



Concept Mapping Activity as “Step Zero” for Seeking a First Co-op Experience



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Agenda

- Coop context: career services at scale
- Underlying career pressures
- The opportunity of It All Adds Up as an intervention:
 - Origins and overview
 - Trial run
 - Student feedback / comments
- Logistics/opportunities in a WIL context
 - Continuation of trial run with employment focus
 - Examples of how to implement (or not!)
- Questions

University of Waterloo: Co-op Services at Scale

21,900+ co-op students
enrolled in over
120 programs

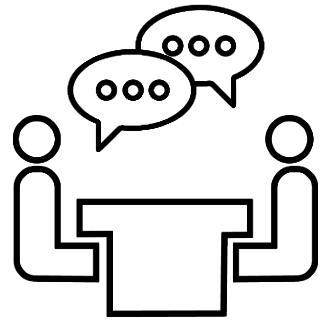


4,400+
first work terms

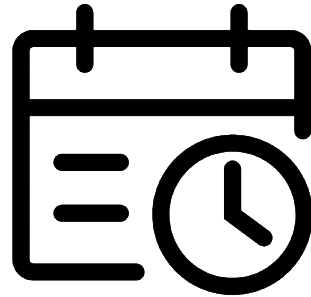
High Demand for Co-op/ Career Supports



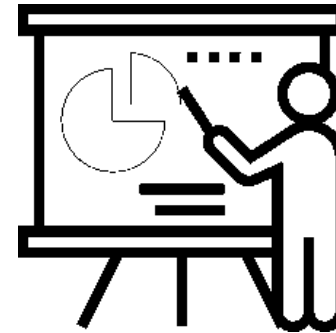
Drop-ins



**Co-op Consults &
Proactive Outreach**



Appointments



**Prep Courses &
Workshops**



Events

Underlying Pressures

- 50% of Canadian students list that “planning for a career after graduation” as one of the top three stressors, behind finances and final/midterm exams/papers” (Brainstorm, 2019)
- Pressure to keep piling on more and more



MARGARET WENTE

Fries with that BA? The declining value of a degree

MARGARET WENTE

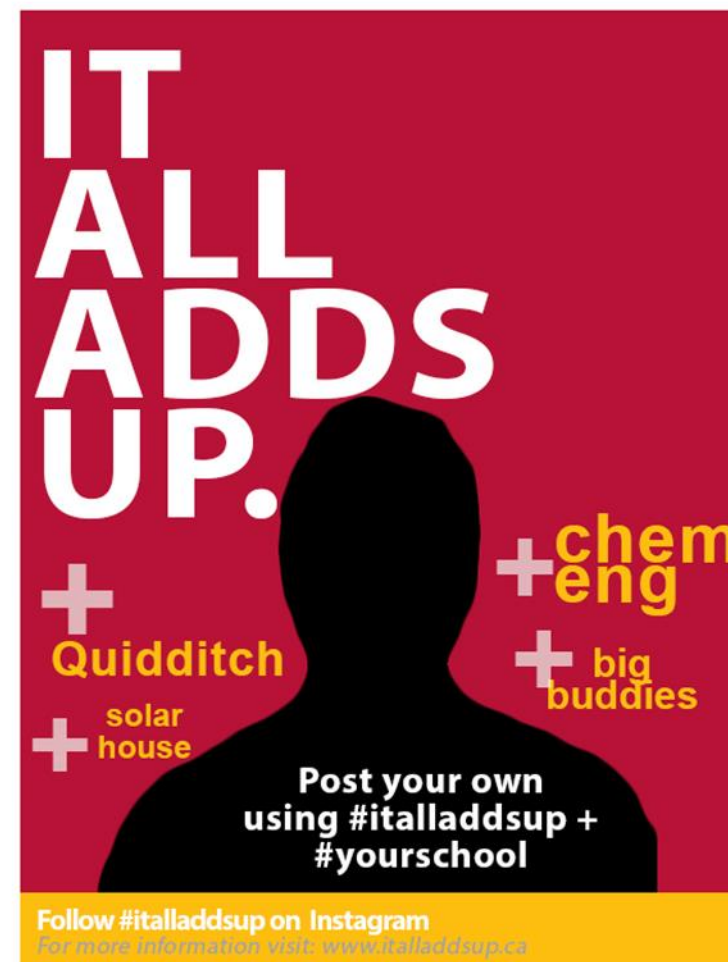
The Globe and Mail

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The Response

- Annual planning meeting with Alma Mater Society
- Observations: most students are very engaged but feel pressure to do more
- Need: a way to help students recognize the value of what they're doing → build confidence and strategies for moving forward



Sample Poster from Toolkit

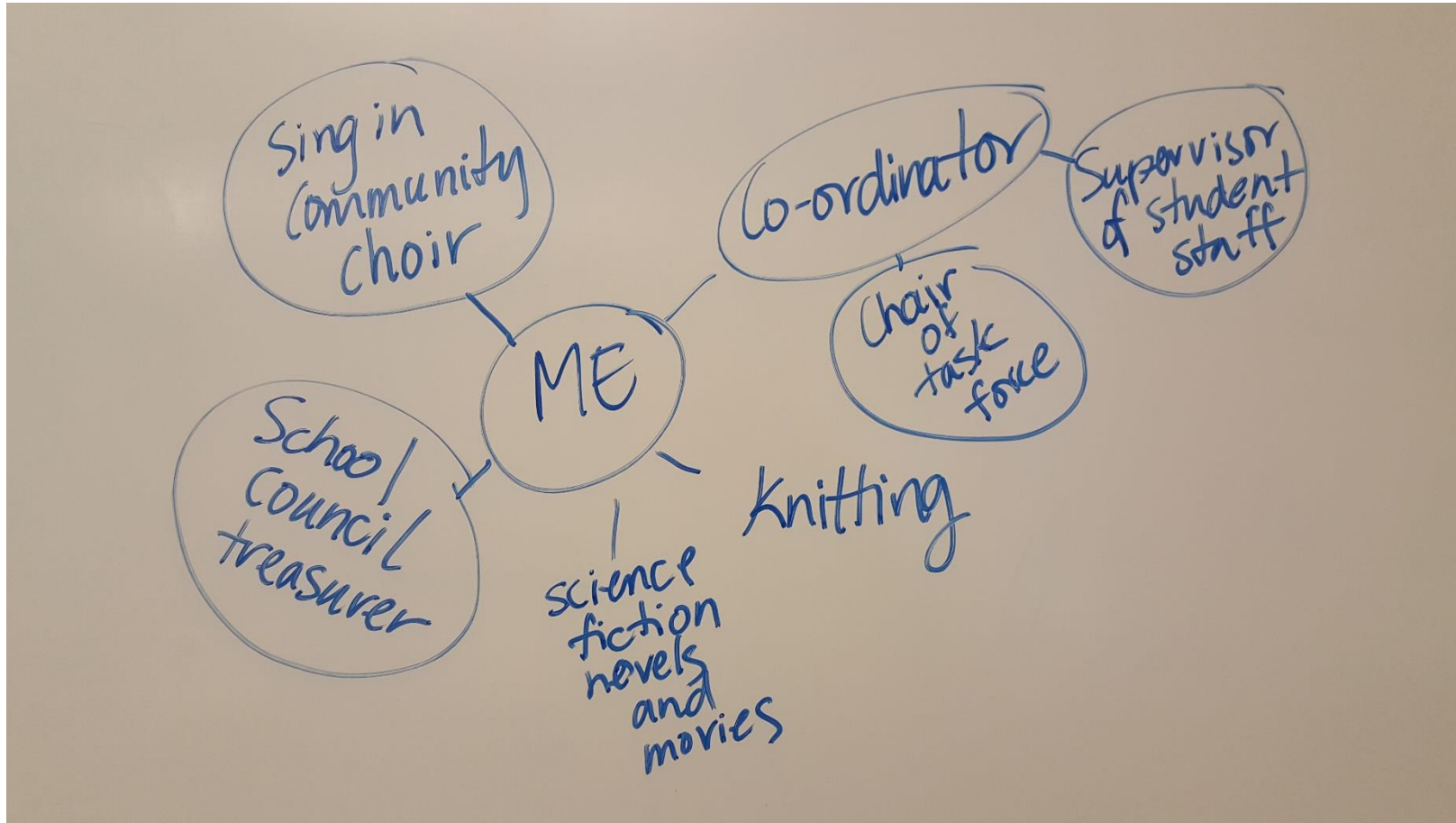
The Intervention

- Materials: whiteboard/paper + markers
- Activity: create word cloud of current activities → summarize how these could “add up” to something new
- Optional signs to hold:
 - “I’m hoping It All Adds Up to _____”
 - “So far it’s added up to _____”
 - “I’m wondering how it all adds up”
- Take photo of mindmap → post to Instagram #italladdsup



Your Turn!

Create Your Own Word Cloud



Student Comments

- *Thank you! This was so helpful.*
- *“I feel so much better now.”*
- *“Wow, I didn’t realize how much I was already doing!”*





Collaboration & Impact

- 2014-15: Queen's
- 2015-16: 21 career centres across Ontario
- 2016-17: 44 across Canada; 1 in Australia



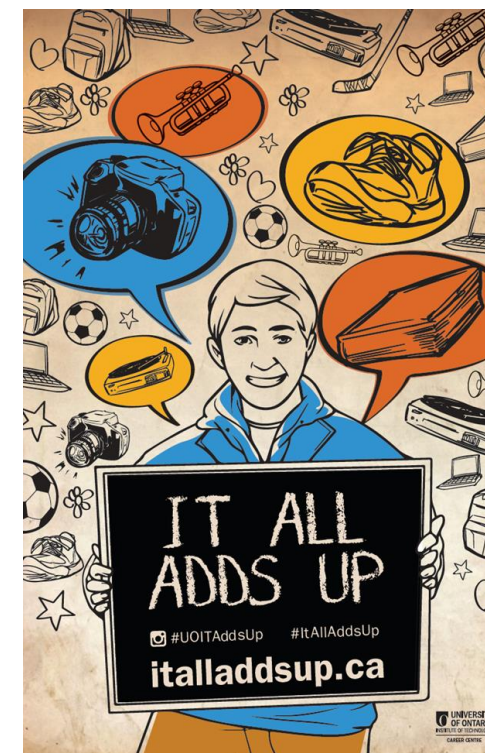
Looks Unique on Each Campus



Brock University



York University



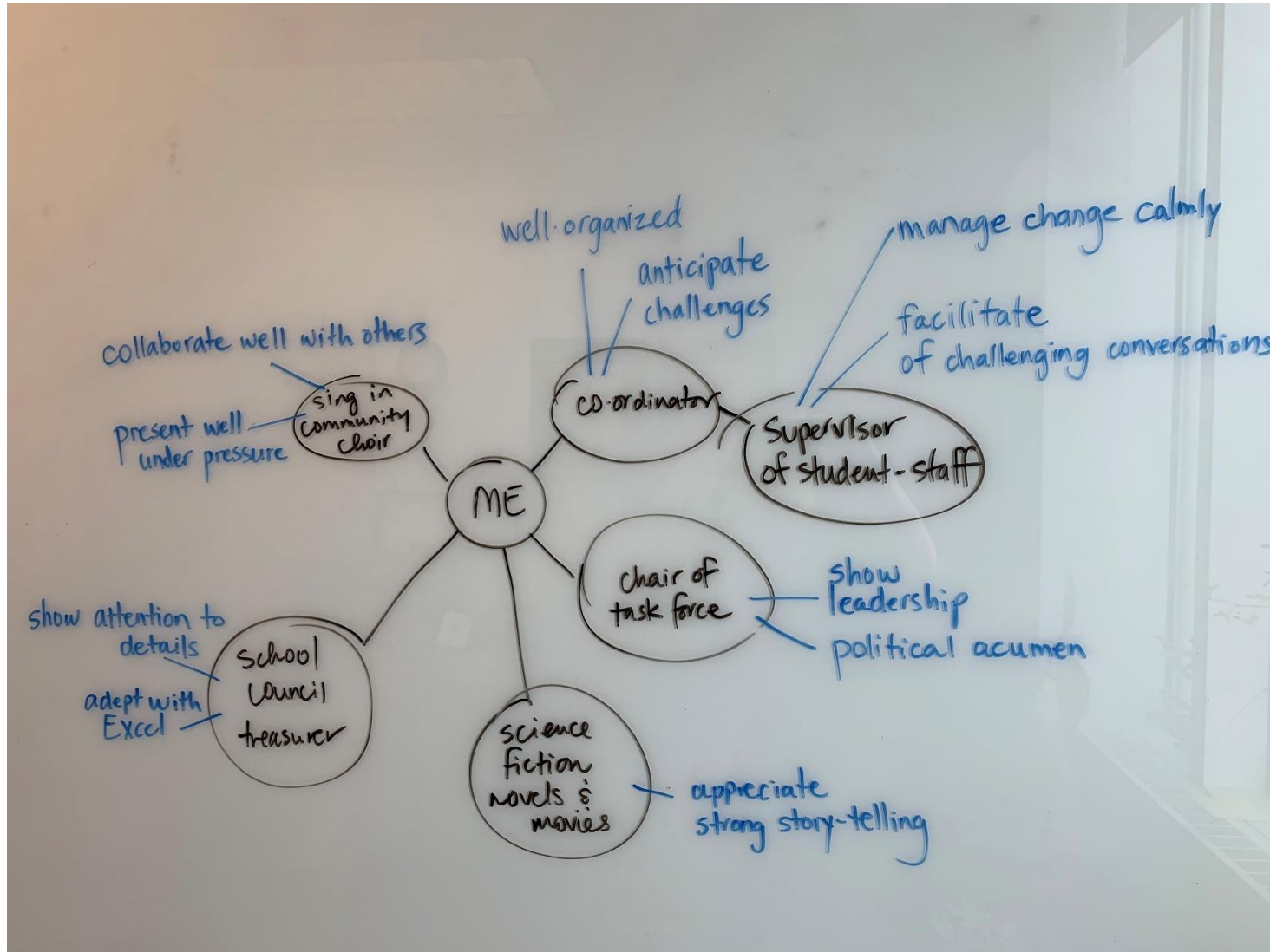
UOIT

Within Waterloo Co-op

- Help students identify how their efforts are relevant to employers
- Provide students with time to practice putting words to how they are unique
- Support students in determining how best to spend their time in preparing for co-op



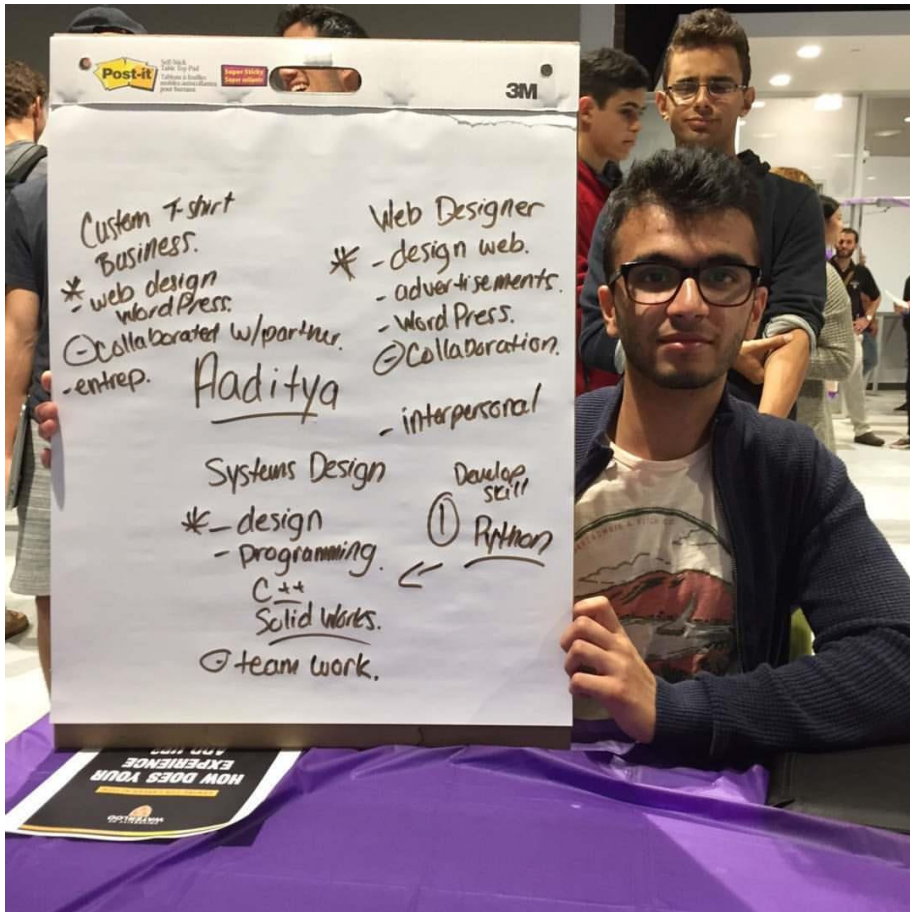
Back to Your Word Cloud...



Where you can take this

- Foundational concept or event structure that can be tailored to multiple types of WIL supports and settings
- You can use it in connection with:
 - Experiential prep and debriefs
 - Networking prep
 - Mock interview prep
 - Resume prep
 - Decision-making re what kinds of jobs/experiences to pursue
 - Confidence-building
 - Values and/or skill exploration

Waterloo Events



Handout

Did you know that you can use this activity for your résumé?

Think about the It All Adds Up activity. What experiences did you talk about? What skills did you identify? For example, perhaps you had a part-time job at a restaurant – some common transferable skills might include communication skills, time management, teamwork, organization and problem solving. You can use this table to come up with a quick list of skills in preparation for writing your résumé.

Activity	Skills

For further resources on résumé writing, go to <https://careerhub.uwaterloo.ca/> and log in using your UWaterloo user ID and password.

For quick advice on your résumé or cover letter, you can also drop by the Tatham Centre and attend a 15-minute drop-in with a Career Leader in the Centre for Career Action, 8:45 a.m. – 4 p.m., Monday to Friday, for the month of September, and 12 p.m. – 1 p.m. October through December.

Career Advisors at the Centre for Career Action are happy to meet with you as well. Book your appointment at <https://uwaterloo.ca/career-action/> under “Appointments/Workshops.”

How Could You Use *It All Adds Up* in your Context?



- What directions could you take this on your campus?
- How could you use this concept-mapping approach to connect with your students' needs?

italladds



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