

# Co-op Freshmen Engagement Strategies - In pursuit of Best Practices

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# Agenda

- Background
- Development of current strategies
- Small group discussion
- Open discussion
- Conclusion & next steps

# Background

What do you need to know: @Brockcoop?

- Direct Entry
- Year 2: Pre-Employment workshop training
- Year 3: First work term (typically)
- Centralized model
- Constrained resources

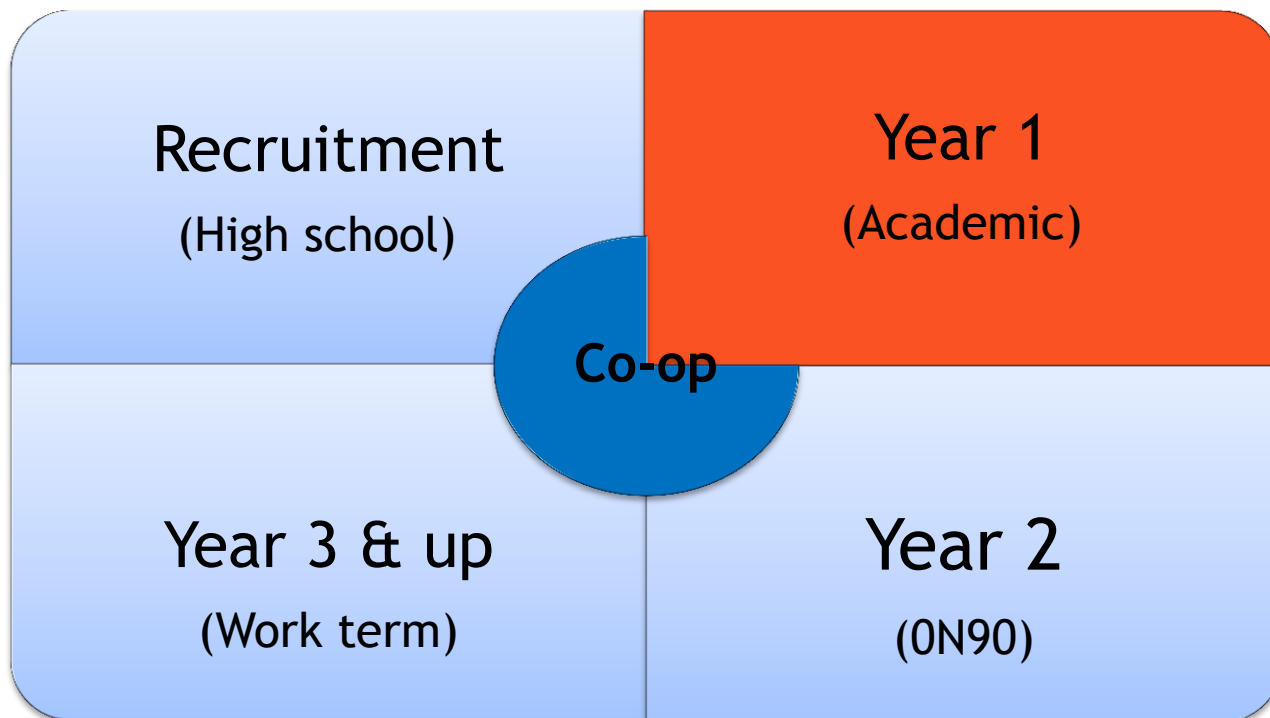
# Background

What are our challenges?

- Retention rate
- Students' readiness for the job market
- Co-op experience: placement vs. education

# Background

Where is the gap?



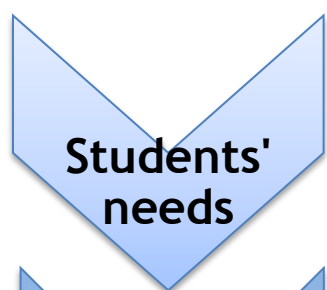
# Development of current strategies

Target audience: Year 1 co-op students

- Understand students' needs
- Identify key stakeholders
- Integrated engagement strategies



# Development of current strategies



- Get involved
- Become connected
- Well informed
- Practice



- Senior co-op students
- Faculty
- Alumni
- Employers



- **The 5 Pillars**

# The 5 Pillars

## Pillar 1: Regular customized communication

- Monthly email communique
- Termly newsletter
- Twitter: @Brockcoop
- [YouTube](#)

Lessons learned & future improvements...



# The 5 Pillars

## Pillar 2: Faculty Engagement

- Monthly email communiques
- In-person meetings each term
- In class presentation

*“These are great because there are many faculty members (new and old) who actually do not know that much about co-op. Great internal marketing”*

- Dr. Don Cyr, Dean, Goodman School of Business

Lessons learned & future improvements...

# The 5 Pillars

## Pillar 3: “Co-op Match” mentorship program

- Learn from those in the know

Lessons learned & future improvements...



# The 5 Pillars

## Pillar 4: Professional Development

- Co-op Orientation Day
- E-curriculum

Lessons learned & future improvements...





# The 5 Pillars

## Pillar 5: Networking

- End of fall social
- Co-op Education Week



Lessons learned & future improvements...

# Small group discussion

A medium sized university, operating under a centralized co-op model with resource constraints, admits co-op students directly from high school.

## Questions to discuss:

- What're your current practices under each pillar?
- How can we improve on our current practices?
- What else should we consider doing?
- How can you adopt and develop an engagement strategy for your co-op programs?

# Open discussion



# Conclusion & Next steps

- What do we need to do differently?
- How can we help each other?



Thank you!

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