



## 2018 RBC Future Launch Impact Measures Report for the RBC Work Integrated Learning Program at Lakehead University

We are pleased to provide the following RBC Future Launch Impact Measures Report for the RBC Work Integrated Learning Program at Lakehead University.

The information provided below represents data collected from November 1, 2017 – March 31, 2018.

### 1. Number of young people aged between 15 and 29 who participate directly in the program / project.

A total of 20 students participated. One student is outside of the 15 – 29 age range.

#### Description

The RBC Work Integrated Learning Program (WIL) currently being offered in the Faculty of Business Administration has had a strong launch in its first year of 2017/18 at Lakehead University. As a pilot project and part of RBC's Future Launch, the program was designed to help students successfully transition from post-secondary education to employment. All elements of the program are being carefully implemented, monitored and evaluated to ensure that the 20 students participating (16 in Thunder Bay and 4 in Orillia) are receiving high-quality learning experiences in their community site placements, mentoring relationships, and from the soft-skills workshops being provided for them.

### 2. Number of paid jobs created (full-time or part-time) through the program / project.

20 part-time jobs were created.

#### Description

Students are placed in jobs (part-time) in both public and private sector organizations. The placement organizations range from small start-up companies like Canadian Freshwater Fish to large health care organizations like St. Joseph's Care Group. One student left Lakehead Orillia at the end of the 1<sup>st</sup> semester; however up to that point, that student's placement was going well and both parties were satisfied with the relationship.

Information provided by students and site supervisors tells us that one student was offered a full-time position by the employer but could not accept as he was not

graduating this year. That student has been hired locally by RBC. One site supervisor sent the following comment: “Sean did a fantastic job. I have offered him a glowing recommendation and would certainly consider hiring him in the future if we had appropriate work and funding to do so.” Another student attributes his success in finding summer employment to his involvement in the program and said, “I have not been directly offered employment from this placement. However, when I applied for a 2018 summer job at an accounting firm, I mentioned that I was in the RBC WIL program. They really liked that I had this information on my resume. I am now scheduled to work at that same accounting firm this summer. Overall, I do believe employers like to see this on resumes.”

At this point we are aware of two other students that were offered summer positions and part-time positions in the fall as a result of their participation in the program.

### 3. Number of volunteers directly involved in the program / project.

A total of 43 volunteers were involved in the program.

Placement Site Supervisors/Mentors	22
Workshop Facilitators	14
External Advisory Group Members	6
Technical Support	1

#### Description

The RBC WIL Program matched students with a Placement Site Supervisor/Mentor who was experienced in the students’ chosen field of study. The specific placement was tailored to the individual student’s learning objectives and career plans. The nature of the experience varied depending on whether the student had aspirations for a professional career or entrepreneurial intentions.

The RBC WIL Program included the delivery of targeted workshops to enhance soft and technical skills development.

The RBC Workshop Series included:\*

- Communicating Effectively
- Critical Reflection
- Problem-solving and Critical Thinking
- Negotiation
- Conflict Resolution
- Entrepreneurial Thinking
- Financial Literacy
- Mindfulness
- ePortfolio

- Personal Image/Brand Management
- Meeting and Group Facilitation Skills
- Leadership
- Collaboration & Team Building
- Self-Management

Workshop attendance averaged 15 per session and did not meet attendance targets. Workshops were evaluated by participants using a variety of criteria after each session. A rating scale of 1-4 (with 1 being unsatisfactory, and 4 being excellent) was used. The average rating for all workshops across all criteria was 3.51.

An evaluation process is taking place to ensure that the workshops are more accessible to Lakehead students, faculty and staff. This evaluation process is examining issues of content, scheduling, and delivery methods (including multi-media quality).

\*Workshop details are available on request.

The RBC WIL Advisory Group met 4 times during the current year. The Advisory Group is composed of representatives from Lakehead University, RBC, and the business community.\*

\*Details of meetings and Term of Reference are available on request

James McCormack, a 1<sup>st</sup> year Computer Science student with a minor in Business, has provided technical support to the program in both website development and video editing.

#### 4. Number of volunteer hours directly devoted to the program / project.

A total of 1234 volunteer hours were directly devoted to the program.

Placement Site Supervisors/Mentors	22 x 50 = 1100 hours
Workshop Facilitators	14 x 4 = 60 hours
External Advisory Group Members	6 x 4 = 24 hours
Technical Support	1 x 50 = 50 hours

#### Description

Placement Site Supervisors/Mentors were asked to provide a minimum 20 hours of mentorship over the duration of the placement. In reality, many of the placement students, particularly in the smaller organizations and start-ups, worked directly with their mentor for the majority of their work hours. While numbers outside of the minimum 20 hours were not tracked we are confident that the average can be conservatively estimated to be 50 hours. This is due largely to the objectives outlined in our original proposal that placements should be partly focussed on social learning (i.e. job shadowing and mentorship) and on-the-job training. One RBC executive in Thunder Bay

provided external mentorship to a student in addition to the mentorship that they received in their field placement.

Workshop Facilitators were asked to do 90 minute presentations. Facilitators were encouraged to design presentations that included participant interaction as well as real world examples and application. Including travel time and preparation we conservatively estimate the volunteer hours for each Facilitator to be 4 hours.

James McCormack, Technical Support, initially volunteered to help with the design and launch of the RBC WIL website. The site provides a comprehensive introduction to the program and details information on becoming involved in the programs as well as details of successes and opportunities. In addition, James also provided video editing expertise for a promotional video series. The website and two promotional videos are currently in the final approval stage.

**5. Number of cross-sector partnerships established through the program / project.**

A total of 27 cross-sector partnerships were established.

Placement Organizations                      21 (Public and Private Sector)  
 Advisory Group                                      6 (Partners External to Lakehead University)

**Description**

Building community partnerships and providing students with practical experience are both necessary elements of the program. Providing suitable experiential learning placement opportunities required strengthening existing community partnerships with advisors and placement sites as well as building new partnerships with small and medium sized enterprises. Site Supervisors/Mentors were provided with orientation and training specific to the objectives of the RBC WIL Program. Site Supervisors/Mentors were sent a program evaluation survey to be completed March 30, 2018. The results of this survey will be shared with RBC Future Launch upon completion.

**Placement Organizations\***

<b>Public Sector</b>	<b>Private Sector</b>
St. Joseph’s Care Group	Sleeping Giant Brewing Co.
Lakehead Public Schools	Firedog Communications
Children’s Centre Thunder Bay	Canadian Freshwater Fish
NorWest Community Health Centres	Intrideo
Information Orillia	CE Strategies
Big Brothers Big Sisters of Orillia	Sumac Geomatics Inc.
Lakehead Thunder Bay Financial Services	Wilderness North

United Way Thunder Bay	HGR Graham Partners LLP (Orillia)
Orillia CDC	DST Consulting Engineers
Georgian College	Sail Superior
	MNP LLP (Thunder Bay)**

\*Placement site profiles are available on request

\*\*Student began their placement with MNP LLP and completed it with Lakehead Thunder Bay Financial Services

### **Advisory Group Members\***

Siohban Farrell**	Experiential Learning Navigator (Co-Chair)
Maryann Kleynendorst***	Experiential Learning Navigator (Co-Chair)
David Richards	Assistant Dean, Faculty of Business Administration (Co-Chair)
Matt Simeoni	Representative from RBC
Wendy Timpano	Representative from Orillia Area Community Development Corp.
Yuanyuan Wu	Faculty member teaching entrepreneurship, Faculty of Business Administration (Orillia)
Kathryn Davidson	Representative from External Relations, Philanthropy
Kendall Kerbashian	Representative from the Northwestern Ontario Innovation Centre
Charla Robinson	Representative from the Thunder Bay Chamber of Commerce
Piero Pucci	Representative from the City of Thunder Bay Community Economic Development Commission
Quinn Dombroskie	Student member
Ron Marano	Community Entrepreneur

\*Advisory Group Terms of Reference are available on request

\*\*Siohban Farrell, was hired as the Experiential Learning Navigator for the RBC WIL Program in July of 2017 and successfully developed and launched the program. Siohban left the position in December 2017 to accept a full-time position outside of the University.

\*\*\*Maryann Kleynendorst was hired to fill the vacancy in January of 2018. Maryann has continued to build on the successful development and implementation of the program since that time.