

Reflection and the Career Action Plan



Presented by Jeremy Pearce BSW, Career Educator – Career Services
University of Victoria's Co-operative Education Program and Career Services

Learning in motion.



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This Presentation Will Explore:



**Work
Term
Report
Alternatives**

**Career
Action
Plan**

Why have we developed Work Term Report Alternatives?

- Students feedback
- Staff feedback
- Faculty feedback

Next step we took - defined reflection

What we learned and guides our work:

- Reflection has 3 roles
 - Academic Learning
 - Skill Development and/or
 - Self-Knowledge (Harvey et al, 2010)
- In Action, On Action, For Action (Schon)
- Reflection is key for transformative learning (Mezirow)

What did we do next?

- Researched work term reporting/alternatives to traditional work term report – internally and across Canada
 - (Guelph, Waterloo, SFU, UOttawa)
- Had consultations with all stakeholders

Work Term Report Alternatives

- Article & Photo
- Blog Post
- Career Action Plan
- Forum Theatre
- Journal
- Letter to Future Student
- Literature Review
- Online Discussion
- Online Portfolio
- Orientation Package
- Photo Essay
- Presentation
- Video
- Workshop/Seminar

Photo Essay/Presentation

Nigel Deans, BSc Psych., 2nd & 3rd coops

Anton Paar

Anton Paar GmbH
Graz, Austria

The (first) Company
During the past summer, I worked for Anton Paar GmbH at their company headquarters in Graz, Austria. Anton Paar designs, manufactures and sells a range of precision measurement instruments, and employs over 2000 people worldwide. While there, I completed a series of internships in the International Sales, Marketing, Corporate Communications, and Business Development departments.

My Key Tasks
My responsibilities included market and advertising research in sales, competitor analysis in Marketing, writing company magazine articles in Corporate Comm. and data entry and data management in Business Development. For the most part, I was able to define my own projects.

Anton Paar
Our Process Measurement Solutions
Process Monitoring
Control Transfer Measurement
Density

International Competencies
I saw my biggest learning insights with the "international competencies", and with Cultural Knowledge in particular. Over my seven months in Europe, I learned German at a beginning to intermediate level and experienced the two distinct cultures, dialects, and geographical locations of Niedersachsen, Germany, and Steiermark, Austria.

Project & Task Management
I completed major projects in each of the departments I worked with. I conducted analyses of competitor marketing strategies, extensively updated customer data for Korea, Malaysia, and Singapore, designed a product-specific website, and researched and wrote a number of comprehensive articles, editorials, and scientific reports for both companies.

Managing Information
The majority of my work included some form of information management, and I improved my skills in this area greatly. During the summer, I was responsible for synthesizing data for a number of analyses (e.g. advertising ROIs, competitor marketing, customer information, satisfaction surveys, etc.).

Anton Paar OptoTec GmbH,
Hannover, Germany

The (second) Company
During the first semester, I moved to Germany and worked for a producing subsidiary of Anton Paar in Hannover. This company was responsible for their own line of instruments and employed 45 people. Here I worked exclusively in the Product Management department, reporting to the Product, Marketing, and General Managers.

My Key Tasks
My responsibilities here were more focused and included updating and correcting English training and sales materials, as well as writing editorials for international lab magazines (my first publication!). I also designed a product-specific website, and researched and wrote scientific application articles.

Anton Paar

Student Feedback on Work Term Report Alternatives

“I would argue that the forum project is a kind of professional collaborative journaling exercise. I found it to be academically useful as well as pleasantly therapeutic.” (online forum)

“I had not realized how much I had learned and progressed throughout my work term; I had not realized how much more I was doing compared to the beginning.” (photo essay)

Student Feedback on Work Term Report Alternatives

“more fun to write because of different approach; required different reflection and I was better able to see where I had grown; able to improve communication skills in more practical way for a lawyer” (Letter to future student)

“allowed me to reflect on weekly basis, while getting a perspective of the similarities and differences of experiences and challenges faced by others; provided a dialog opportunity.”(online forum)

Staff/Faculty feedback

- Alternatives can help with strategic initiatives
 - Student recruitment & retention
- Can provide better learning opportunities for faculty (or markers)

“I had fun yesterday, and learned a lot, which is something I don't say about a lot of meetings.”
- Provides different perspectives on placements

Brief brainstorm around Work Term Report Alternatives

- Does anyone have any experience with them?
- Any additional ideas for Work Term Report Alternatives
- Challenges?
- Opportunities?

Career Action Plan

Why have we piloted the Career Action Plan – both as a Work Term Report Alternative, and as a stand alone activity?

- Provide a framework to put together career development steps/tools for clients
- This framework has increased client follow-through on useful steps/actions

Components of the Career Action Plan:

- Outlining career goals and/or ideas
- Research careers of potential interest (on-line and/or in-person research), contact a market analysis
- Assess strengths one has towards career goals and what is further needed towards career goals
- Develop a timeline for both short-term and long-term steps to take towards career goals

Additionally conduct at least 2 of the following:

- Informational Interviews (atleast 3), include summary of them
- Create a solid LinkedIn Account (student receives specifics of what this needs to include)
- Identification of, and engagement in at least 2 Networking Opportunitites
- Updated Resume/Cover Letter for two different jobs

How the Career Action Plan has gone:

- As a Coop Work Term Report Alternative:
 - in Exercise Science, Physical and Health Education
 - in Computer Science
 - in Humanities, Fine Arts, and Professional Writing
- As a 'stand-alone' activity – with Career Services clients (students or alumni)

Skills & Knowledge

- Biology
 - Communicate biological information
 - genetics
 - molecular biology (endocrine/epidemiology)
 - memorization
 - critical thinking / analyze / research / prioritize / multitask
 - ethical

- Bank
 - strict privacy protocol / proper handling of transactions
 - word / excel / banking software
 - Solve customer problems
 - Answering phone calls / booking appropriate appointments
 - filing / organizing filing
 - Sales / product knowledge understanding
 - [Call backs to encourage sales]

excellent
speaker/
written skills

exercising discretion & judgement

- Child Care (young children) - ^{physical stamina} handle a small group of children on an outing /
pacifying for an outing.
 - develop schedules / routines
 - helping w/ homework
 - Creating games activities for entertainment

Outline Goals

- Be happy (enjoy going to work)
- Making a livable salary (by 35 above 65k)
- Teaching/ Educating about Science (higher level/ planning)
- Helping people understand/ Learn
- Working on problems and solving over long period of time (not immediate issues)
- Continued Biology learning
- Dealing with people regularly (not isolated)
- Helping not catering (so no customer service)
- Job rewarded through positive reinforcement
- Biology based/ possibly genetics
- Kids
- Training others
- Seeing others succeed
- Problem solving through research
- Love talking to others (learning about them)

(working to create/ teach Bio programs for kids, teach others how to do a job hr for biotech/ genetic/ bio company, Research for government programs, Biology teacher/ prof)

Type of Job	Salary	Duties	requirements
Biology Teacher	45,000	Prepare lessons/ curriculum, keep up to date about curriculum changes, parent teacher meetings, develop children's social skills, involved in coaching/ fairs, lunch time/road patrol	Education- (3 semesters) or graduate degree Knowledge- different teaching methods, curriculum, how to plan lessons/ evaluate progress, behavior management, school procedure, identify learning difficulties
Genetic Counselor	40-100k	Explain genetic testing, give info and support for those with genetic diseases, inform about <u>options</u> , <u>help</u> teach people about genetics, continued research on genetics	Biology degree+ Masters in Genetic counseling (22k/yr) <u>-mentoring/</u> counseling/ teaching experience -practice in family planning center <u>-emotionally</u> mature, understanding, good communication/ teaching
Ultrasound Technician	36.72/ <u>hr</u>		BCIT (2 <u>yr</u> program) additional to degree
Education Advisor	57-85k	<u>help</u> teachers become better teachers	<u>-education</u> degree/ continued education
Procurement Manager	90k	Asses organizations goals and helps them meet it, monitor complies relationships with suppliers, oversee	- Certificate/ degree in supply-chain management
Epidemiologist	50-100k	Gather stats, analyze data, look for causation of disease outbreaks, study disease <u>prevention</u> , <u>deal</u> with alcohol abuse/mental health/ viruses,	- <u>curious</u> /like research/ work both with team and independently/ strong communication skills - <u>master's</u> degree in epidemiology, public health, or biostatistics

INFORMATIONAL INTERVIEWS

Pharmaceutical/ Biotech Consultant

i) **Getting Started:** She started with a degree and masters in food/ nutrition then she was an analytical chemist, Got into the R&D for a food industry, Then she took 6yrs off and got into technical writing and moved onto more roles that involved FDA approvals

ii) **About Work:** Currently works from home, work is flexible, but can be hectic. Manages multiple companies because isn't great job stability. Job is usually outsourced.

iii) **About Industry:** Booming industry (not pharma sales or diagnostic/medical equipment), Not much availability in Vancouver but clinical data monitor (involves lots of travel) is available

iiii) **Personality/ Skills:** Must be independent, detail oriented, personable, strong communication and writing skills (years of experience)

iiiii) **Work Prospects:** Companies- Tekmira, Zenon, Genome B.C., BC Cancer Agency, Children's Hospital, Stem Cell, QLT, Michael Smith Laboratories, Beckman (lab supplies sales)

- Types of jobs- Animal testing, technical writer, data management, Assistant, business development associate, contract research associate, Marketing

What Companies to apply to?

Vancouver: Vancouver Aquarium; Science World; Tekmira/
StemCell; BC Children's Hospital; PHSA (provincial Health
Services Authority); District of Vancouver

Victoria: Shaw Ocean Discover Center; Royal British Columbia
Museum; Science Venture/ Genome Camp; VIH (Vancouver
Island Health); Canadian Government; District of Saanich

Professional Goals

- Design something to help the environment, eg. New energy source, green cars, spin bikes that power gyms.
- Change the mind frame of the government and large corporations from using fossil fuels to some other environmentally friendly energy source.

Career exploration and Research

- **Environmental Consultant** – work on commercial or government contracts and cover a wide range of disciplines such as: assessment of air, land and water contamination, environmental impact assessment, environmental audit, waste management and the development of environmental policy, environmental management of systems.
- **Environmental Planner** – develop short and long term plans for land use in urban and rural areas while balancing consideration such as social, economic, and environmental issues.
- **Emerging Energy Researcher** – use scientific means to investigate and develop environmentally sound sources of alternative energy. Their work covers projects such as wind energy, solar energy, and hydroelectricity.
- **Environmental engineer** – plan, design, and supervise a variety of industrial components and processes and may be found working in a number of industries, including pulp and paper, oil and gas, and manufacturing.
- **Clean Energy Researcher** – are environmental engineers who specialize in discovering alternative and renewable energy sources. They analyze energy needs and plan renewable, environmentally friendly solutions.
- **Environmental Lawyer** - is a legal speciality that deals specifically with provincial and federal environmental legislation. They act as both advisors and legal advocates in the protection of the environment and natural resources.

Reflections on the Career Action Plan

Learning in motion.



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Brainstorm / sharing ideas

- How do you see a Career Action Plan could be used with students/alumni? (and/or how are you already using Career Action Plans?)
- Challenges with this?
- Additional ideas, eg.
 - when could it be used?
 - what else could it cover?
 - what client follow-up around it could look like, etc)



Thank you. Questions??



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