



Understanding the ROI of Employability



Katie Orr
Director NSCC International, Nova Scotia
Community College, Canada
@iwom68



Kate More
Vice President, Academic Internship
Council, United States of America
@KateMooreAIC



Nannette Ripmeester
Director at Expertise in Labour Mobility
Client Services Director i-graduate
Europe
@N_Ripmeester

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WHAT'S ON THE AGENDA?

- Data on decision-making & recommendation of international students
- How to use data in international talent attraction & retention?
- Solutions that speak to the current generations:
 - International Internships
 - Scalable tech solutions: Gamification
- Discussion on employability initiatives




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TOPICS FOR DISCUSSION

- How do you evaluate/measure that study abroad brings your students the employability skills we all believe it does?
- What forms of study abroad are you using to differentiate programs?
- Do you engage with employers?
- Is employability build into your curricula?
- Do you take a global approach for ALL students?
- How do you build global employability skills into your curricula?
- Do you use internships? Or tech solutions?
- Do you look at different locations/formats/outcomes/length for study abroad?

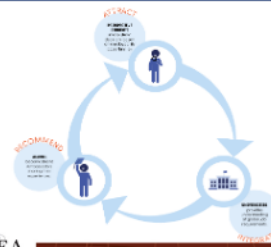


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ROI OF EMPLOYABILITY: AIR CIRCLE

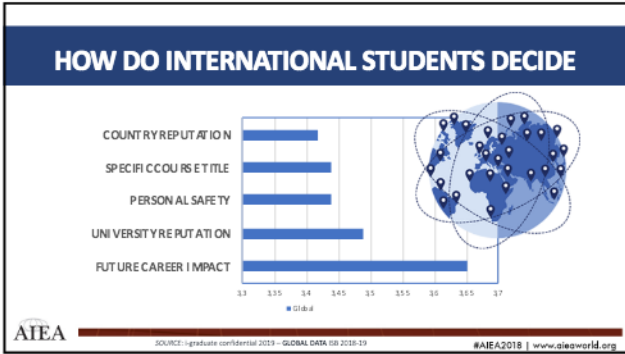


“Given an increase in the importance of employability for today’s college graduates, international student recruitment has seen a growing emphasis on return on investment (ROI).”

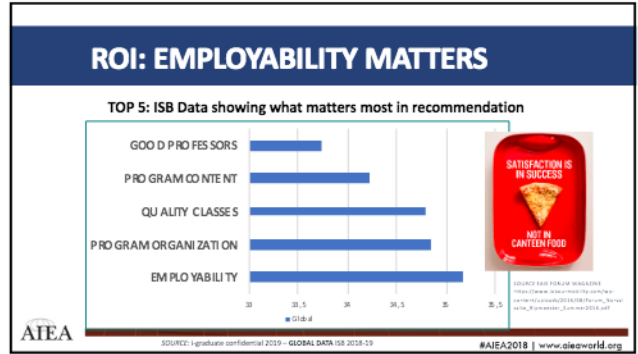
Source: ROUTLEDGE series Internationalization in Higher Education, Nannette Ripmeester & Darla K. Deardorff

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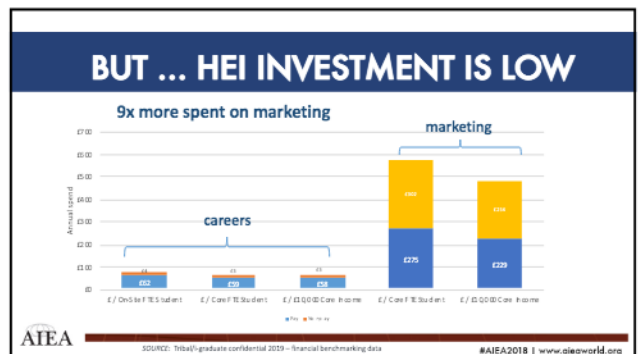
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DISCUSSION TIME

- (How) Do you measure your internationalization efforts?
- Do you measure outcomes of study abroad?
- Do you support global employability?



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Measuring the impact of study abroad experiences



Katie Orr
Director NSCC International, Nova Scotia Community College, Canada

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NSCC QUICK FACTS

| | | | |
|--|--|--|---|
| 50% <small>of incoming students have previous post-secondary experience*</small> | 20,000 <small>students welcomed each year</small> | 88% <small>of graduates are employed**</small> | 16 <small>Campuses and Learning Centres</small> |
| 26 <small>average age of NSCC students</small> | 99% <small>of NSCC programs, courses, work, integrated assignments</small> | 130+ <small>programs</small> | 92% <small>of employed NSCC graduates live and work in Nova Scotia***</small> |

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Global Education for Canadians



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Skills enhanced by intl ed?

GLOBAL EDUCATION FOSTERS 21ST CENTURY WORKPLACE SKILLS & COMPETENCIES Figure 2.2

Skills needed in the 21st Century workplace*

- Problem solving/critical thinking
- Collaboration
- Leadership
- Creativity
- Curiosity
- Social and cultural awareness
- Communication
- Adaptability

Skills enhanced by international education

- Interpersonal and intercultural relationships
- Problem-solving
- Planning and organization
- Resilience
- Adaptability
- Creativity
- Teamwork

What Canadian hiring managers are looking for**

- Collaboration/teamwork
- People skills/relationships
- Communication
- Customer service skills
- Functional knowledge
- Analytical capabilities
- Problem-solving

*Source: World Economic Forum, 'The Future of Education: Fostering Social and Emotional Learning Through Technology' (March 2016)
**Source: Business Council of Canada, 'Thinking Canada's Future: Workforce A Survey of Large Private-Sector Employers' (March 2016)

Source: European Commission, 'European Higher Education Study Effects on the Skills and Employability of Students and the Internationalization of Higher Education Institutions' (Sept. 2014)

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Canada's new IES 2019-2024

Elements of the new International Education Strategy

Canada's new strategy has three key objectives:

- Encourage Canadian students to gain new skills through study and work abroad opportunities in key global markets, especially Asia;
- Diversify the countries from which international students come to Canada, as well as their fields, levels of study, and location of study within Canada; and
- Increase support for Canadian education sector institutions to help grow their export services and explore new opportunities abroad.

To implement the Strategy, Budget 2019 allocated \$147.6 million over five years, followed by \$1 million per year of ongoing funding. Key elements of the Strategy include:

| Initiative | Outcome | Lead |
|---|---|--|
| Outbound Student Mobility Pilot (\$95 million total over 5 years) | More Canadians study and work abroad, acquiring the skills, intercultural competencies and international networks essential to their careers and economic growth. | Employment and Social Development Canada |

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How do we currently measure success of study abroad?

- Completion of pre-departure course/conference
- Blog
- Follow up surveys/debriefing
- Awards

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Coming to Study | Going abroad | Partners | Projects | Media Centre

Kate Sunabacka's Blog

Women in Entrepreneurship Project in Peru - It's a challenge to give justice to the central question, responding as a "social entrepreneur" having travelled on a Social Entrepreneurship Project to Vietnam last year. This year's project was a Women in Entrepreneurship Project based in Annapolis, Peru.

The NSCC Team! Academic Chair, 3 School of Business students and myself from the Industrial Engineering Program partnered with a facilitator and student translators from IZOP, University. Our project took on each morning from the 10:00 am to 12:00 pm, approximately a 30-minute ride to the Centro Comercial district on the outskirts of the city.

Recent Blogs

- Erin Moore's Blog**
Social Entrepreneurship Project in Vietnam - It's a challenge to give justice to the central question, responding as a "social entrepreneur" having travelled on a Social Entrepreneurship Project to Vietnam last year. This year's project was a Women in Entrepreneurship Project based in Annapolis, Peru.
- Ben Pincock's Blog**
Solar Innovations Project in Tennessee - We are eager to descend into Tennessee.
- Jean-Marc Sanson's Blog**
Solar Innovations Project in Tennessee - Below later, I just need to

Areas of Interest

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Measuring Success


Measuring success

As the new Strategy is implemented, Global Affairs Canada, Employment and Social Development Canada and Immigration, Refugees and Citizenship Canada will closely monitor key indicators of progress, and develop new performance measures to ensure that the Strategy delivers what it sets out to achieve and to identify potential improvements. Performance measures may include the number of leads generated by marketing campaigns and other promotional efforts; awareness among Canadian youth of the International Experience Canada program (IEC); and the experiences of participants in the Outbound Student Mobility Pilot and IEC. These measures will be analyzed regularly and revised as needed to align with Government of Canada priorities and in light of international education trends.

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Enactus Research Project



NSSC faculty member 2 year project funded by Enactus to develop a cross-disciplinary instrument to measure impact of higher ed project based learning (including intl)

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Top 5 Skills to evaluate


- Teamwork
- Project Management/Leadership
- Communication
- Interpersonal
- Problem solving

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DISCUSSION TIME

- Many study abroad programs include intercultural learning assessments. Do participants have examples of *employability* impact assessments for study abroad participants?



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Internships and global engagement support global awareness and employability



Kate Moore
Vice President, Academic Internship Council, United States of America



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Quick Introduction: AIC & GIC

Academic Internship Council (AIC)
draws upon more than three decades of experience to develop and deliver customized academic internship programs on behalf of our university partners from across the globe with dedicated placement teams and host organization networks in eighteen cities around the world. We connect campuses to communities and education to employability through individual local interactions on a global scale.

Global Internship Conference (GIC)
is a forum dedicated to advancing the knowledge of academic work placement and experiential education. As a platform for dialogue, and a vehicle for action, the GIC brings together colleagues to discuss and advance best practices as well as develop and examine a research agenda for global internships.

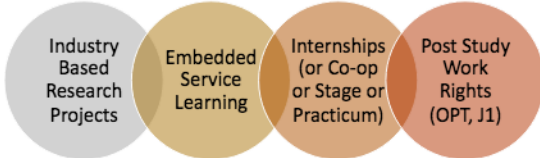
Upcoming locations:
June 2020 Vancouver
June 2021 Cape Town



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Quick Introduction: Program Portfolio



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Changing World of Work




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Changing World of Work

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Changing World of Work

Hybrid Jobs Call for Hybrid Education
[Joseph E. Aoun](#)
 APRIL 12, 2016
Harvard Business Review

To be sure, in the economy of the future, a typical employee still will need deep knowledge of one domain, or more. But how can colleges teach a broader form of systems thinking to tomorrow's graduates? I believe it involves three key elements: thematic study across disciplines, project-based learning, and experiential opportunities.

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Preparing Students for the Future of Work

T-Shaped Professional. The vertical bar on the T represents the depth of related skills and expertise in a single field, whereas the horizontal bar is the ability to collaborate across disciplines with experts in other areas and to apply knowledge in areas of expertise other than one's own.

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Preparing Students for the Future of Work

- Professional:**
 - Add meaningful experience to CV
 - Gain 21C skills desired by employers
- Academic:**
 - Apply classroom theory to applied practice
 - Learn content applicable to study
- Cultural:**
 - Live like a local, not just visit as a tourist
 - Explore local context and global perspectives
- Personal:**
 - Test career assumptions
 - Stretch outside comfort zone

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Quick Introduction: Program Portfolio

Industry Based Research Projects

Embedded Service Learning

Internships (or Co-op or Stage or Practicum)

Post Study Work Rights (OPT, J1)

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DISCUSSION TIME

- Changes: How is work evolving?
- Challenges: How is education responding?
- Cheers: Share a stakeholder success story...and let's talk stakeholders!

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Good practices in employability using tech solutions and gamification

Nannette Ripmeester
 Director at Expertise in Labour Mobility
 Client Services Director i-graduate, Europe

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Expertise in Labour Mobility

- Corporate bodies
- Higher Education
- Individuals
- Governments

i-graduate

International Student Barometer - Global benchmark survey covering 3.7 M students

CareerProfessor.works

App with gamified careers advice bridging the gap between education & the global job market

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THE IMPORTANCE OF CAREER PROSPECTS

“The single highest factor in a student choosing a course, and therefore a university and even the country, is actually around the career prospects as a consequence of doing that course.”

Source: Davorin Vidjak, QS Enrolment Solutions' vice president operations QS 2019 REPORT (June 2019)

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Cultural understanding as a key skill for employability

Preparing students to be successful by understanding the differences around them, will be of value to all stakeholders, from individual student to broader society.

The importance of **employability skills** is vital for success in the workplace. Higher education institutions need to be more **intentional and explicit** about how they are addressing such skills as a student outcome – for all students. Technology and **digital solutions** may help in supporting such intercultural training.

SOURCE: SOURCE series Internationalization in Higher Education, Nannette Rijnmeester & Carla K. Dearden

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TECHNOLOGY AS A GAME CHANGER

What's the advantage of using digital solutions such as apps & gamification:

- Scalability
- Easy access 24/7
- Student engagement
- Articulation of skills
- Access for all students
 - Internationalisation at home
 - Students not able/willing to travel
 - Outbound & Inbound

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Critical ingredients for successful employability programs

EMPLOYABILITY MATURITY DIAGNOSTIC TOOL:

- 1) Take international graduate employability seriously
- 2) Engage, educate and add value to employers
- 3) Provide opportunities for students across the lifecycle
- 4) Embed an experiential learning led approach
- 5) Build employability mindset and support involvement through micro-credentials and in-curriculum
- 6) Take a global approach with all students
- 7) Incorporate technology for scale & engagement


Rijnmeester, Nannette & Leese, Beaux, 2019, Study Queensland Employability Innovators in Residence Report, © Practica & Expertise in Labour Mobility

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DISCUSSION TIME

- Do you take a global approach for ALL students?
- (How) Do you build global employability skills into your curricula?
- Do you tech solutions to scale employability training?



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THANK YOU!!



Katie Orr
Director NSCC International, Nova Scotia Community College, Canada
[@iwom68](#)



Kate Moore
Vice President, Academic Internship Council, United States of America
[@KateMooreAIC](#)



Nannette Ripmeester
Director at Expertise in Labour Mobility Client Services Director i-graduate Europe
[@N_Ripmeester](#)





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AND ... The GAME is ON





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The link is only active during the AIEA conference, you can access it from 15 February to 24 February 2020

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