



NSCC INTERNATIONAL: PATHWAY TO STAY PROGRAM

PROGRAM EVALUATION

Project Background: The program was initiated as a pilot project to accommodate a group of up to 15 second year international students in the 2018/2019 school year. It then expanded in the 2019/2020 school year * with 100+ students expressing interest in participation and about 75 students chosen to participate. The program was designed to prepare international students who plan to stay, work and live in Nova Scotia for entering the world of work after they graduate and help them build key skills and attitudes valued by employers and develop professional habits to support them in building their careers in the province. The program also acts as a funnel to the Atlantic Canada Study & Stay™ program for select students who receive a recommendation based on their participation and effort in the Pathway to Stay program. [Course outline here.](#)

Our Role: We provided high level consultation services to support the program design and implementation for both the pilot and year two versions. We created and provided access to virtual pre-recorded skill building workshops for the duration of the program. Topics included: creating a job search and career plan strategy (Career Kickstarter™), writing effective resumes and cover letters, interviewing effectively in NS, and strategic networking. Additionally, each student was offered individual support (2- 4 sessions per student) through a dedicated En Point Career Strategist to help remove individual obstacles to career success and integrate workshop content into a career plan. Lastly we also supported the development and delivery of the Career Kickstarter Bootcamp held in Feb 2020, including delivery of an in person workshop on Personal Branding and facilitating an employer panel.

Success Metrics: Work term placements, Summer Job placements secured and the number of students who completed the program.

Results to date

- In year 1 (pilot), 15 students were chosen to participate and completed the milestones of the program.
- In year 2* ,75 students were chosen to participate, 8 withdrew, and 39 completed the milestones of the program
- Students developed skills in the areas of: career strategy, job searching, networking and building relationships, professional communication, LinkedIn and personal branding, resumes, and cover letters.
- Students gained an understanding of the Nova Scotia labor market and application processes typically applied by employers.
- Students leveraged individual support for their career challenges and opportunities through one-on-one meetings with an En Point Career Strategist.



*COVID-19 negatively impacted the program in year 2 given the immediate onset of the pandemic and subsequent consequences for students as the pandemic evolved, including implications for studies, living arrangements, jobs, and immigration.



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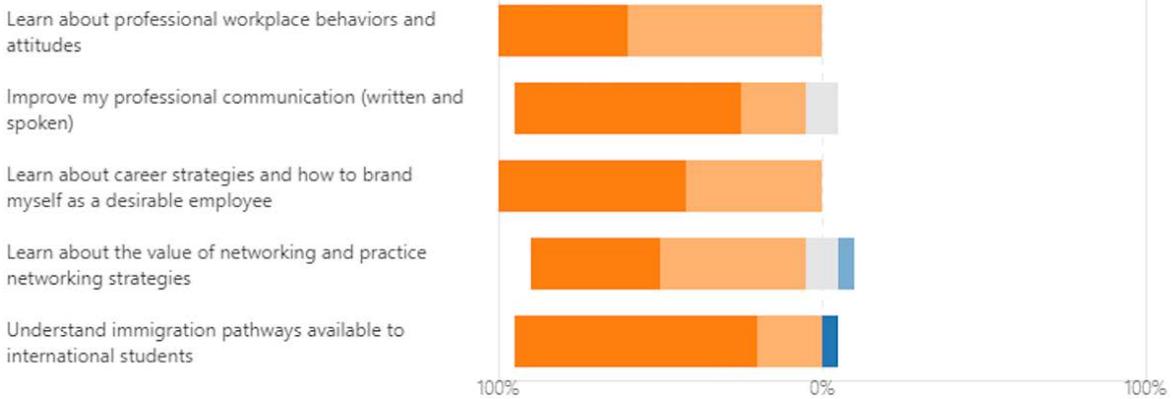
STUDENT FEEDBACK

1. Rank the following topics

Pre-course survey results

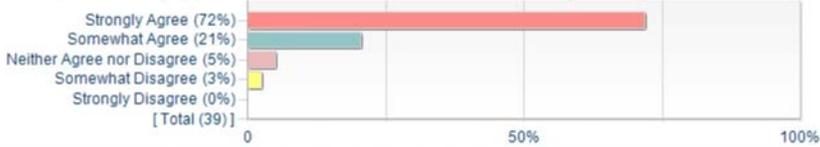
[More Details](#)

- Most important for me
- Very important for me
- Important for me
- A little important for me
- Least important for me



During and Post Program Feedback

1. Overall, the course/program content was relevant and contributed to my learning



Options	Count	Percentage
Strongly Agree	28	72%
Somewhat Agree	8	21%
Neither Agree nor Disagree	2	5%
Somewhat Disagree	1	3%
Strongly Disagree	0	0%

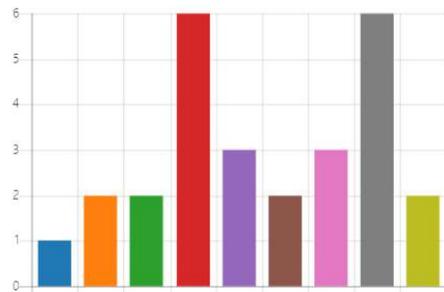
What aspects of the course content and/or instruction contributed most to your learning?

Comments
The videos helped me understand a lot.
I found it difficult to follow because we have to keep up with all our other subjects, but I think I just need to program better my time.
Discover my ability and work that is suitable for me
First, it is a guide to me to get my goal that is staying in Nova Scotia. Second, this course has the enough information to figure out what I need to do in the college and after the college.
With the intensity of the other courses, I was not able to do anything in this course
No one
I couldn't follow the course until now, because I was too busy with the other courses. I will go through it now during the holidays.
pathway to stay is a great online course. it helps me a lot, I wish I can stay here when I finish my program. I can find a lot of information through the course. Moreover, it also assisted me to find what I am good at, and many suggestions relating to a future career.
learn about culture, workforce, canadian environment
Online availability
I haven't much time to start this course during the term, I'm going to do it on holidays
Links resources feedback
The instructor answered all the questions promptly and displayed a great knowledge about the subjects
This is a course which I am still half-way to go... so I do not feel I can do a complete evaluation. But so far it is great!
Enjoy the webinars and the career gear activities
I regret a little bit have joined this course. I am super overwhelmed with school and work, and on top, I didn't know I would have to watch so many webinars, and have to do so many more assignments.

2. What topics would you like to discuss? Please choose 3.

[More Details](#)

- Career Goals: 1
- Professional Behavior: 2
- Professional Communication: 2
- Networking: 6
- Personal Branding: 3
- Resume & Cover Letter: 2
- Linked In: 3
- Immigration: 6
- Interviewing: 2
- Other: 0





NSCC INTERNATIONAL: PATHWAY TO STAY PROGRAM

RECOMMENDATIONS FOR FUTURE PROJECTS

1. Consider targeting students based on the groups discussed as follows:

- first year students starting their studies at NSCC this year who will need to secure work-terms and still feel a sense of community despite studying more online due to implications of COVID-19
- students that did not complete the Pathway to Stay program this year due to a number of extenuating circumstances as noted on page 1*
- second year students who completed the Pathway to Stay this year and want more support in their final academic year- our "super fans"
- students who have had to defer and whom NSCC International wants to cultivate a relationship with.

2. Create targeted messages to identify clear success metrics for each of the groups identified above during program recruitment. During sign-up have students complete an intake form to ensure that their objectives for participating line up with the program's success metrics.

3. Adopt a "choose your own adventure" model where students can access course material at any point throughout the program at their own pace. By providing suggested learning streams per the identified three student groups you can provide adequate, timely, and relevant support to students without having to run three concurrent separate programs.

4. Find ways to foster more student engagement, virtually or in person, both with program staff and each other. This could include:

- a facilitated meet-and-greet to introduce students to program team and each other at the start of the program,
- a bootcamp similar to what was done this year with a workshop followed by a debrief and action-plan setting discussion
- employer panel(s) once or twice throughout the year with a facilitated conversation and a student learning and action-planning debrief
- a virtual job/ career fair for WIL, volunteer, part-time, and/or full-time opportunities
- student led discussions for "points" or a bonus of some kind, i.e. an introduction to an employer or a coffee date with the President or a well known NSCC Alumni

5. Embed tracking into webinars and other course curriculum that monitors who reviews content/when/for how long/etc. This way we can more effectively trouble-shoot, offer immediate individual support on removing obstacles, and refer individuals back to resources throughout the program.



NSCC INTERNATIONAL: PATHWAY TO STAY PROGRAM

RECOMMENDATIONS FOR FUTURE PROJECTS- CONT'D

6. Reduce the number of required components.

- As discussed on several occasions we heard throughout the year that students had a hard time managing their time/ schedules to take advantage of the Pathway to Stay program so in addition to an "opt-in" model as per #3 above, we would suggest refining the number of required milestones per group and/or identifying the common items across those three student groups upon further discussion and confirmation of success metrics for subsequent programs.
- For example:
 - Once students watch the Career Kickstarter workshop, they can schedule a meeting with an En Point Career Strategist at their own convenience. We could set up a new intake form for your students that would encourage them to start to complete their Career Kickstarter worksheet (part 1 and 2) and Career in Gear prior to meeting with the En Point team so that they can come prepared but not have these be obstacles to meeting.
 - For first year students, completing the Careers in Gear assessment, watching the Career Kickstarter webinar, completing the Career Kickstarter worksheet (part 1-2), and meeting with an En Point Career Strategist at least once provide students a good starting point.

Thank you for the opportunity to support your international students in achieving career success here in Nova Scotia.

I am happy that I attended the workshop and gained useful information regarding my pitch. Additionally, the panel provided valuable information, especially what to do and not do in an interview. -Venice Johnson, Career Kickstarter Bootcamp

There was diversity in the opinions of the conversations that were held. It is good to know that employers are very interested in new international graduates. -Anonymous, Employer Panel

The employers were very honest, knowledgeable and eager to share tips and experiences. They were approachable, friendly, encouraging and very giving of their time. -Anonymous, Employer Panel

I would like to thank you for all the precious information and tips that you gave to us during the session. It will be very helpful to get the 'dream job'. -Andrea Heloisa Villatore, Career Kickstarter Workshop