

BVC4Life

**Engaging Learners from Orientation to
Graduation and Beyond**



CACEE | May 25-28 , 2014

A3 | Monday, May 26 | 10:15 am | Avalon Room

Vicky Chio | Alumni & Learner Services Coordinator

Introduction

Vicky Chio

Alumni & Learner Services Coordinator

- Alumni Relations
- Career Services
- Student Affairs



Bow Valley College 101

- Over 14,000 learners
- Calgary & Area Comprehensive College
- Certificates and Diplomas – Business/Health
- Upgrading
- English as a Second Language
- Downtown campus/commuter campus
- Opened new South Campus January 2013
- 117 countries, 97 languages
- Average student age: 28
- Celebrating out 50th bday in 2015

Learner Success Services

- Newly formed in 2010 – split from the Registrar's Office
- NEW Director
- Includes:
 - Alumni Relations
 - Career Services
 - Counselling & Specialized Support
 - Financial Aid
 - Health Services
 - Student Affairs
 - Student Awards
- Located in new South Campus on the 1st floor

What is BVC4Life?

- Rebranding New Student Orientation
- Promoting pride and creating excitement about being part of college community
- Developing sense of connection
- Streamlining all “student services” under one meaningful brand that said “we’re here to help you all the way.”

Engagement/Connection → Student Success

Alumni + Learner Services

Alumni Relations (2006)
& Career Services (2009)

+

Student Affairs
(2005)

=

Alumni + Learner Services
(2011)

Engaging students
from Orientation to Graduation and Beyond

Student Engagement = Student Success

We know that students who are:

- . Connected
- . Involved on campus
- . Deeply invested in learning and growth

....are more likely to persist and be satisfied with their educational experience

Theories

Social & Academic Integration

(Tinto, Pascarella & Terenzini, Light, others)

Institutional Fit

(Tinto and others)

Involvement & Community

(Astin, Kuh, Sanford, Light)

Engagement

(Kuh and others)

10 Most High Impact Practices

Kuh, Kinzie, Schuh, Whitt, & Assoc. (2005).

Student success in college.

FIRST-YEAR SEMINARS AND EXPERIENCES

COMMON INTELLECTUAL EXPERIENCES

LEARNING COMMUNITIES

WRITING-INTENSIVE COURSES

COLLABORATIVE ASSIGNMENTS AND PROJECTS

UNDERGRADUATE RESEARCH

DIVERSITY/GLOBAL LEARNING

SERVICE LEARNING, COMMUNITY-BASED LEARNING

INTERNSHIPS

CAPSTONE COURSES AND PROJECTS

Campaign Process

- Met with Marketing & Communications
- Talked to them about our students, messaging and purpose
- Designed a logo – simple, meaningful brand
- M + C came up with “BVC4Life”
- Collaterals
 - T-shirts
 - Buttons
 - Mugs
 - Website
 - T-shirt Tags



The BVC4Life Campaign won a CASE Award in 2013 in recognition of its creativity and reach to a diverse audience.

Continuing the brand...

- New Student Orientation
- First Day of School Coffee Kick-Off
- LSS Activities
- Website
- Brochures
- Presentations



Philosophy

*We are here to help you
succeed from New Student
Orientation to Graduation
and Beyond...*



BVC Career Services is for...

Students

Alumni

Prospective Students



How did Career Services get branded?

INTERNALLY

1. Be a part of New Student Orientation Day - Student Life Session: “Get a Job Before you Graduate”
2. Visual/Physical Space – first office in Learner Success Services
3. Reception at LSS books appointments and refers students (even thought we could book our own)
4. Met with Counselling team to match up 1 Counselor with Career Advisor to team up and share complex cases

5. Facilitate LEAD workshops for Student Affairs
6. Promote in Student e-news and Alumni Links e-news
7. Update at regular meetings within team and department
8. Get a logo



Career Services

How did Career Services get branded?

EXTERNALLY

1. Career Exploration Workshops
2. In-class presentations by request
3. Establish key contacts in program departments
4. Be a part of advertising in Graduation materials
5. Develop online videos on Job Search
6. Promoting annual Job Fairs (2)
7. Online Job Board
8. Updated website (we've tried Facebook)
9. Posters on campus, handbills, BVCTV

Places to advertise workshops, services, events...

1. Employer emails and mail-outs
2. BVCTV
3. Faculty/Staff announcements
4. BVC & Alumni Facebook
5. Student Web Portal
6. Student Email
7. Student e-news
8. Alumni Links e-news
9. BVC Twitter/Instagram

Opportunities we strive for...

- Sharing - the importance of job search skills and career development
- Interaction with employers, students, faculty/staff (in person and online)
- Participation – BVC Open House, Student Services Expo, New Student Orientation, Graduation
- Promotion – posters, BVCTV, handbills, wall decals
- Collaboration – BVC4Life, In-class presentations

BVC4Life College-wide Outcomes

- Branded NSO to other departments
- Brought LSS/Career Services to the attention of departments
- Faculty/Staff wanted the swag, wanted to know what BVC4Life is about
- Encouraged people to find out more about LSS and services for students

Thank you!



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