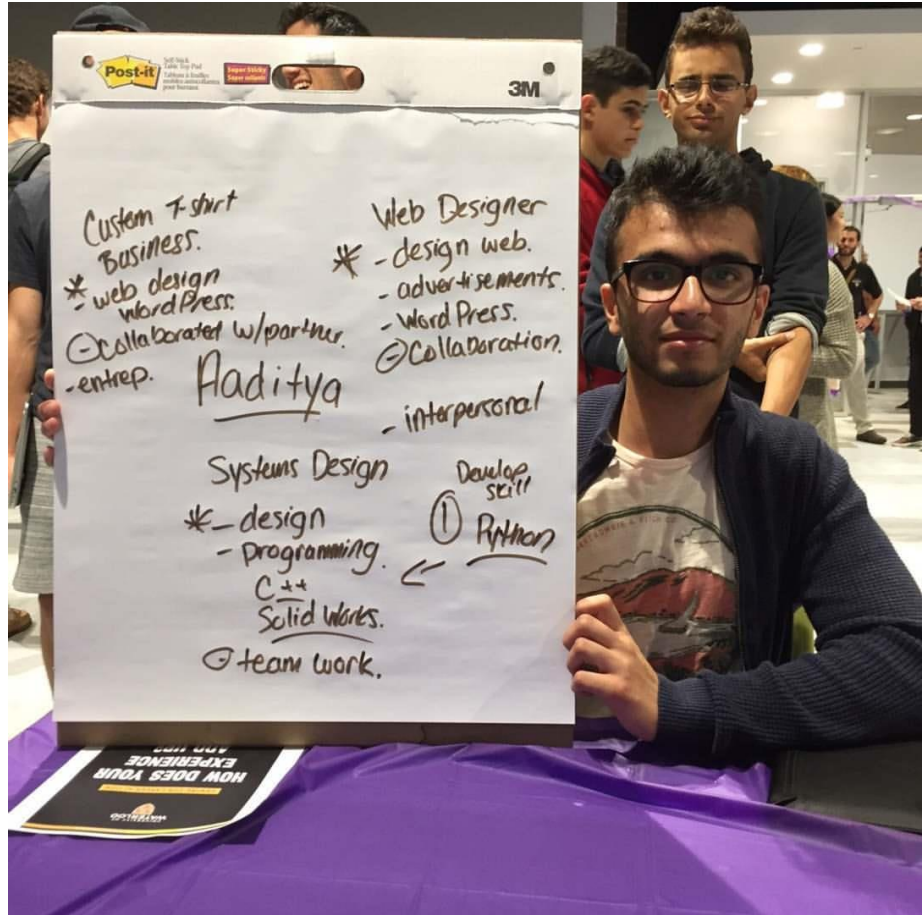
Activity	Skills

For further resources on résumé writing, go to <https://careerhub.uwaterloo.ca/> and log in using your UWaterloo user ID and password.

For quick advice on your résumé or cover letter, you can also drop by the Tatham Centre and attend a 15-minute drop-in with a Career Leader in the Centre for Career Action, 8:45 a.m. – 4 p.m., Monday to Friday, for the month of September, and 12 p.m. – 1 p.m. October through December.

Career Advisors at the Centre for Career Action are happy to meet with you as well. Book your appointment at <https://uwaterloo.ca/career-action/> under “Appointments/Workshops.”

UWaterloo



Queen's 2018

Focus on:

- Maintaining key partnership with AMS
- Ready to go outreach activity to use with student groups on campus
- Increasing impact of reflection activity



Queen's 2018

Reflections on:

- Looking back – reflecting on important strengths and qualities
- Looking forward – reflecting on challenges for the future



Queen's 2018



Applications for Your Context

Discussions on:

- **Looking Back:** What lessons have you learned from your experiences with outreach, promotions, reflections, and career health campaigns?

OR

- **Looking Forward:** What directions could you go on your campus? How can you connect with student needs?

italladds



Katie Denomme

Manager, Career Education & Post-Graduate Services
Centre for Career Action, University of Waterloo

Katie.Denomme@uwaterloo.ca

Amy Evans

Project & Communications Student Intern
Division of Student Affairs, Queen's University



Miguel Hahn

Head Career Counsellor
Career Services, Queen's University

Miguel.Hahn@queensu.ca