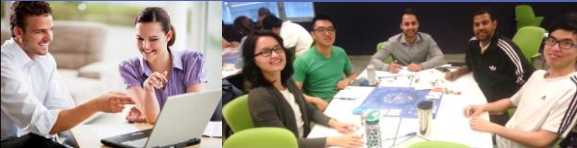





## Scaling Virtual Career Development on 3 Campuses: Courses, Programming, Co-op



Rich Feller Ph.D.      Jayne Greene-Black, MA, RP      Mark Franklin, MEd, PEng

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1

## Today's Intention


Leaders from 3 campuses will review how "digital by default," leveraging new technologies to augment human capabilities, and building trust, engagement and connection within remote offices and interventions have changed their practice and increased outcomes

2

2





"Digital by Default Disrupts" the Cost-Access-Quality Triangle in Career Development

Cost...get it lower



Access... reach more clients

Quality...get it deeper/better

3

3

### Mark...University of Toronto

- 1) University programming: Non-academic career options for grad students. Peer advisor program, U of Toronto
- 2) University curriculum: University of Toronto
- 3) College curriculum: Conestoga College
- 4) University continuing education: SFU's Your Next Move (Adult transitions)

### Jayne...York University

- 1) York University: Mentorship program
- 2) Career services for individuals: SFU, SMU, CareerCycles

### Rich...Colorado State University


- 1) Colorado State University Graduate STEM students
- 2) Colorado State University staff PD training, IAWP Conference

NEXT STEPS

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### Embedding narrative assessment into courses & programming



Mark Franklin, MEd, PEng  
instructor,  
University of Toronto

Co-founder, OneLifeTools

Practice leader, CareerCycles

Podcast host, Career Buzz

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## Qualitative & Narrative Approaches

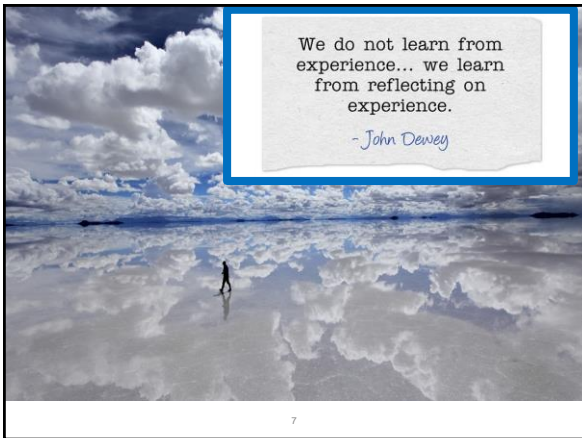
Why narrative? Growing interest in storytelling. **Moving from scores to stories.**

Constructivist and narrative approaches to career development documented (Brott, 2005; Savickas, 2015; Stebleton, 2010)

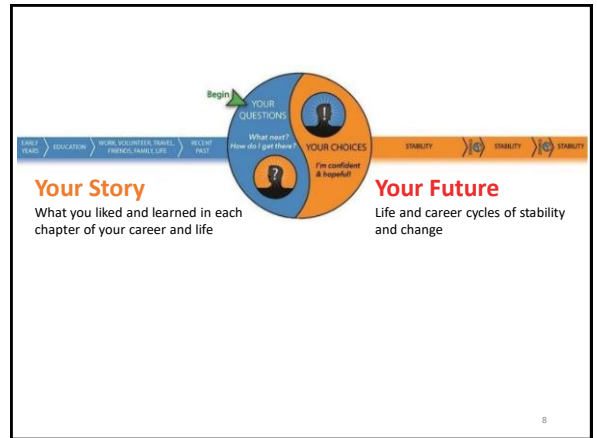
Storytelling and narrative assessment as evidence based practice (Franklin, Yanar & Feller, 2015; Stebleton & Franklin, 2020)

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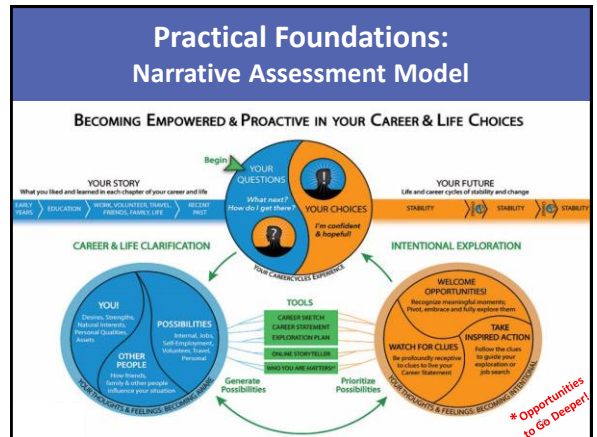
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10



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**Narrative Assessment System helps people get clear, get organized, get going...** with your support on our **PLATFORM**



**Does it work?**  
**2000+** game kits used. Growing # of Event registrants

**1000+** trainees in **10** countries:  
 USA, Canada, UK, Singapore, Ireland, Japan, Qatar, South Africa, China, Brazil, Thailand

**7000** PLATFORM clients

**1000+** book chapters, articles  
**1000+** published outcome studies

**Success stories** <https://onlifetools.com/pages/success-stories>

**Fun GROUP EXPERIENCE**  
 3-300 connect, reflect and engage  
*Conversations Matter*

**Who You Are Matters!**  
 Your Pre-work data lives on *Online Storyteller PLATFORM*

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**Programming: University of Toronto**




**OPTIONS: Non-academic career options for grad students**  
 Offered through Institute for Leadership Education in Engineering (ILead), in Engineering, since 2017

1. Nine, two-hour, online, live sessions
2. Embeds 2 career tools – *Online Storyteller*, *Conversations Matter*
3. A one-on-one, 30 min meeting with a career coach
4. A one-on-one, 20 min resume / cover letter review
5. A one-on-one, 30 min meeting with professor
6. A mock interview, personalized feedback
7. A mock informational interview,
8. A Peer Success Team to support career exploration

<https://gradstudies.engineering.utoronto.ca/theoptionsprogram/>

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**Curriculum: University of Toronto**



**Engineering Careers (TEP1030): Theories & Strategies to Manage your Career for the Future**  
 Offered through Institute for Leadership Education in Engineering (ILead), in Engineering, since 2015  
 Adaptable syllabus to other programs, built around OneLifeTools narrative assessment framework  
 Embeds *Conversations Matter* / *Who You Are Matters!* and *Online Storyteller* tool for structured reflection  
 Outcomes: Qualitative outcome study (Stableton & Franklin, 2020) <https://onlifetools.com/pages/evidence-articles>  
 Measured increases in Hope, Efficacy, Resilience, Optimism, (HERO, psychological capital) +14%. 'Clarity' +83%. 'Organized thinking' +71%

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**Engineering Careers (TEP1030): Theories & Strategies to Manage your Career for the Future**




**THAKSHA VIDEO**

*Career management courses, and guidance are super important. Students will opt for universities that place an emphasis on careers and career management.*

~Thaksha, Engineering Careers student

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**Conestoga College**



44,000 students



3 campuses in southern Ontario

Career development curriculum in 4 courses offered across many programs, over 5000 students and counting

Curriculum embeds *Who You Are Matters!* game and *Online Storyteller* for structured reflection, and to support strengthening students' voices with professional vocabulary

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**SFU Continuing Studies: Liberal Arts and 55+ Program**

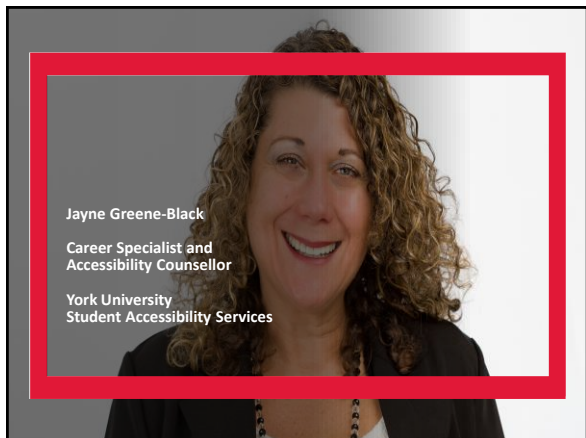
**6** week on-line course; adults in transition

**3** offerings; 59 participants

**50-70** years of age

Embeds *Online Storyteller* for structured reflection, life clarification, generating and exploring possibilities

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GENERATING, ANALYZING, AND UNDERSTANDING SENSORY AND SEQUENCING INFORMATION  
 A TRANSDISCIPLINARY GRADUATE TRAINING PROGRAM IN BIOSENSING AND COMPUTATIONAL BIOLOGY

16 Doc/Post-doctoral students/yr (Life Sciences & Data Science)

**GAUSSI Career Planning Program**

1. Provide assessments & experiences to expand career options
2. Expand collaboration with industrial partners to mentor & promote career planning
3. Support self awareness to improve communication & team development
4. Support transition from graduate school

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**5 Year National Science Foundation Grant...then COVID's "Digital by Default"**

- 1 Attended Networking and Entrepreneurial Panel
- 2 Played Who You Are Matters!
- 3 Program Introduction: Johari Window, Motivational Skills & Career Values Card Sort
- 4 Attended Graduate Student Career Services Panel
- 5 Orientation and Completion of Type Coach Personality and YouScience Aptitude
- 6 Attended Entrepreneur Pitch Program at Articulate Center
- 7 Group & Individual Interpretation of Type-Coach and YouScience
- 8 Attended LinkedIn Tutorial Session
- 9 Individual Appointments with Rich Feller
- 10 Completed Pitch training and received feedback on Presentation
- 11 Mentoring Pathways Overview Presentation
- 12 Entrepreneurial Panel
- 13 Completed Gallup's Entrepreneurial Profile and reviewed results
- 14 Was assigned a private sector mentor from Mentor Pathways

Visuals include TypeCoach and YouScience logos, a group photo, and an 'Investor Pitch as Story' diagram.

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TypeCoach CAREER REPORT

METHODICAL  
 RESERVED  
 CLEAR  
 ISTJ  
 LITERAL  
 PRECISE

INTENSE INDEPENDENT  
 INTELLECTUAL  
 DIRECT  
 DRIVEN  
 INTJ  
 FUTURE-FOCUSED

SPONTANEOUS  
 QUIET  
 ENERGETIC  
 INSIGHTFUL  
 ENFP  
 COLLABORATIVE

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YouScience Find your way faster! YouScience Aptitude Tracker

YouScience Aptitudes		Aptitudes that are highly influential among those in your field	
<b>Core Drivers</b>	Visual Learner	Self-Checker	Abstract Thinker
Numerical Computation	Natural Organizer	Natural Predictor	Natural Checker
Spatial Visualization	3D Visualizer	Space Planner	Abstract Thinker
Sequential Reasoning	Sequential Thinker	Collaborative Planner	Process Supporter
Idea Generation	Brainstormer	Mini Game Builder	Conceptual Focuser
Inductive Reasoning	Diagnostic Problem Solver	Investigator	Fact Checker
<b>Personal Approach</b>	How you approach life / How you see or grasp things / How you seek knowledge		
Task/Process Orientation	Future Focuser	Balanced Focuser	Present Focuser
Methodical	Methodical	Accomplished	Solid
Work Approach	Generation	Location	Specialist
Interpersonal Style	Extrovert	Blended Energizer	Introvert
Interests	Reading	Artistic	Emerging
Practical Amplifiers	Aptitudes that are part of a spectrum of your daily life		
Numerical Computation	Advanced	Accomplished	Solid
Association Memory	Natural Organizer	Natural Predictor	Natural Checker
Association Memory	Information Acquirer	Creative Connector	Goal Setter
<b>Natural Amplifiers</b>	Aptitudes that lead to great experiences and innovation		
World-Eye Coordination	Event-Driven Master	Synchronized Master	Experimental Master
World-Eye Coordination	Early Adopter	Data-Driven	Alpha Star
Partner Manager	Partner Center	Map-Driven	Alpha Star

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**Core Drivers**

Aptitudes that are highly influential (if Type 1) Driving forces in your life

Visual Comparison Speed	Visual Scanner	List Checker	Double Checker
Numerical Reasoning	Numerical Detective	<b>Predictor</b>	Number Neutral
Spatial Visualization	3D Visualizer	Space Planner	Abstract Thinker
Sequential Reasoning	Sequential Thinker	Collaborative Planner	Process Supporter
Idea Generation	Brainstormer	Idea Contributor	Concentrated & Focused
Inductive Reasoning	Diagnostic Problem Solver	Investigator	Fact Checker

**Numerical Reasoning**

Find your way faster™

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**Core Drivers**

Aptitudes that are highly influential (if Type 1) Driving forces in your life

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Inductive Reasoning	Diagnostic Problem Solver	Investigator	Fact Checker

**Spatial Visualization**

Find your way faster™

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Introduction To This Career

● Career Fit

● Related Careers

● Educational Investment

● Salary & Job Openings

● By Industry

Your Aptitudes

Aptitude Rankings for This Career

**How Your Interests Match This Career**

Your interest in a career can help you decide which careers seem like a better fit for you when the abilities are similar

Your Interests

Interest Rankings for This Career

Realistic

Investigative

Artistic

Social

Enterprising

Conventional

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How you approach life - how you are in group settings - how you seek knowledge

Timeframe Orientation	Future Oriented	Balanced	Present Focused
Vocabulary	Masterful	Accomplished	Solid
Work Approach	Generalist	Liaison	Specialist
Interpersonal Style	Extrovert	Blended Energizer	Introvert
Interests	Realistic Rank # 1	Investigative Rank # 2	Artistic Rank # 3
	Social Rank # 1	Enterprising Rank # 2	Conventional Rank # 1

HEXAGONAL DIAGRAM: REALISTIC, INVESTIGATIVE, ARTISTIC, SOCIAL, ENTERPRISING, CONVENTIONAL

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**What Matters**

What if learners could sit with 4-5 peers playing self-directed game that led to a written **Clarification Sketch**?

Clarification Sketch Worksheet

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GENERATING, ANALYZING, AND UNDERSTANDING SENSORY AND SEQUENCING INFORMATION

Conversations Matter | Connect, reflect and engage

Interactive & guided program blending virtual group conversations & individual reflection for **Team building** | for **Personal & career growth**

Valuable TAKEAWAYS...

- Your Clarification Statement
- 1 Possibility & 1 Action Item coupled with peer feedback
- Gain connections, hope, and commitment to move forward
- Engage in next steps

1st Breakout: Intro & Warm-up

2nd Breakout: Personal Qualities -> Strengths -> Desires -> Possibilities

3rd Breakout: Clarification Statement

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**COLORADO STATE UNIVERSITY** THE INSTITUTE FOR LEARNING AND TEACHING

**3rd Breakout**

- 1 Next Conversation Starter: read aloud your Clarification Statement. Briefly explain your Possibility
- 2 All Participants: In any order, Give Feedback following How To at right. Take Notes here
- 3 Feedback Receiver: Don't react yet. Take Notes here
- 4 Feedback Receiver: Briefly say how it felt to receive the group's feedback
- 5 Each person takes a turn to finish the script.

**How To Give Feedback**

- Be brief, 15-30 seconds
- Even simple encouragement is valuable
- Give no hard advice or "shoulds"
- Give Feedback using 1 or 2 Red Prompts

**Feedback Receiver: don't react yet. Notes:**  
 Meet Sophie, Ann's friend. Listen to ASD Podcast. What if were in someone else's shoes?

**What else do you want to say, or will you remember, about each participant?**  
 When all share individual feedback. Each person answers.

**Questions?**

**GO!**  
 15 mins may pop in watch for timing clues

**EXAMPLE**  
 The fact is engaging me in my Personal Quality of Learning...  
 I can see you... A lasting image is...  
 I encourage you to...  
 A wish I have for you is...

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**Conversations Matter**  
 Virtually Connect, Reflect & Engage

Safe, fun, and evidence-based, **ConversationsMatter** is a 3-part program and yours at no cost if you register for WorkforceDev2020

**September 3**  
**90 Minutes**  
 Provided by IAWP as a "gift"

**INTERNATIONAL ASSOCIATION OF WORKFORCE PROFESSIONALS**  
 DEVELOP. EDUCATE. CONNECT

**OneLifeTools**  
 Conversations Matter | Connect, reflect and engage. Interactive & guided program blending virtual group conversations & individual reflections for team building | for personal & career growth

**How It Works**

1. Conversations Matter (90 min virtual group conversation)
2. Self-Directed Narrative Assessment (SDNA) (self-paced online story-teller)
3. Intentional Exploration (systematic group analysis & engagement strategy)

**Fun GROUP EXPERIENCE**  
 9-100 members, reflect and engage. Conversations Matter

**Who You Are Matters!**  
 Your Pre-work Gata here on Online Storyteller PLATFORM

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- 1) York University: Mentorship program
- 2) Career services for individual students

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- 1) Colorado State University Graduate STEM students
- 2) Colorado State University staff PD training, IAWP Conference

**Conversations Matter**  
<https://onelifetools.com/pages/conversations-matter> Register  
<http://bit.ly/conversationsmatterOLT>

**Online Storyteller**  
<https://onelifetools.com/pages/online-storyteller-self-directed-narrative-assessment>

**Type: Coach**  
 Rich.feller@colostate.edu  
**YouScience**  
 Rich.feller@colostate.edu

**NEXT STEPS** Questions? Contact us at [service@onlifetools.com](mailto:service@onlifetools.com)

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