

From First-Year to World-Ready:

Putting skills at the centre of the student experience



Jackie Pichette & Jess McKeown
Higher Education Quality Council of Ontario



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Who's in the room?

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Agenda

- About HEQCO
- Why put skills at the centre?
- What opportunities for skill development exist outside the classroom?
 - Work-integrated learning
 - Online video libraries
- How can you position these opportunities at your institution?



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HEQCO: Informing the future of higher ed



ACCESS



QUALITY



SYSTEM DESIGN

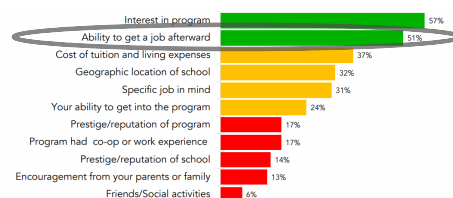
An agency of the Government of Ontario
that brings evidence-based research
to the continued improvement of
the postsecondary education system.



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Why put skills at the centre?

Getting a job ranks 2nd most important factor for deciding which school/program to attend



n = 1,000 current Canadian PSE students & recent graduates

85%

of incoming students consider being able to **“get a better job”** a very important reason to attend college

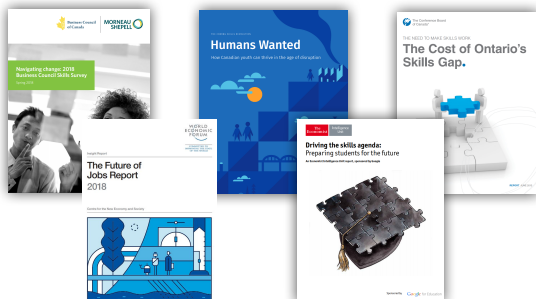


n = 100,000 entering American PSE students

Getting a job requires transferable skills



Demand for transferable skills is predicted to grow

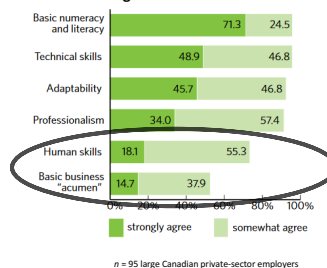


Employers are seeing gaps in these skills

Top skills for new hires:

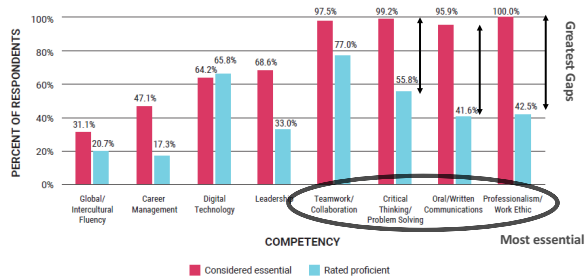
1. Teamwork
2. Communication
3. Problem-solving
4. Analytical
5. Resiliency

Do new grads have these skills?



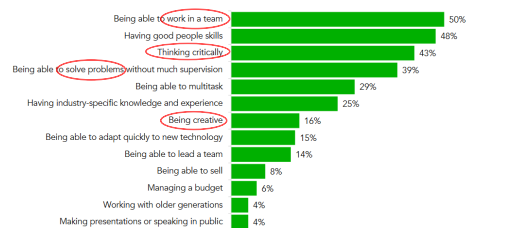
Employers are seeing gaps cont'd

Need vs. Proficiency on Career Readiness Competencies, by Percent of Respondents



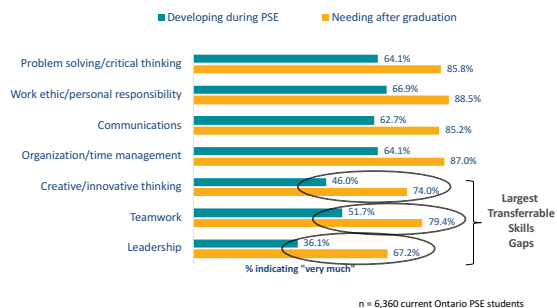
Students know they need transferable skills

MOST IMPORTANT SKILLS IN NEW RECRUITS



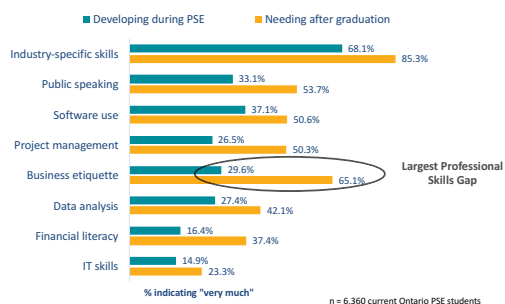
n = 1,000 current Canadian PSE students & recent graduates

Students are aware of skills gaps



HEQCO. *Minding the gap? Ontario postsecondary students' perceptions on the state of their skills.* Unpublished. 13

Students are aware of skills gaps cont'd



HEQCO. *Minding the gap? Ontario postsecondary students' perceptions on the state of their skills.* Unpublished. 14

Students recognize the need for other skill development opportunities

"I think most skills are being enhanced from extracurriculars not so much within the classroom."

"I have come to realize that my program does not allow me to grow in all skills I need for my career. I will have to take the initiative to develop these skills elsewhere whilst in school."

"I think a lot of what is learned within the post-secondary experience is done between classrooms."



HEQCO. *Minding the gap? Ontario postsecondary students' perceptions on the state of their skills.* Unpublished. 15

What opportunities for skill development exist outside the classroom?

Skill Development Opportunities



Work-integrated
learning



Online
video libraries

Skill Development Opportunities



Work-integrated
learning



Online
video libraries

Work-integrated learning



Educational programs that connect what students are learning to the world of work:

- Apprenticeships
- Co-op
- Internships
- Entrepreneurship
- Service learning
- Applied research projects
- Mandatory professional practicum / clinical placement
- Field placement
- Work experience

Students see the value in WIL



88%

of students think that those
who graduate with
degrees that offer WIL
have an **advantage** for
finding a job

89%

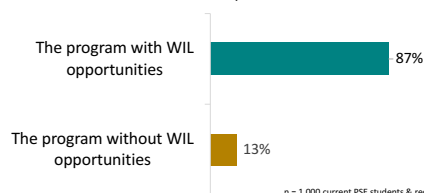
of current students and
recent grads
support more WIL
in their programs

n = 1,000 current PSE students & recent graduates

Students want WIL in their programs

Imagine: two post-secondary programs at the same school, for the same cost, with the same time commitment. One offered you a WIL experience and the other one did not.

Which would you choose?



Abacus Data. (2016). *Work integrated learning and post-secondary education: What students think.*

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WIL relates to student satisfaction



Abacus Data. (2016). *Work integrated learning and post-secondary education: What students think.*

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Students say WIL gives them skills

HOW WELL HAS YOUR PSE EDUCATION PREPARED YOU?

Graduates by Amount of WIL Experience – "Very well/Well"

	A lot of WIL	Some WIL	No WIL
Being able to work in a team	90%	80%	61%
Having industry-specific knowledge and experience	86%	63%	49%
Having good people skills	79%	66%	46%
Making presentations and speaking in public	77%	57%	45%
Being creative	72%	53%	43%

n = 1,000 current PSE students & recent graduates



Abacus Data. (2016). *Work integrated learning and post-secondary education: What students think.*

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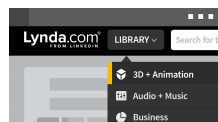
Skill Development Opportunities



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Online video libraries

All Ontario college and university students, faculty and staff have access to Lynda.com until September 2020



Student perceptions research



Survey
n = 6,360



Focus Groups (x3)
n = 13

Student interest in online learning



>70% of students were **somewhat** or **very** interested in watching videos online to develop skills

"Having also been a post-secondary student in the pre-YouTube era (2001-2006), instructional videos are definitely an education game changer."

"I struggled heavily in class prior to resorting to online video instruction from Lynda, Khan Academy, Youtube and a small handful of others, and my marks skyrocketed. It's incredibly helpful to have such a fine tuned control over your pace of learning."

Students largely unaware of Lynda



Most students (74%) had not used Lynda.com before, and many did not know they had free access to it.

"I have never ever heard of it."

"I had never even heard of Lynda.com before but it sounds like such an incredible resource!"

"I didn't know about that website and will check it out now!"

"I didn't know Lynda.com is now free for uni students! I'll have to use it more often :)"

Students suggest more marketing



"I think [Lynda.com] should be advertised to students more thoroughly. This could potentially be an extremely useful tool for some students."

"Make the availability and practicality of Lynda known to students over multiple forms of media."

"Lynda.com must be marketed well. I have seen many students not take advantage of Lynda simply because they did not know it was available."



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How to position skill development opportunities at your institution

What other skill development opportunities at your institution would be worth marketing to students?

Recommended Strategies

1 Make the case for skills

- Inform students of the importance of developing transferable and professional skills
 - Share alumni profiles & testimonials
 - Emphasize that learning from outside the classroom is also valued in the labour market



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Recommended Strategies

2 Engage faculty and staff

- Coordinate with departments to inventory skill development opportunities
- Have faculty champions that can share opportunities with students

Recommended Strategies

3 Connect students with opportunities

- Identify all available opportunities on campus
 - Have a resource (e.g., website, brochure, etc.) that lists and describes all opportunities
- Provide regular prompts / updates
 - Avoid email, instead using social media or class announcements to spread the word



Questions?

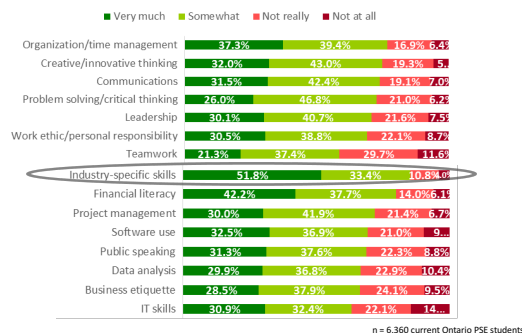
Thank you!

Jackie Pichette
jpichette@heqco.ca

Jess McKeown
jmckeown@heqco.ca

Additional Slides

Student interest in skill development on Lynda.com



HEQCO. (2018). *Minding the gap? Ontario postsecondary students' perceptions on the state of their skills.*

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Platform	Lynda.com	Udemy	Coursera	Khan Academy	Youtube
Description	A professional learning platform with courses taught by recognized instructors or content/industry experts on a range of topics	A 'course marketplace' where instructors create and market their own courses, which are then rated on a 5-star scale to create an educational merit system	An online alternative to PSE with curated courses and programs from well-respected universities across the world, taught by top instructors	A non-profit that provides educational videos for free on a vast range of topics	A video-sharing website where anyone can post educational videos of any kind
Cost (USD)	<ul style="list-style-type: none"> Subscription based Basic: \$20/month Premium: \$35/month 	<ul style="list-style-type: none"> Paid on a per course basis for lifetime access ~ 1/3 courses are free Remaining courses: \$10-200 each (with frequent sales) 	<ul style="list-style-type: none"> Single course: \$100 Course groupings: \$40-80/month or \$400/year Can audit some courses free (no assignments or certification) 	Free	Free
Skills Taught	Professional and transferable skills (mostly business or digital related)	Professional, transferrable, higher-order cognitive, and discipline-specific skills	Professional, transferrable, higher-order cognitive, and discipline-specific skills	Discipline-specific skills ranging from K-12, to exam prep, to PSE	All types of skills, unfiltered.
# of Courses	> 13,000 courses	~ 80,000 courses	> 2,700 courses	> 7,000 videos	Millions available
Pace	Self-paced / Flexible	Self-paced / Flexible	Structured	Self-paced / Flexible	Self-paced / Flexible
Assessments	Optional quizzes	None	Mandatory graded assignments	Optional quizzes and unit tests	None
Quality Control	Videos are co-produced by staff and subject-matter experts	Quality is represented by students' 5-star rating system	Only "top instructors" at highly ranked institutions are invited to create videos	Videos are created by current and former teachers and subject-matter experts	No quality control
Certification	Some have certificates of completion	Some have certificates of completion	Grades and certification	No	No



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