

# **Engaging Students with Professional Development**

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# Overview

- **Purpose**
- **Define Professional Development (PD)**
- **Making the Case for PD**
  - ❖ Shift Happens
  - ❖ Preparedness Gap
  - ❖ Employers Agree
  - ❖ WatPD
- **The Road to BUSI 300W**
- **BUSI 300W**
- **PD Topics**
- **Tactics & Tools**
- **The Journey Continues...**

# Purpose



- **Discuss/design a Professional Development (PD) Program to**
- **Motivate students from passively taking in PD to more assertively seeking out PD opportunities**
- **Combine traditional and new approaches/ tools**
- **Share our Story**

# PD Defined...



“encompasses all types of facilitated learning opportunities including credentials such as academic degrees to formal coursework, conferences and informal learning opportunities situated in practice. It has been described as intensive and collaborative, ideally incorporating an evaluative stage.”

[http://en.wikipedia.org/wiki/Professional\\_development](http://en.wikipedia.org/wiki/Professional_development)

# **Group Reflection #1...what do we mean by Professional Development?**



# Case for PD



- “Shift Happens” ...career landscapes are changing, work and the meaning of work is changing...careers are changing... (Bright, 2008)
- Need to be continually improving...
- Need to be continually investing in PD...

# Case for PD...

- “Currently, there is a gap between the level of development a student graduates with and the level of development employers are looking for – a **preparedness gap**” (Galvin, 2014)
- What students have Vs what employers need
- PD facilitates both personal and professional growth, emphasizing self-awareness and communication (Noble 2012 as cited in Galvin, 2014)

# Employers Agree...



- “...employers need individuals who continually improve themselves as professionals and invest in their career. Those who don’t improve, just like old technology, will become obsolete.” (Zaman, 2014 – Internal Auditor)
- Attend training courses, read industry pubs, seek opportunities to increase industry knowledge...build a strong brand



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*([http://www.grantthornton.ca/careers/students/offer/professional-development#.VUtzA\\_IVhBd](http://www.grantthornton.ca/careers/students/offer/professional-development#.VUtzA_IVhBd))*



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<http://jobs.huskyenergy.com/>

# WatPD - Objectives



- “To enhance the overall work-integrated experience of co-op students by providing engaging and relevant online courses to improve students’ employability and workplace productivity.
- To promote the integration of what is learned during academic terms through critical reflection.
- To enable peer learning and foster a sense of community among co-op students.”

<https://uwaterloo.ca/engineering/current-undergraduate-students/watpd-engineering>

# The Road to Business 300W...



- 40 years ago, first students started work terms in the B.Comm. (Co-op) Program
- “PD Series” held in “Term 3”, prior to work term 1 @ 2:00pm to 2:50pm break
- Attendance mandatory...but...dwindled over the course of the term
- 1992: Added 3-hour Self-Marketing Workshop
- Late 90s: Memorial moved away from University-wide break...with Tuesday and Thursday lunch hours now “free”...75 minutes
- Students able to take courses during “free time”
- PD attendance impacted...

# The Road to Business 300W...



- Increasingly more difficult to find space...
- 2004: Appealed to FBA to implement a non-credit, mandatory PD Course
- Supported by CUGS but not Faculty Council
- Put on back burner...until...
- 2011: Ethics violation...got FBA's attention!!
- 2012: Business Professional Seminars (BUSI 300W) Proposed
  - ❖ Mandatory, non-credit course, attendance required
  - ❖ Precedent set

# The Road to Business 300W...



- 2012: BUSI 300W approved...didn't make 2013/14 Calendar, i.e., for Fall 2013...
  - ❖ No "dedicated" time slot
  - ❖ Students "double booked"
  - ❖ → Declining attendance
- 2013: Again, didn't make 2014/15 Calendar...
  - ❖ Worked with FBA, offering two time slots
  - ❖ Emailed "Encouraging" Students to attend Welcome and PD Seminar Series
  - ❖ Decline in attendance not as severe
- 2014: Published in 2015/16 Calendar 😊



## **300W Business Professional**

**Development Seminars** expose students to both theoretical and practical aspects of co-operative education in general and the work term in specific prior to the first work term. The seminars will utilize a combination of lectures, workshops, guest speakers, panel discussions, and practical exercises to prepare students for their work terms. This course will be evaluated as PAS or FAL based on attendance, participation, and assignments.

AR: attendance is required

CH: 0

LC: as scheduled

# **BUSI 300W: Learning Objectives**



These seminars are designed to expose business co-operative education students to various areas of Professional Development (PD) that will assist them in achieving their personal and professional objectives throughout their work terms. Topics covered will include: workplace ethics, harassment in the workplace, effective time and project management, workplace conflict, interview skills, résumé and cover letter writing, and employment search techniques.

# BUSI 300W: Course Requirements



- Résumé and Cover Letter due mid-September
  - ❖ When satisfactory, released in Orbis
- Practice Application using Orbis
- Quiz
  - ❖  $\geq 75\%$  to Pass
  - ❖ Incorrect Answers Reviewed
- Attendance is Mandatory

# PD Seminar Series: Fall 2014



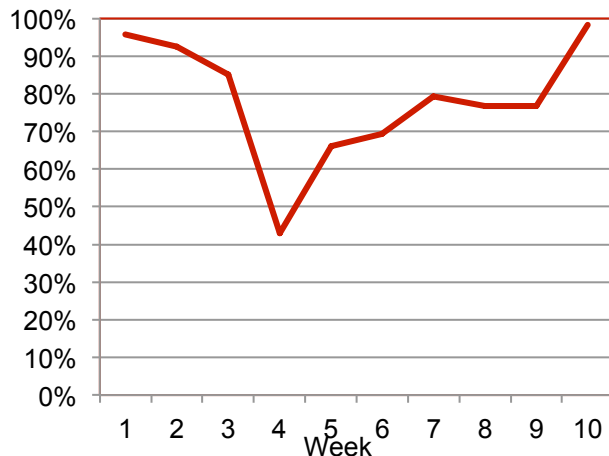
- Week 1: Welcome to Business Co-op Education
- Week 2: Self Marketing: Cover Letters & Résumés (3 hours)
- Week 3: MyMUNLife and the Job Competition
- Week 4: Interviews: The Do's and Don'ts
- Week 5: Transitioning from University to the Workplace
- Week 6: Career Options
- Week 7: Work Term Reports/Project Management
- Week 8: Job Match Procedures
- Week 9: Learning Objectives/Work Term Evaluation
- Week 10: Workplace Harassment Issues
- Week 11: Ethics in the Workplace
- Quiz**
- Week 12: Wrap-up/Q&A
- Review Answers to Quiz**

# CASE: Husky Energy...Shift??



- **Fall 2014 PD – Career Options: Supply Chain**
- **Largely Employer driven**
  - ❖ Wanted to attract students
  - ❖ Wondered why # of applicants low compared to other concentrations
- **Anecdotally – Students Engaged**
- **Employer Pleased 😊**
  - ❖ Already lined up for the Fall 2015 PD

# PD Attendance - Class of 2017 - Fall 2014



Week	Topic	Attendance	%
1	Self Marketing	116	96%
2	MyMUNLife & the Job Competition	112	93%
3	Interviews: The Dos and Don'ts	103	85%
4	Transitioning from University to the Workplace	52	43%
5	Career Options	80	66%
6	Work Term Reports/Project Management	84	69%
7	Job Match Procedures	96	79%
8	Learning Objectives/Work Term Evaluation	93	77%
9	Workplace Harassment Issues	93	77%
10	Ethics in the Workplace/Quiz	119	98%

# Group Exercise #2: PD Topics



# Tactics & Tools



- Quiz
- Lectures/Seminars
- Workshops
- Demos, e.g. Orbis
- Online...D2L etc.
- Employer Speakers
- Guest Speakers - Harassment Office
- Skits
- Case Studies
- Student Mentors
- Movies/Clips
- Lecture Capture – podcast -> D2L
- Discussion Forums
- Clickers
- Ted Talks
- You Tube/Movie Clips
- Gaming – Avatars
- ???



# Group Exercise #3: Match PD Tools to Topics



# Conclusions



- **Beware of Shift...it Happens!!**
- **Good things come from bad...**
- **Need to use a stick...sometimes**
- **Employers do engage students**
- **Variety is the spice of life**

# Questions/Thoughts/Reflections??

