

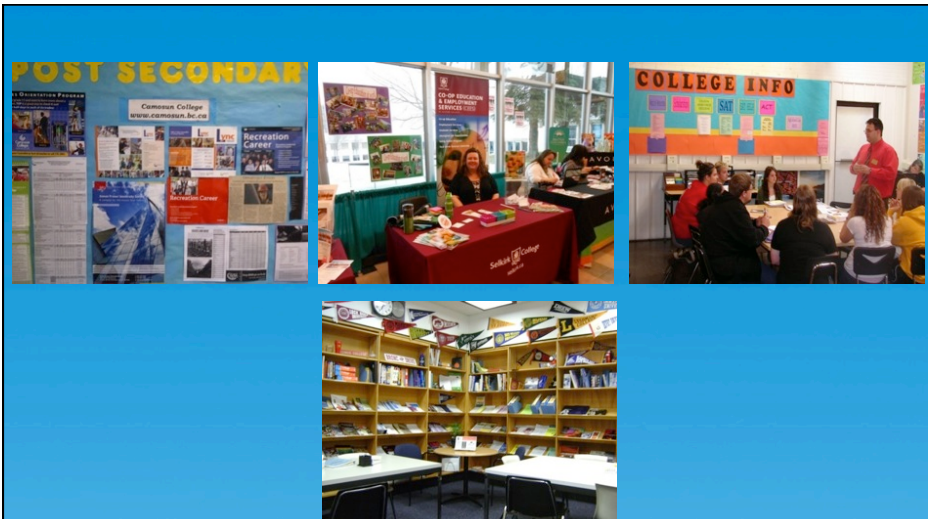
*It is **crucial** for career practitioners and educators to promote hope in students.*

(Amundson, Niles, & Yoon, 2013 – CERIC Hope Centered Career Research Final Report, p.13)




There is a **problem**.





Problem: Methods to **connect** with students are **pre-internet**



*“Although there is a wealth of labour market information available, its helpfulness is too often lost because it is too overwhelming to sort through. **ChatterHigh** is doing a great service by **making labour market information** not only **interesting** and **relevant** but, even more importantly, **accessible to 21st century students**. It is an incredible feat done with simplicity and elegance.”*

– Gray Poehnell, 2012 winner of the Stu Conger Award for Leadership in Career Counselling and Career Development



*“North American postsecondary **attrition rate between 30% and 40%** has persisted for over thirty years” (Calder & Gordon, 1996; Dance, 1990; Dietsche 1990; Drea, 2004; Grayson & Grayson, 2003; Ontario Min of Ed, 2004; Summers, 2003; Tinto, 1993)*

*1/3 (YITS) **to 1/2** (Parkin & Baldwin, 2009) of students that drop out of first year at postsecondary do so because of a **lack of interest** with their program or lack of direction in their career.*



Consequences

Students not actively **exploring**

\$14M **unclaimed** scholarships/year

10-20% 1st yr drop out: **“lack of interest”**

\$6B gov't **subsidies spent** on drop outs



We need to build 'value' in career education, with educator & student.

(Me. I said that.)



...help students develop a sense of vocational identity...

(Amundson, Niles, & Yoon, 2013 – CERIC Hope Centered Career Research Final Report, p.13)



The desired outcome of an engaged student = **adaptability**



*It is **necessary** to find strategies and resources in order to enhance hope in students.*

(Amundson, Niles, & Yoon, 2013 – CERIC Hope Centered Career Research Final Report, p.13)



*“Belief that there is a **goal** we can obtain and a **path** we can follow creates hope.”*

(Snyder et al., 1991)



*“**Hope uniquely predicts** objective academic achievement above intelligence, personality and previous academic achievement.”*

(Day, Hanson, Maltby, Proctor, Wood, 2010)



If the info is not between their nose
and their phone...



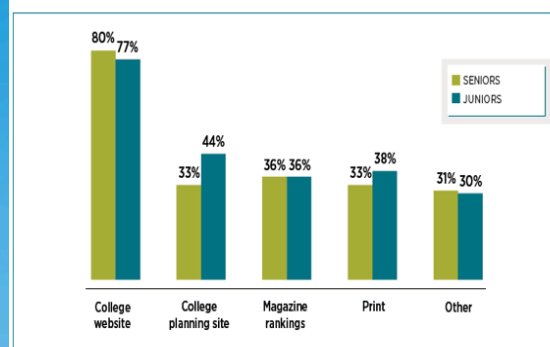
it doesn't exist.



"The primary source that prospective students use in selecting a university program is the institution's website. ChatterHigh can contribute to more informed applicants by directing them to specific program information on your institution's website."

- Michele Jacobsen, PhD, Associate Dean, Graduate Programs in Education, Werklund School of Education, [University of Calgary](#)

Figure 2: Most influential resources when researching colleges
(1-5 scale; percentage of times a resource was ranked in the top two)



Gamified Exploration Activity

Educator Package

Lesson Plans

ChatterHigh Assignment for Planning 10

The aim of Planning 10 is to enable students to develop the skills they need to become self-directed individuals who set goals, make thoughtful decisions, and take responsibility for pursuing their goals throughout life. The intent of Planning 10 is to address a broad range of topics within the time available for the course. This assignment using ChatterHigh throughout the term has students researching and learning information in topics relevant to Prescribed Learning Outcomes in Education and Careers, Health and Finance.

Rationale:
Each day, on the ChatterHigh website, students are given a 10 question quiz that takes just 10 minutes or less to complete. This works well as a "Bell" exercise on classroom computers. It can also

Videos

Class Reporting Tool

Student activity from 2015-10-05 to 2015-11-28

Student	Grade	Questions				Research
		Correct	Answered	Percent		
Morty L	10	209	320	65.3%	318	
Lize E	10	214	310	69.0%	284	
Robert C	10	211	280	75.4%	280	
Dorneka O	10	180	261	69.0%	238	
Zeyad E	10	209	260	80.4%	259	

ChatterHigh

Welcome to ChatterHigh, Todd S!
You're looking great today!

200 Log Out FR

View Leaderboard
Your school is in a competition

Create Challenge Take Today's Quiz

Home Competitions My Stats Forums My Account

My Classes

Name	School Year	Grade	School
P1 Media Studies 120	2016/2017	12	Carleton North High School
P3 BBT 9	2016/2017	9	Carleton North High School
P4 BBT10 & CP	2016/2017	10	Carleton North High School
P5 CS110	2016/2017	12	Carleton North High School
SRC 2016_17	2016/2017	12	Carleton North High School

Add New Class

My Challenges

None

My Resources

Career Ed - Gamified

Earn Points & Redeem Prizes

Welcome Lee T | My Account | 10600 |

Redeem Points for a Chance to Win Prizes

You have 10600 points on hand to prize draw.

Choose a draw from the list below.

Prize	Date	Cost	Points
1GB Gift Card to Best Buy	Jul 31, 2015	1000 points	148

Achieve Level Awards

My Awards

13 13 14 0 19

POINTS REQUIRED TO LEVEL UP:

13.0 800.0 732.0 5.0 39.85

Become a Top Donor

Top Donors at New Westminster Secondary

Rank	Name	Amount Donated
1	Mazur K	\$60.15
2	Daniel L	\$30.09
3	Mahima S	\$14.04
4	Melissa L	\$6.07
5	Gohar N	\$5.36

Participate in Moderated Forums

Online school

12:48PM 6/8/15

Elsa No I Little Flower Academy 1084 413750

Who does online school and what are your thoughts. also any recommendations.....

Complete Quiz Streaks

Previous The Week of Jun 22, 2015

	22 - MON	23 - TUE	24 - WED	25 - THU	26 - FRI
Correct	7	9	7	10	0
Answered	10	10	10	10	0
Points	850	950	850	1000	0

Completed Quiz Streak: 195 days

Donate to Charity

FREE THE CHILDREN

How much change have I made in total?

\$60.15

See Top Donors

ChatterHigh



CANADA'S
Most Informed
School

Oct 17 - Nov 25

\$15,000 in grand prizes

HIGH SCHOOLS AND MIDDLE SCHOOLS INVITED

explore.chatterhigh.com/competition

Participation

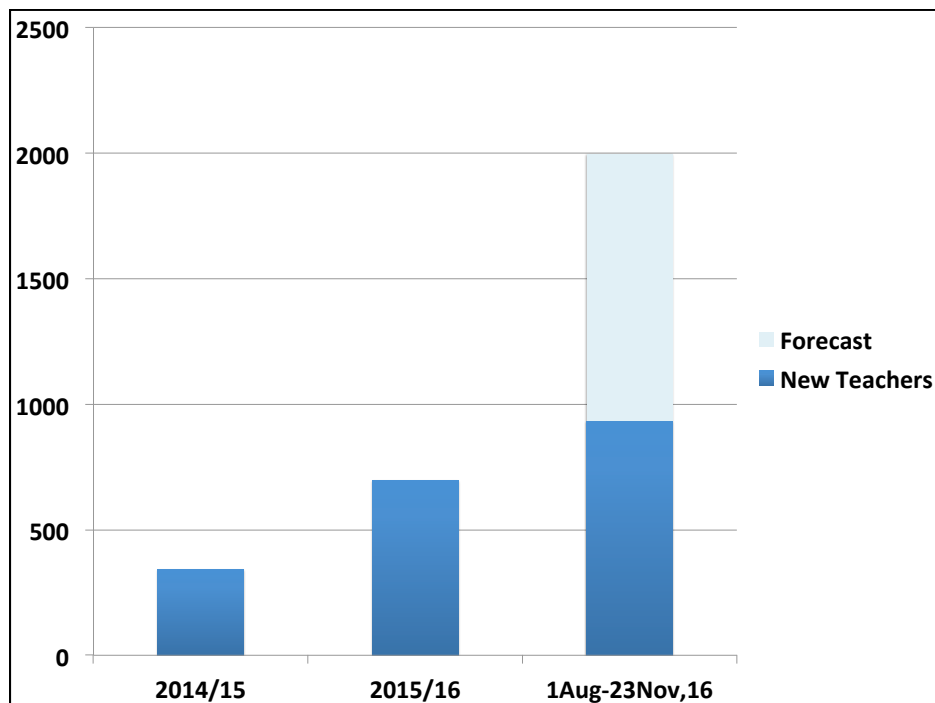
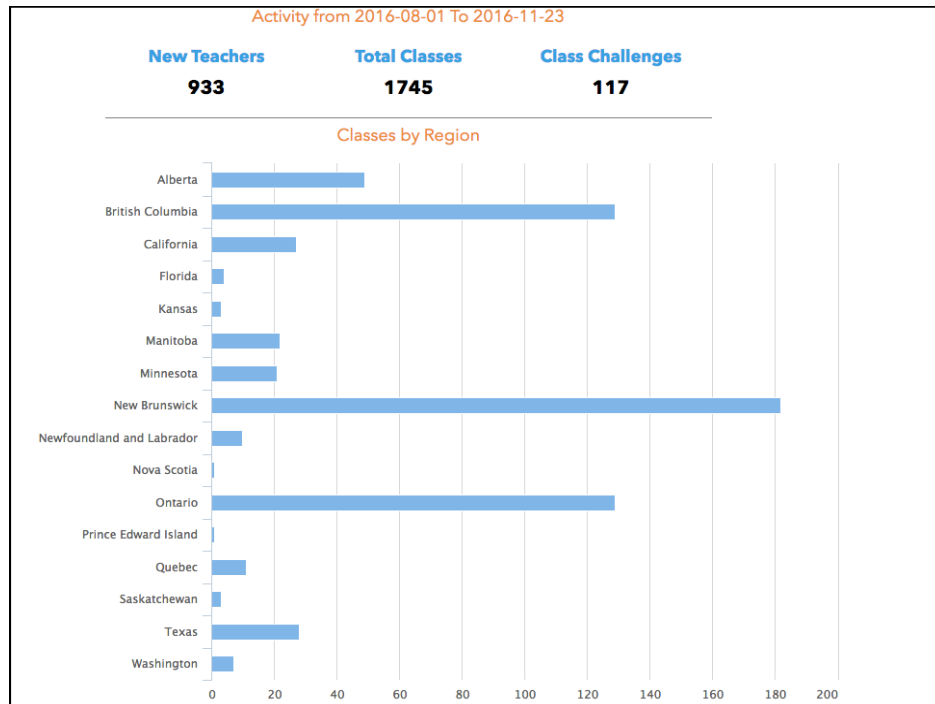
Since Sep 1st:

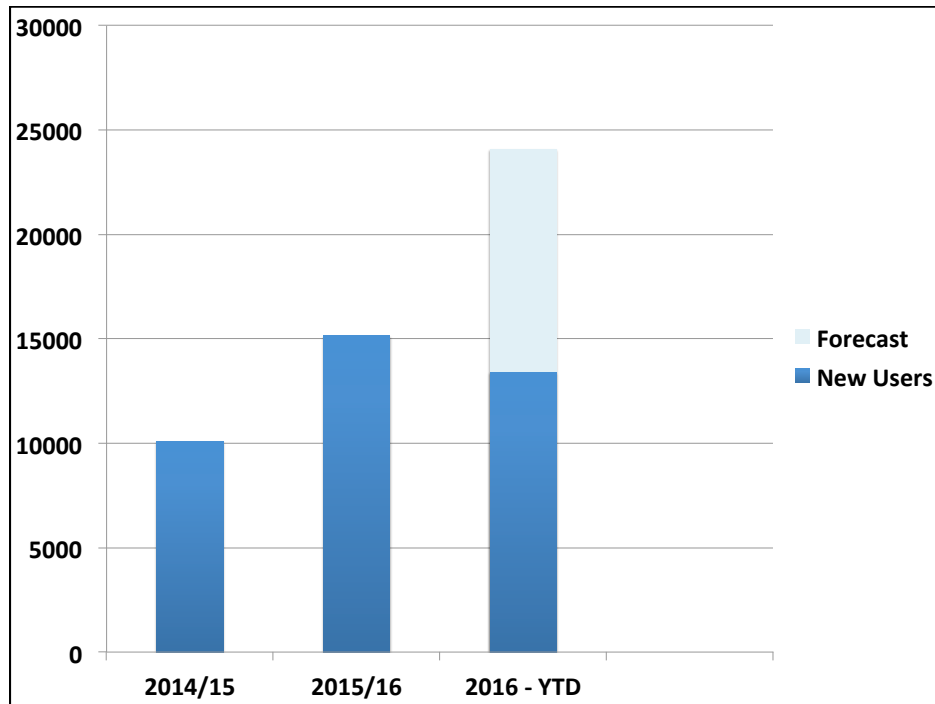
Students from **511 Cdn schools** in
153 districts in 11 Prov/Terr...

797,922 questions answered

682,350 Cdn site engagements







Chatter High
Where Students Talk About Their Future

Canada's Most Informed Student

All gr 11 students in Canada invited

"We will promote the ChatterHigh quizzes in classrooms. I do think it is a fantastic tool to get students engaged in their career and education planning!"

- Cathy Tidey, Learning Clicks, Program Coordinator, **Min of Education, AB**

"In partnership with the Departments of Post-Secondary Education, Training and Labour (PETL) and Education and Early Childhood Development (EECD), a new edu-game titled ChatterHigh will be rolled out to both Anglophone and Francophone education sectors."

Grant Barry, Manager of Strategic Initiatives, **Department of Post-Sec Education, Training and Labour, NB**

"Congratulations Lee! I have just uploaded the info to our Career Development on-line Maple Group for all educators in Manitoba. I have also sent the info to my colleague in the French Ministry."

-Ruth Stargardter, **Education and Advanced Learning, Man**



"I would really like the other members of our provincial GOAL Network to hear about ChatterHigh. My colleague in charge of the Career Development courses for Quebec is really keen about the possibility of more French content in ChatterHigh."

- Marsha Gouett, Spécialiste en sciences de l'éducation, **Min of Education, Que**

"Looking forward to getting Yukon students involved in ChatterHigh."

Tanya Lanigan, Consultant, **Department of Education, Yukon**

"We will meet to determine the best way to forward it to schools to ensure uptake. Any I have talked with are quite excited to try things out."

-Teresa Watson, Coordinator, **Department of Education, Culture & Employment, NWT**



Does it **Work?**



*"I used ChatterHigh throughout my last two years in high school. It was initially something I got started on because of the opportunity to win prizes for myself and money for my school, but I got a lot more out of it than that. In grade 12 I was very undecided about what I wanted to 'do with my life.' I was pretty sure I wanted to go into a business type program, but I wasn't sure what program or what school. **I knew names of the schools in town, but not much more.** Through ChatterHigh quizzes I learned more and more about Camosun College's programs, and became more convinced it was the best choice for my situation. I eventually met with an adviser and enrolled in the program. My time at Camosun led me to an internship at a Digital Marketing agency in town, and just 3 years after high school graduation I have had a chance to work in an agency and as a freelance consultant. I look back and give credit to a lot of things and people for the path that I have taken, and ChatterHigh is definitely one of those."*

Marcus Clayton (Spectrum Community School Grad 2012)
Digital Marketing Consultant



*"Chatter High has played a central role in the **engagement of our learners**, educators and families in career exploration in New Brunswick. It has **allowed career planning to become the focus of learning communities** in ways we'd not seen before. Kudos to Lee and his team for their work in New Brunswick!"*

-Tammy Strong, Education Support Services,
Department of Education & Early Childhood Development, NB



*"The francophone schools of NB have had a great first experience with ChatterHigh which **enables students to be more engaged and proactive** in their career exploration journey. It was just launched in September and we have received lots of positive feedback from educators and students in a short period of time."*

-Patricia Bonneau,
Agente pédagogique provinciale en développement vie-carrière,
Direction des programmes d'études et de l'évaluation
Department of Education & Early Childhood Development, NB



“ChatterHigh excites students to research their future and take risks. It links well to the Ontario Ministry of Education document Creating Pathways to Success inquiry question, “What are my opportunities?” We look forward to our continued relationship with Lee and Chatterhigh.”

- Lisa Vanelst, Program Facilitator, Guidance,
Durham District School Board, ON



“Our ChatterHigh experience was of great benefit to us! The built-in links to current info exposed us to the variety of postsecondary and career options that we would have never considered before. We look forward to competing again next year!”

- Student feedback from Mr. Lynn’s Planning 10 class
North Peace Secondary, BC



*“since your visit Brian has really been motivated to plan his future! This is such great news and his mother is **very surprised by these events.**”*

- Lisa Dribnenki, Career Program Coordinator,
J.A. Williams High School, AB



Romina Simian @MadameSimian · Oct 24
Cannot wait to start using @ChatterHigh with students on Monday.
#CUEBC

Vivian @VivstaL
@ChatterHigh is the only reason why I know my food groups

Wild Rose School Div @WildRoseSchools · Sep 18
Great to see @cswrsd now working with @ChatterHigh. A fantastic program that is now becoming a staple in WRSD

Was anybody at the Education and Career Fair(ECF) at the Vancouver Convention Centre today?

[Profile Picture] 03:53PM 12/5/14
Ecole secondaire Jules-Verne
The tenth graders at my school were there! It was great because we already knew about a lot of the colleges/ universities from ChatterHigh!!! :D
601 50900

ChatterHigh Partners Include



ChatterHigh Solution = Unique + Effective

"We have found ChatterHigh to be **the most effective portal** for directly engaging with the BC high school community, **bar none**.*"

*includes Google & Facebook



BCIT

“For universities and colleges this not only raises awareness about the programs we offer but also results in more highly engaged students who know how to better navigate their postsecondary education upon arrival. This has the potential to increase student retention and student success.”

-Jody Gordon, VP Students



“En seulement quelques semaines, ChatterHigh s’est déjà hissé au troisième rang de tous les sites référents, présentant choisir.umoncton.ca à des milliers d’élèves, de parents et autres personnes d’influence. Il s’agit certainement d’un excellent investissement sur le plan du recrutement étudiant.”

-Denis Boucher, Directeur du recrutement étudiant



"ChatterHigh is a great way for students to research post-secondary institutions and have fun. It also allows us to showcase our programs, support services and opportunities with prospective students, school counsellors and parents. We have noticed a marked increase in the traffic to our site since partnering with ChatterHigh and students are clearly engaged based on the quality and quantity of questions we receive in the forums. ."

- Kari Sackney, Student Communications Coordinator



University of
Lethbridge

"The ChatterHigh approach is very targeted and relevant to our market. It is an interesting way for us to get brand exposure in markets where we don't have recruitment presence today, and the platform is cost effective since it caters to our target market. We are happy with the initial results and their team's support."

- Michelle Beauchamp, Director, Recruitment and Admissions



Thank you for your time.

Lee Taal
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250-818-8225
@chatterhigh

