

Excellence in Innovation – Student Engagement

Ryerson Career Centre Team

Name: Ryerson Career Centre Team/rine Bell

Organization: Ryerson University

Budget: \$10,000+

Campus Team Size: 14

Background:

Career Compass, Ryerson University's career and job search compendium, was born out of a desire to provide our students and recent alumni with a rigorous, one-stop guide on navigating the job search, from outlining one's career goals through to negotiating the job offer. Our objective was to make the definitive resource on career building and the job search, and ensure it was accessible to post-secondary students for free.

Career Compass aims to capture the energy and spirit of modernized career education. Recognizing that there is no one career path, Compass explores the multiple routes new graduates can take, including job searches, graduate school, continuing education, and entrepreneurship.

Career Compass's audience is at once all students and distinct groups, with material dedicated to international students and new Canadians. Embodying our belief that career building should be at once aspirational and relatable, Voices of Experience interviews with alumni and community leaders are interwoven throughout the compendium and complement our on-campus networking and speakers' series of the same name. Voices of Experience interviewees were selected to ensure diversity of cultural background, gender, global experience, program of study, and employment sector.

From a design standpoint, we wanted an exciting tool that would grab attention, be visually stunning, as well as completely functional and informative. We opted for a bold and dynamic art style that resembled a magazine more than a traditional post-secondary resource, and allowed the content to be broken into usable pieces across multiple platforms like Twitter, LinkedIn, and video.

Though we did an initial print run of 3,000 issues, the Compass truly shines digitally as an online resource, where it is mobile accessible and AODA approved. Videos with our Career Consultant authors have also been launched, as part of making the information digestible via multiple communication methods.

We also knew it was important to fully integrate the Compass as a key tool within the Career Centre, using it to engage students with all levels of our programming and services. One such example is our Masterclass competition, by which reading the Compass offers an opportunity to win an exclusive lunch and Q&A with Peter Gima, Sales Leader at LinkedIn.

Since its release in October 2015, the average monthly readership of Compass online has climbed by 400%. We also partnered with Magnet to bring the online edition of Career Compass to Magnet's 70,000+ user network. Thompson Rivers University is in process of adopting the Compass template, and others have expressed interest in following suit.