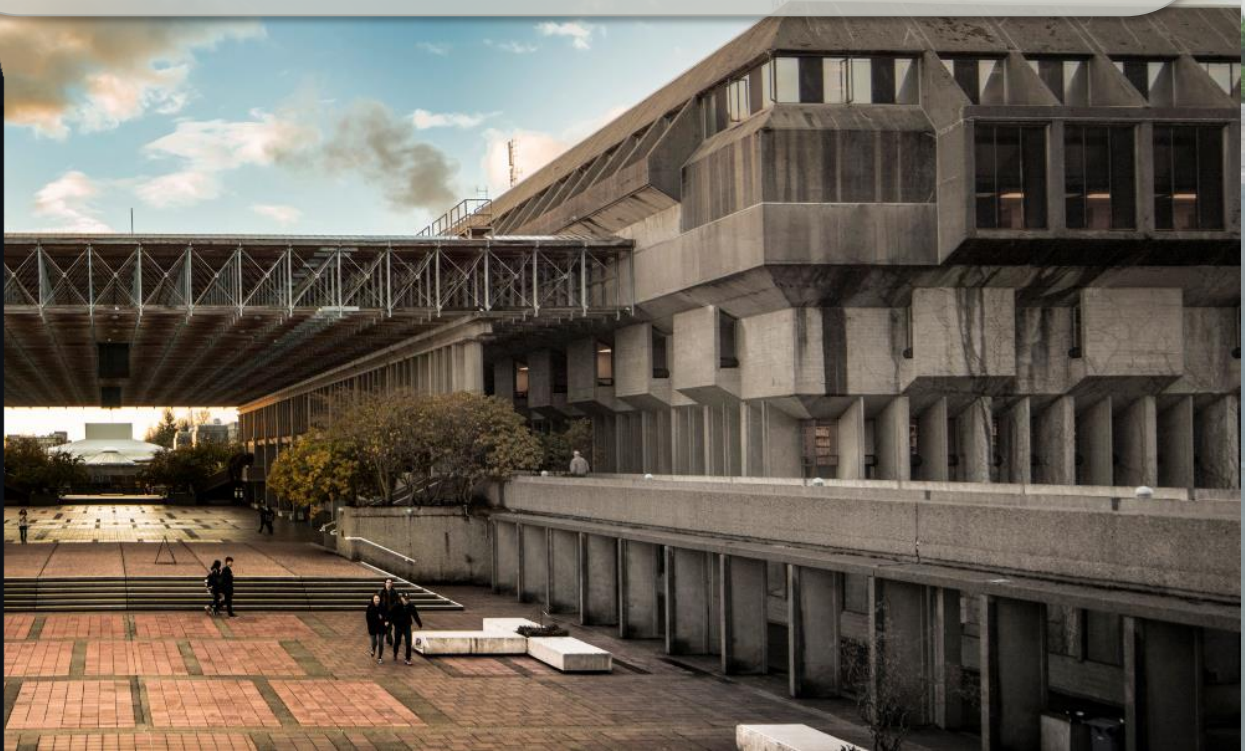


HOW I MET MY MAJOR: The Story of a Career Services Partnership



Penny Freno

Career Education
Manager

Tony Botelho

Director

Who here works at a
post-secondary
institution?

Who here enjoys
breaking the fourth
wall?

Our Pillars

Get to students early

Prioritize students most in need of support

Develop strategic partnerships

Incorporate theory and research

Focus on student learning

Deliver in an engaging manner

Evidence of *Blueprint for Life/Work Designs*

Blueprint for Life/Work Designs competencies (2006)	New Directions for the Undergraduate Curriculum (2004)	Task Force on Teaching & Learning Recommendations Report (2010)	SFU Strategic Vision (2012)
AREA A: PERSONAL MANAGEMENT			
Build and maintain a positive self-image			
Interact positively and effectively with others		X	X
Change and grow throughout one's life	X	X	X
AREA B: LEARNING AND WORK EXPLORATION			
Participate in life-long learning supportive of life/work goals	X	X	X
Locate and effectively use life/work information		X	X
Understand the relationship between work and society/economy		X	X
AREA C: LIFE/WORK BUILDING			
Secure/create and maintain work		X	X
Make life/work enhancing decisions		X	X
Maintain balanced life and work roles			X
Understand the changing nature of life/work roles			X
Understand, engage in and manage one's own life/work building process			X

HIMMM Background

FASS approached Student Services

Ongoing concern with undeclared students
(~64% in Fall 2015)

45-80% of students change majors at least once

Advising is not mandatory at SFU

Students who struggle less likely to take advantage of
optional programs/supports

Why These Are An Issue

For the Faculty of Arts and Social Sciences

For Student Engagement & Retention

For Career and Volunteer Services

For Students

Influences

Behavioural Economics

Student Development Theories

Career Development Theories

Framework

Transition Theory (Schlossberg, 1984)

- Situation
 - Self
- Support
- Strategies

Guiding Principles

Respect for students as decision makers

Focus on strengths

Storytelling

“Edutainment”

Program Development: The How

Blended delivery method:

3 In-class visits

Online course [Canvas]

Goals (abridged)

- Reduce number of undeclared students
- Have students increase their clarity and self-awareness
- Nudge students to explore and take action
- Support students to make more-informed decisions

HOW I MET MY MAJOR



Who here likes Timbits?



What does everyone in this photo have in common?



3 Scenarios for Students

1. Decided on a program of study
2. Debating between a few programs
3. Open to ALL programs

Context

Most Students at SFU will declare their major around 60 units

A majority of students (45-80%) will change their major at least once

The value of exploring



Three Outcomes of Exploring



Sometimes....



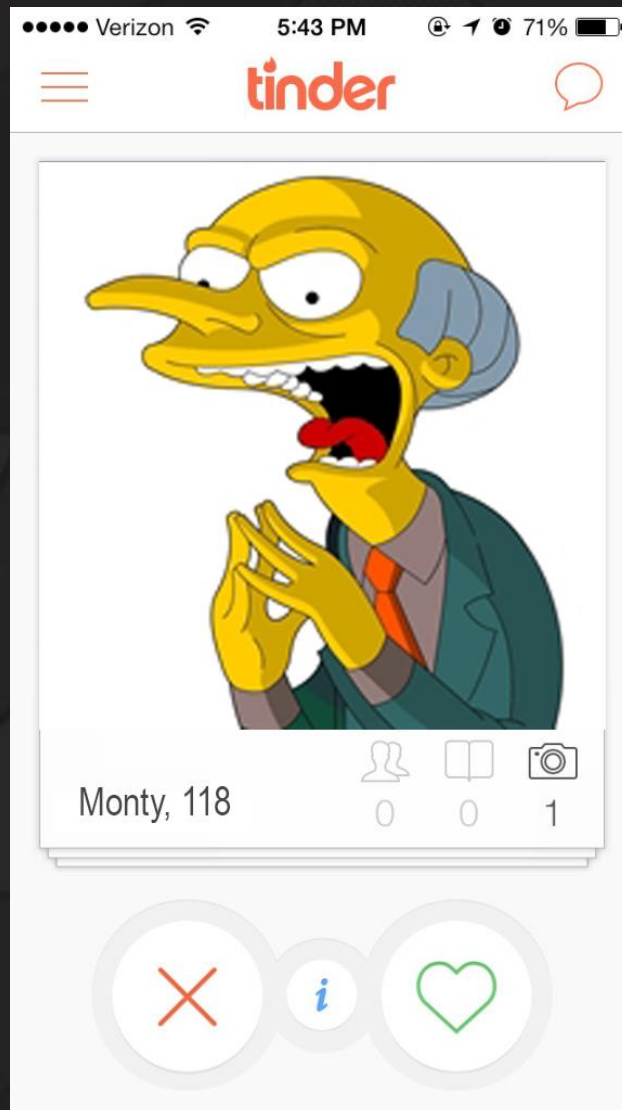
...not getting what you want is
sometimes the best thing that can
happen to you.

Canvas Part 1

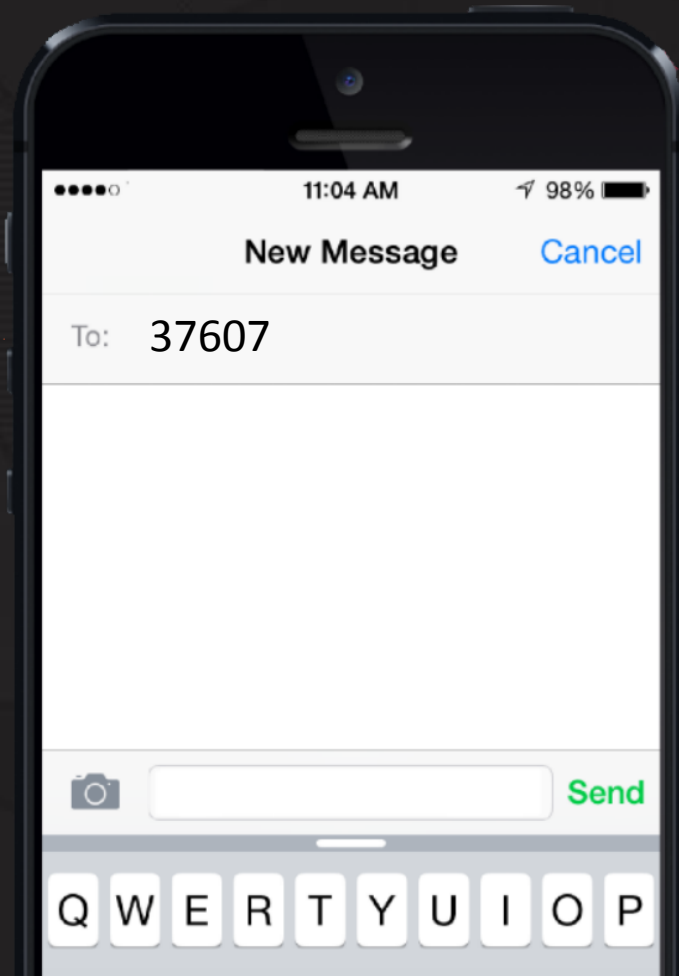
- Storytelling
- Debunk some common myths
- Decision-making

On to Session 2...

Interests



A Quick Poll



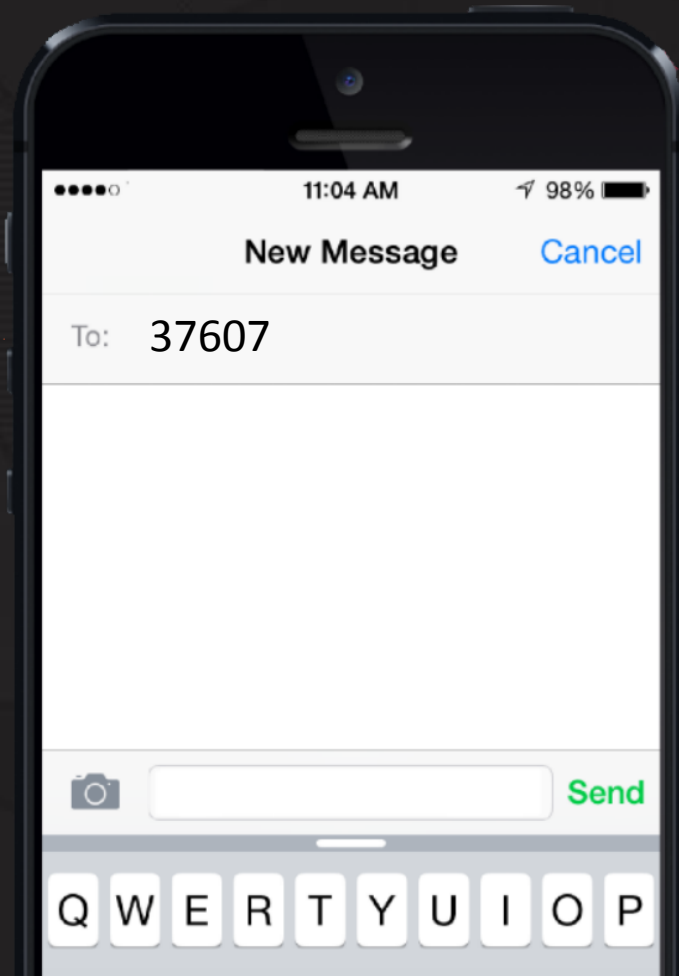
What do you enjoy doing?

https://www.polleverywhere.com/free_text_polls/s3mE0WwR91Vmc4n

Strengths



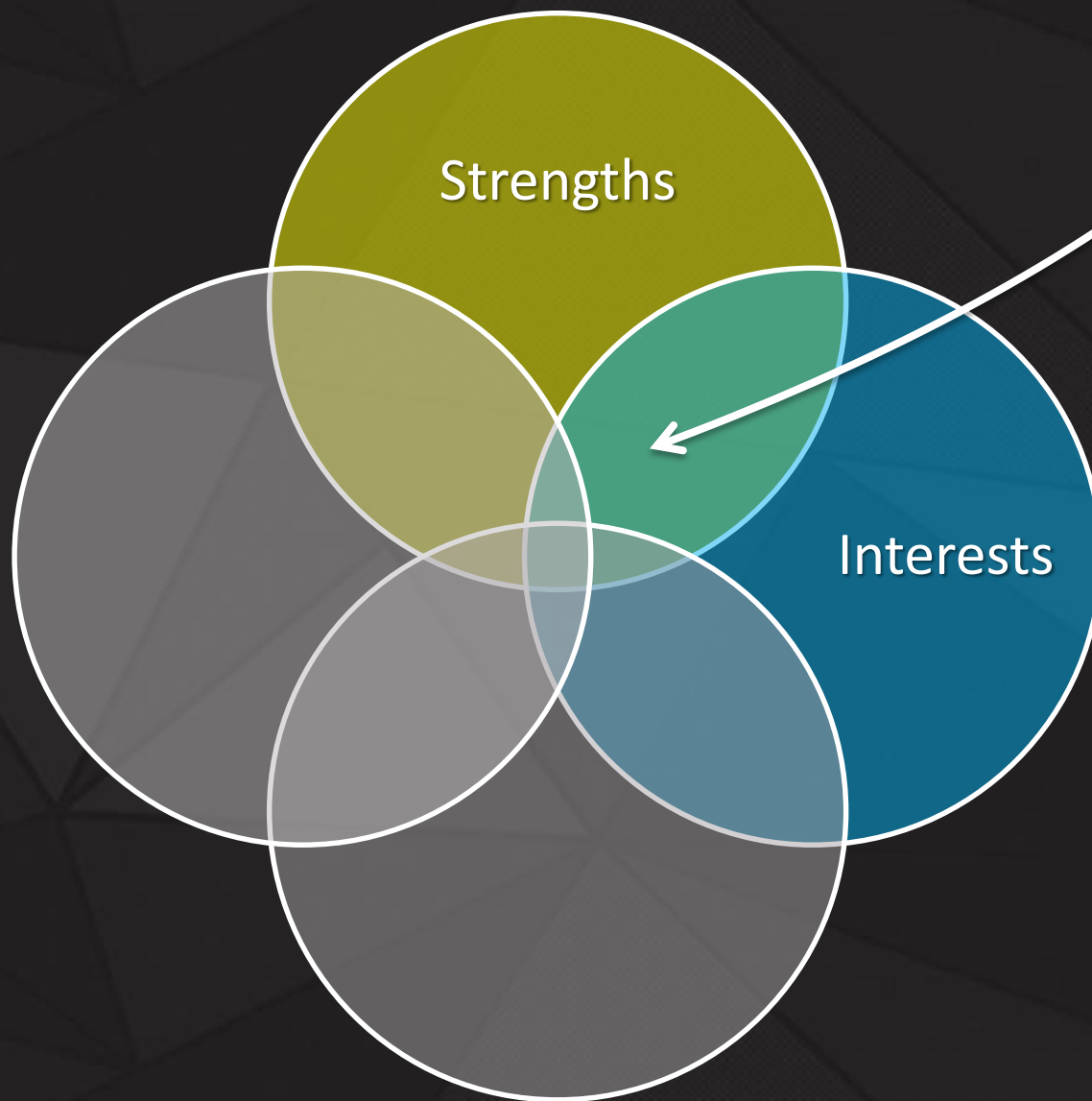
A Quick Poll



What are you good at?

https://www.polleverywhere.com/free_text_polls/iAtlgPU3xHNyTtO

So, how do you meet your program?



Gender Sexuality & Women's Studies



Canvas Part 2

- Self Awareness
- Strengths
- Exploring and Experimenting

On to Session 3...

Who here likes Lego?

Who here is pretty good
at building Lego?

The Major-Job Connection

MAJOR

JOB

Art

Asian American Studies

Chemistry

Economics

English

Geography

Government

Psychology

Special Resources Tutor

Bond Teaching ESL Wall Street

Teaching ESL in Korea

Bond Teaching in Wall Street

Editor, Major Publications House

Editor, Major Geography Teacher

High School Geography Teacher

Psychiatrist

Time's up
For lego

What others have done



What do you do once you're done?



The Major-Job Connection

MAJOR

Art
Asian American Studies
Chemistry
Economics
English
Geography
Government
Psychology

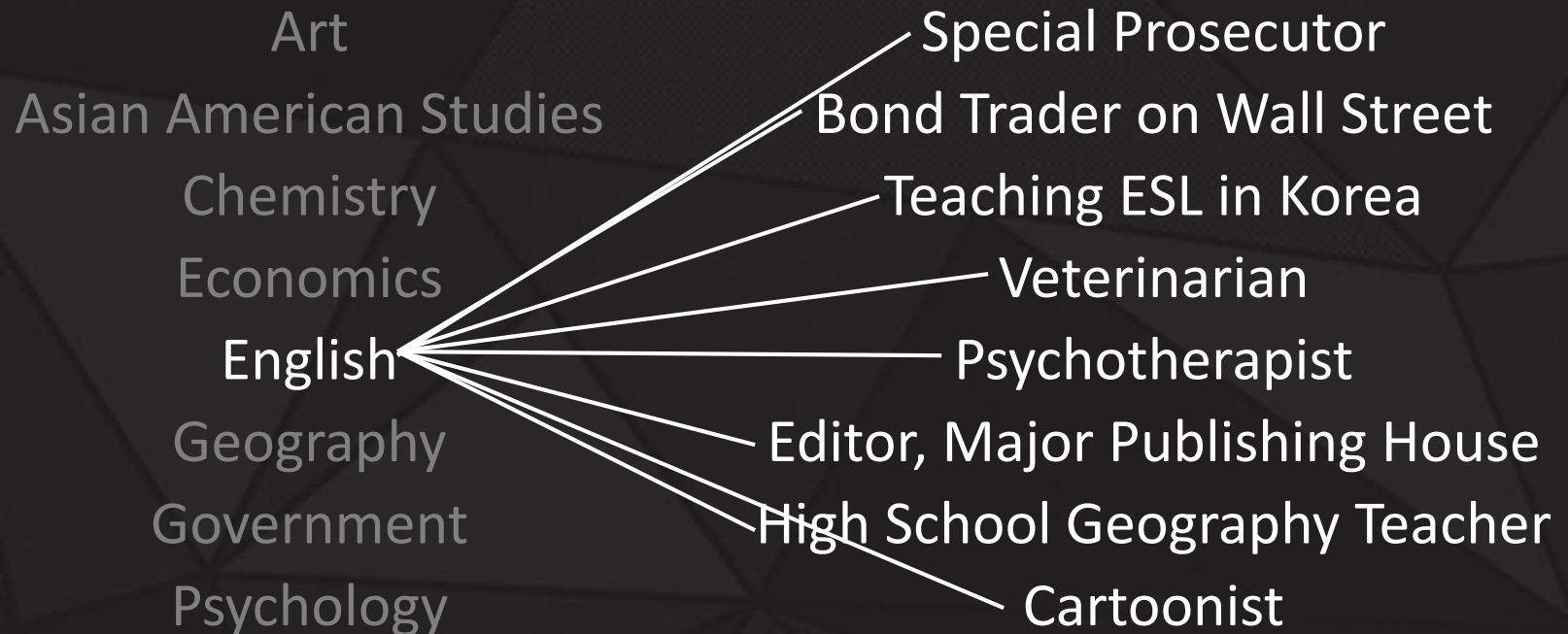
JOB

Special Prosecutor
Bond Trader on Wall Street
Teaching ESL in Korea
Veterinarian
Psychotherapist
Editor, Major Publishing House
High School Geography Teacher
Cartoonist

The Major-Job Connection

MAJOR

JOB



How I Met My Major



Your Convocation

The club you joined

That paper you wrote

~~Your major~~
An elective

That chat with your
prof

Your first co-op

~~An elective~~
~~Your Major~~
Your Minor

That book you read

This class!

~~YOUR MAJOR~~

Your volunteer
role(s)



How I Met My Major



Summary

- Think interests & strengths
- Pick what's right for you at the time
- If nothing feels right, keep exploring
- Stay open

Canvas Part 3

- Mindset and decision-making
- Strategies
- Supports

The Numbers

- Reached 1,126 unique students
- 49 active participants on Canvas
- Students spent 28 minutes on Canvas
- 9% of students active in Spring Term compared to 3% in Fall 2015

Lessons Learned

- Offer only once per academic year
 - (Fall semester)
- Students automatically signed up to Canvas
- Keep Canvas content simple
- Faculty buy in is critical

Questions?

Thank You!

www.sfu.ca/career

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