



UNIVERSITY OF  
CALGARY

# No Turning Back

## Embracing Disruptive Innovation in Campus Career Services

Nora Molina, BA, MBA  
Director, Career Services  
Student and Enrolment Services

December 1, 2020

# Today

1. Embracing Uncertainty
2. Shifting Mindsets
3. Taking Action



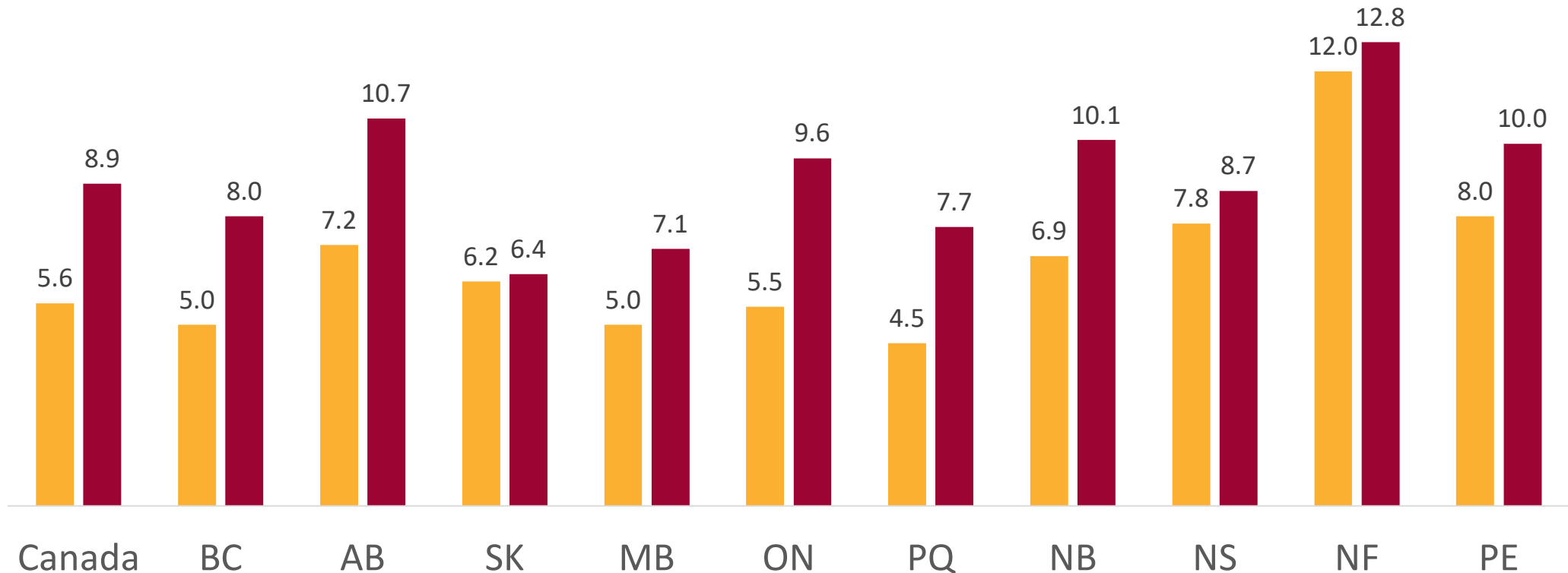
# Uncertainty

New grads are entering the most uncertain job market we have seen.



# Provincial Unemployment Rates

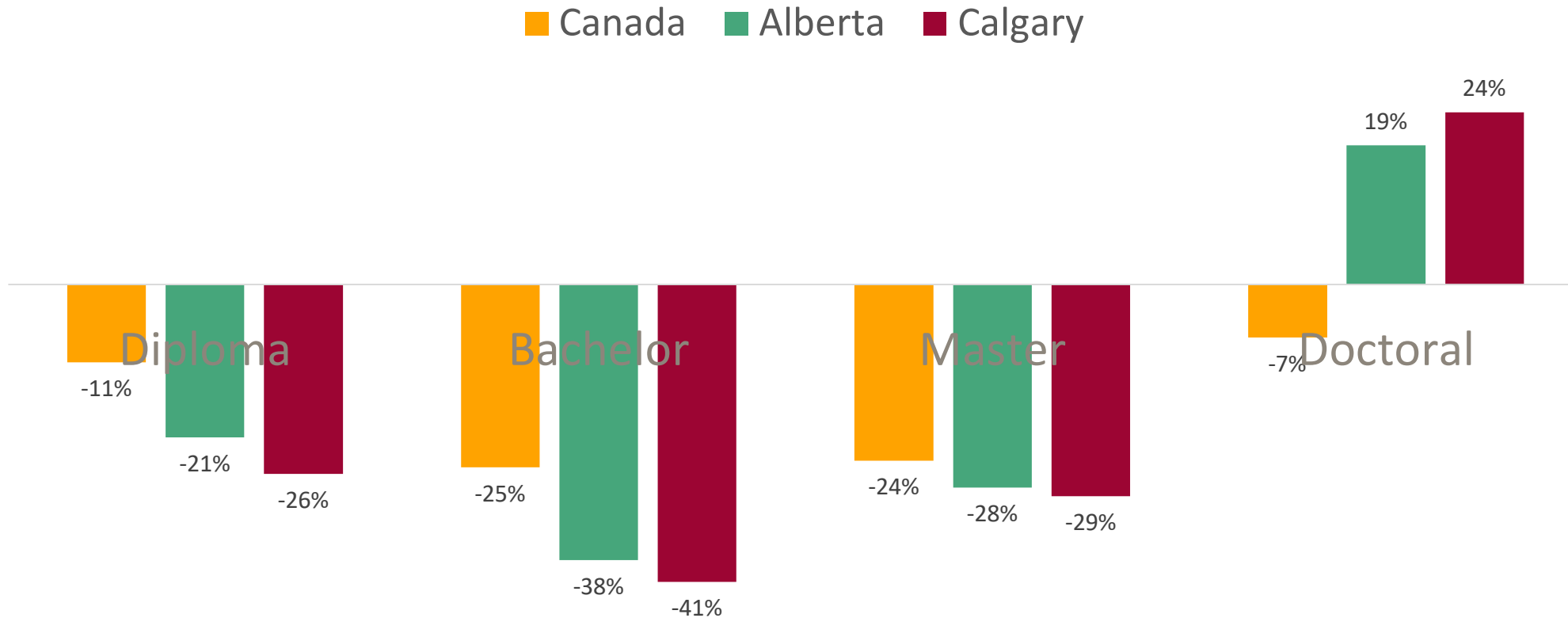
■ Feb-20 ■ Oct-20



Source: Statistics Canada <https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1410028703>



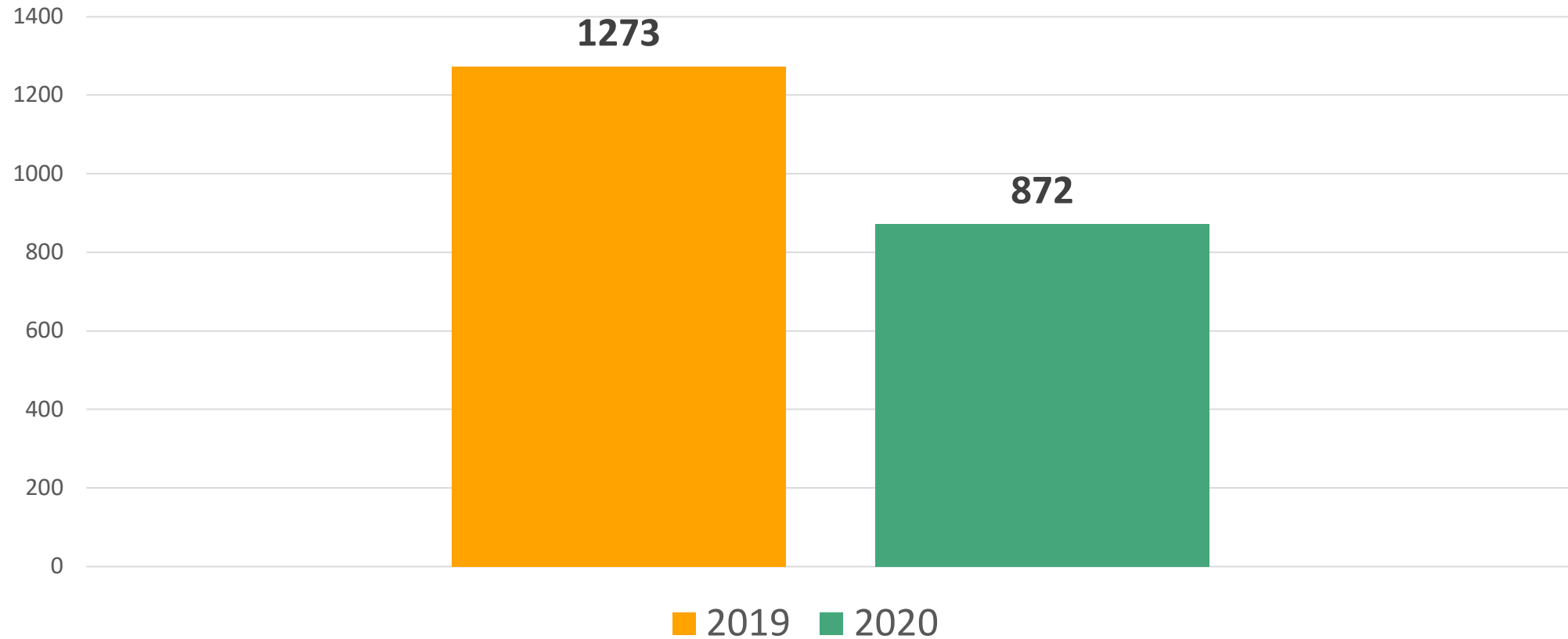
# Job Loss / Gain Six-months Post-Pandemic



Source: Burning Glass, Labour Insights: Data comparison from Oct-19 to Mar-20 to Apr-20 to Sep-20



# Student Job Postings - CareerLink



# Social impact of all this

- Downside...

- Health
- Domestic violence
- Suicides
- Drug overdoses
- Bankruptcies

- Upside...

- Cleaner air, cleaner water
- Back to basics – home-cooking, sewing
- Families spending more time together
- Some are saving more

# Shifting Mindsets

"I haven't failed,  
I've just found 10,000  
ways that won't  
work."

Thomas Edison



# What's needed now

1. Accept discomfort
2. Look within
3. Think beyond today
4. Embrace agility and innovation



# Disruptive Innovation

- Wikipedia – innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market-leading firms, products, and alliances.

**NETFLIX**



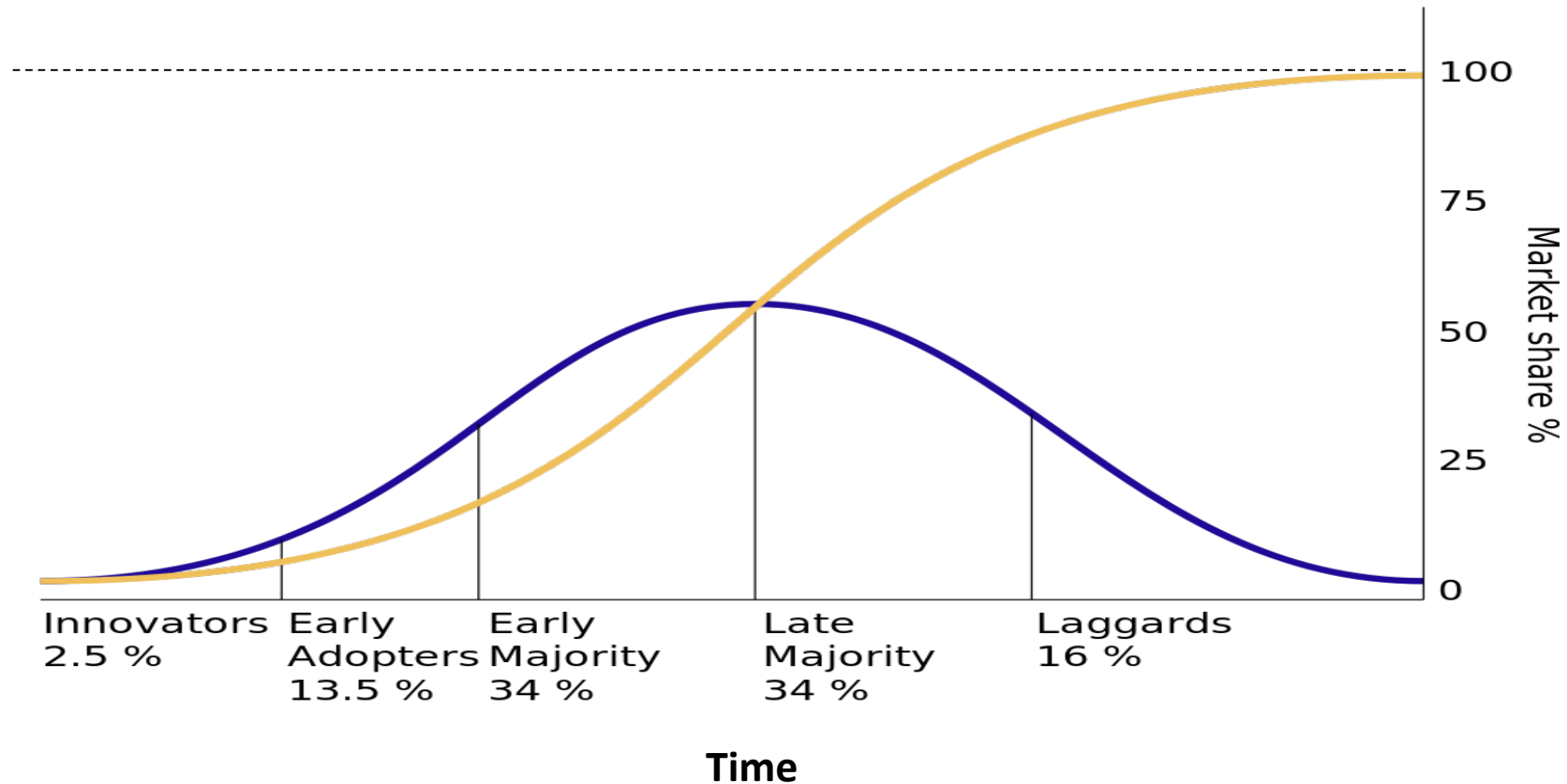
**Uber**



Source: <https://www.christenseninstitute.org/disruptive-innovations/>



# Innovation adoption curve



Source: [https://en.wikipedia.org/wiki/Diffusion\\_of\\_innovations](https://en.wikipedia.org/wiki/Diffusion_of_innovations)

# Taking Action

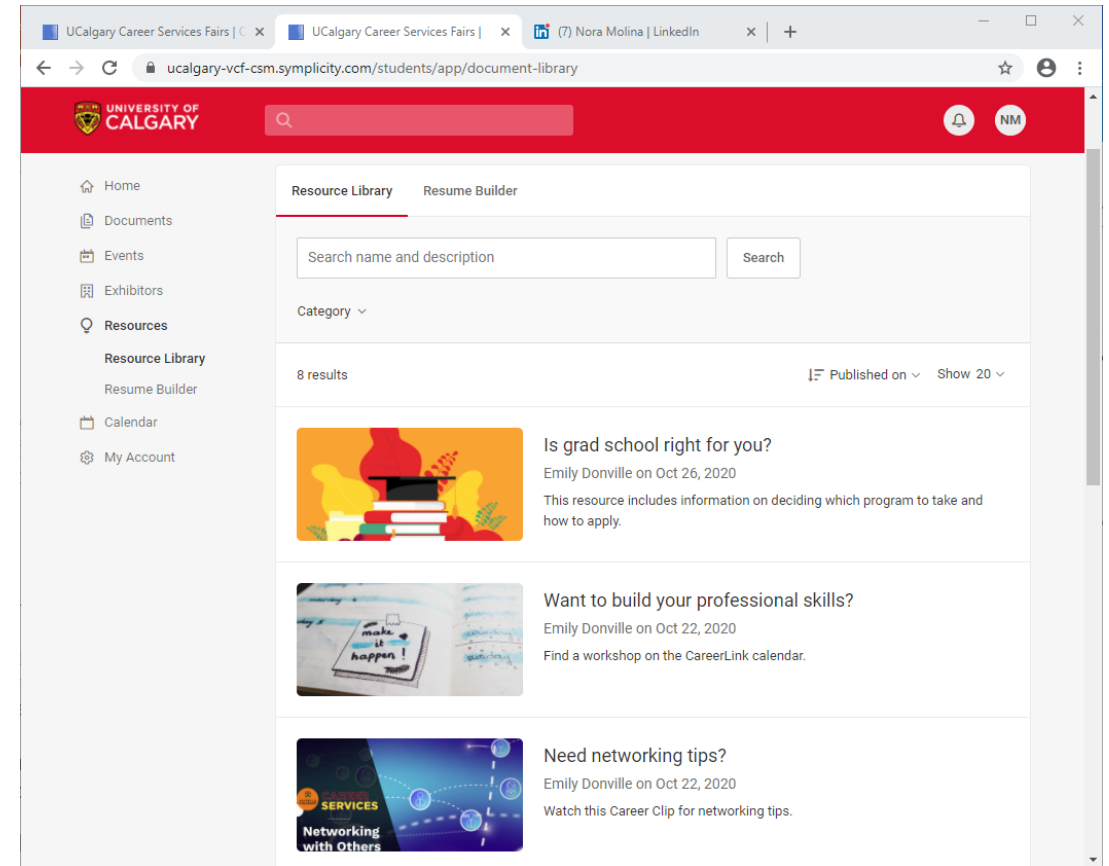
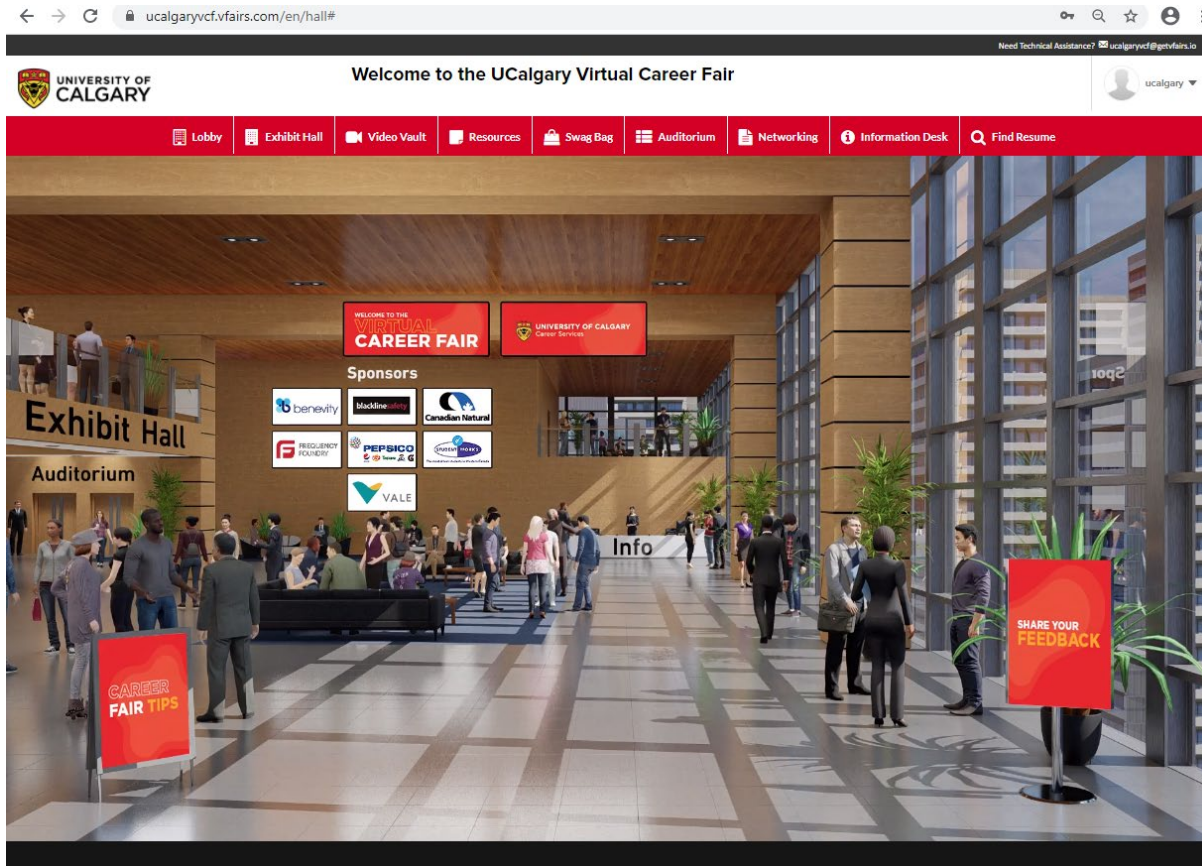
“Permission to make mistakes, just don’t bet the farm.”

# Tactical – all things virtual!

- Daily Drop-Ins
- Workshops
- Appointments
- Information Sessions
- Networking
- Fairs

Share your success: [www.menti.com](https://www.menti.com) Code 20 66 29

# “Test drives” and “kicking tires”



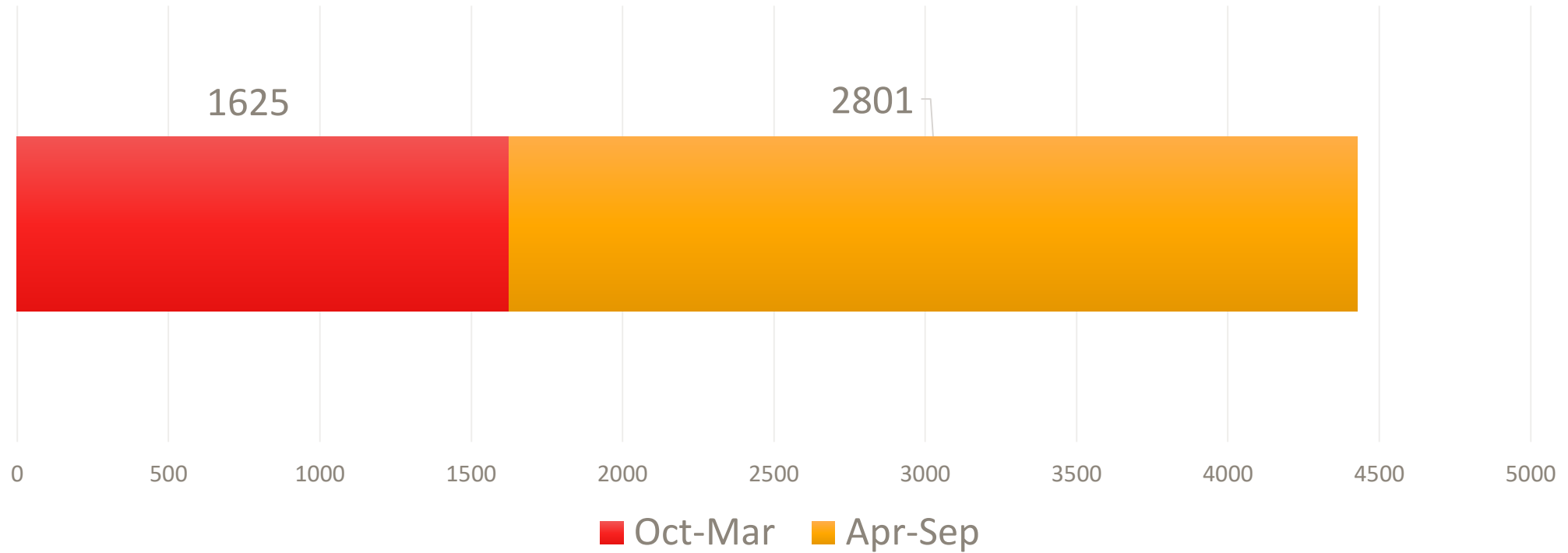
# Virtual Career Fair Experience

1. Smaller scale event 35-40 exhibitors
2. Focused student attention
3. Major learning curve!



# Student Attendance at Workshops

Six-month Pre and Post Pandemic = 72% increase





# Student Engagement

## Comparing Apr-Aug 2019 and Apr-Aug 2020:

- 1:1 appointments declined by 15%
- Appointment cancellations dropped from 21% to 10%
- Workshop attendance increased **37 times** from 34 to 1,255
- Workshops no shows dropped from 9% to 0.4%
- ***Overall, 37% increase in students served within 5 months***

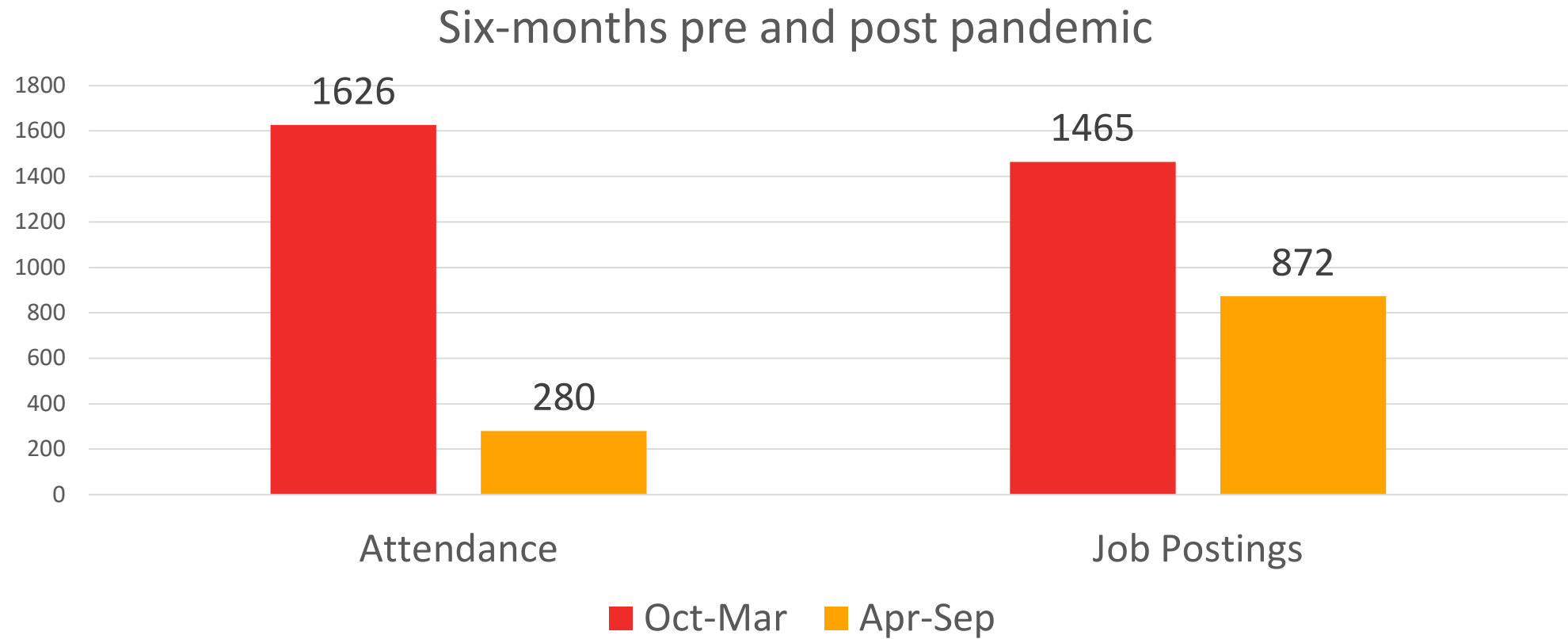
# Student Engagement

- Student are being more pro-active
  - 2<sup>nd</sup> & 3<sup>rd</sup> year student engagement increased from 21% to 36%
  - More intentional career exploration
- Gender differences in student engagement
- Female identifying students account for:
  - 58% of appointments
  - 56% of attendees at workshops
  - 45% of attendees at employer information sessions

# Is virtual here to stay?



# Employer Engagement





# Will career fairs return?



**What's your prediction?**

[www.menti.com](http://www.menti.com)

Code 20 66 29

# “Recovery is Digital”

Todd Hirsch, Chief Economist, ATB Financial

# What this means for Career Services...

1. Virtual services are here to stay
2. Delivering more scalable online programs
3. Global reach across borders – diversity, inclusion, employment
4. Preparing students for the new workplace - providing insights on successful remote work habits
5. Possibly supporting onboarding success

# Is the handshake a thing of the past?





# Questions?

Let's connect:

[nora.molina@ucalgary.ca](mailto:nora.molina@ucalgary.ca)

<https://www.linkedin.com/in/noramolina/>