

EVALUATION & WRAP-UP REPORT

Unlocking the Career Development Value of Experiential Learning

CERIC-OneLifeTools project. May 31, 2022

The screenshot shows the homepage of the Wayfinder Search Site. The background is a light purple with a bokeh effect of pink and white circles. At the top, the text "Wayfinder Search Site" is displayed in a blue and orange font. Below it, the subtitle "Find Reflective Practice Resources" is followed by the tagline "to enhance Career Development within Experiential Learning". A search bar with a dropdown menu set to "All" and a yellow "SEARCH" button is positioned below the subtitle. To the left of the search bar, a quote reads: "No matter what subject you teach or program you lead, you can and should connect experiential learning to universal career development outcomes through reflective practice design." Below the quote is a citation: "- from Report on Unlocking Career Development (CERIC-funded, OneLifeTools project, 2021)". To the right of the quote, under the heading "Resource Categories:", there are four icons with labels: "Tool" (Specific tool or resource), "Network" (Mutual support groups), "Concept" (Resources in a theme), and "Catalogue" (Resource collection). At the bottom, three PDF icons are shown with the titles "MAKER'S AUDIT & GUIDE", "LITERATURE SEARCH & ABSTRACT", and "LITERATURE SEARCH ONLY". On the right side of the page, there is a vertical navigation bar with three buttons: "Contact us" (orange), "Feedback" (blue), and "Franglais" (green).

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1 Project Overview

This brief evaluation report concludes the CERIC-funded, OneLifeTools project, “Unlocking the Career Development Value within Experiential Learning.” It is the final deliverable, covering evaluation on the use, utility and impact of the Wayfinder Search Site, and recommended changes.

The main deliverable of the project, Wayfinder Search Site, and related Maker’s Audit & Guide, and Literature Search is here <https://ceric.ca/wayfinder/>

1.1 Project Timeline

While the project timelines were influenced by the global pandemic, the project team met anticipated timelines and complete all the project milestones in a reasonably timely manner, as shown in the timeline table below.

2022 May	Project Evaluation Report submitted
2022 April	Wayfinder Search Site launch at CERIC Webinar. Evaluation continues
2022 Jan-April	Evaluation continues: Feedback collected, analyzed and Wayfinder updated
2022 January	Wayfinder Search Site preview & soft launch at Cannexus22. Evaluation begins
2021 Sept-Dec	Wayfinder Search Site development through iterative stages
2021 August	Background Report submitted, with findings of scan, lit search, Wayfinder design
2021 July	Survey of practitioners completed
2021 June	Key informant interviews completed
2021 March	Scan of resources and literature search completed
2021 January	Learning Agreement between CERIC and OneLifeTools finalized and signed
2020 August	OneLifeTools proposal is submitted by deadline
2020 May	CERIC’s RFP released

2 Deliverables & Dissemination

Five main deliverables anticipated in the RFP are briefly described below.

2.1 Wayfinder Search Site & Makers Audit & Guide

Described in the RFP as an “easily accessible (online or downloadable) and culturally inclusive resource,” Wayfinder Search Site and accompanying downloadable Makers Audit & Guide and Literature Search, fulfill this deliverable’s requirements. Find Wayfinder here <https://ceric.ca/wayfinder/>

The RFP asked that this resource “supports building/enhancing reflective practice into an Experiential Learning program for anyone currently delivering or considering delivering such a program.” With 300+ entries in Wayfinder’s database, practitioners now have a curated place where they can find tools, networks, concepts and catalogues to help them build or improve reflective practice within experiential learning programs.

In particular, the Makers Audit & Guide offers a helpful audit, and a selection of useful questions and prompts that practitioners can use right away. While the Wayfinder Search Site takes users to resources on the internet the Guide gives them a selection of what they say they need most. The “Reflective Map” positioned at the end of the Guide was mentioned many times in our feedback. It helps practitioners organize their reflective practices within an experiential learning program.

2.2 Background Report

Submitted August 2021, our 42-page Background Report included:

- Literature Search findings
- Resource Scan findings
- Findings for Key Informant Interviews
- Findings from Practitioner Survey
- Findings from informal student focus group
- Moving forward: What we found about the overlap between Reflective Practice and Career Development in Experiential Learning, and what is needed practically
- Recommendations for the Wayfinding resource
- Draft of Maker’s Audit and Guide

2.3 Literature Search & Abstract

We conducted a literature search described in the Background Report and resulting in two documents now linked to Wayfinder Search Site. Lit Search Only includes 160+ articles, many with direct links. Lit Search & Abstract adds to the 160+ articles with 8+ pages of insights and explanation drawn from our Background Report.

2.4 Knowledge Dissemination

Insights from the project, and demonstration of Wayfinder Search Site have occurred so far at three conference presentations – Cannexus22, Contact 2022, CEWIL Canada – as well as a well-attended CERIC free webinar, a CareerWise blog post, and a presentation to CEWIL Canada’s leadership team. The Wayfinder will be demonstrated at NCDCA in June, 2022. More knowledge dissemination will still occur. The following lists knowledge dissemination activity in chronological order.

2.4.1 Cannexus22 presentation

Mark Franklin, Rich Feller, Lisa Bauman and Mike Stebleton presented at Cannexus22, January 2022.

Title: “Connecting Career, Experiential Learning and Reflective Practice: CERIC-OneLifeTools Project”

Link: <https://cannexus22virtual.sched.com/event/nE3J>

The Live Session was well attended and engaged learners with an overview of the project and included a brief demo of Wayfinder Search Site. See “Cannexus22 Highlights” in “Evaluation & Feedback” below.

2.4.2 CERIC Webinar

Mark Franklin, Rich Feller and Lisa Bauman presented a free CERIC webinar, April 8, 2022.

Title: “How Experiential Learning Supports Career Development Through Reflective Practice: Wayfinder Practitioner Tool Launch”

Link: <https://ceric.ca/ceric-events/webinars/how-experiential-learning-supports-career-development-through-reflective-practice-wayfinder-practitioner-tool-launch/>

The Webinar had 600 people enrolled and approximately 250 attended, many more accessing the recording on CERIC’s site. The webinar engaged learners with an overview of the project and included a more extensive demo than the Cannexus22 presentation, of Wayfinder Search Site. See “CERIC Webinar Highlights” in “Evaluation & Feedback” below.

2.4.3 CareerWise blog post

Mark Franklin, Rich Feller and Lisa Bauman wrote and published, with support of CERIC's Lindsay Purchase, a CareerWise blog post, March 2022.

Title: "Reflection in experiential learning: A Wayfinder to better career development outcomes."

Link: <https://careerwise.ceric.ca/2022/04/01/reflection-in-experiential-learning-a-wayfinder-to-better-career-development-outcomes/#.YottEajMJEY>

2.4.4 Contact Conference

Mark Franklin, Rich Feller and Lisa Bauman presented at Contact2022, by Saskatchewan Career Development Association, May 3 & 4, 2022.

Title: "Connecting Career, Experiential Learning and Reflective Practice: CERIC-OneLifeTools Project"

Link: <https://contactconference.ca/schedule/>

2.4.5 CEWIL Canada Leadership team

Mark Franklin, Rich Feller and Lisa Bauman met on Zoom with CEWIL Canada's leadership team on May 10, 2022. For CEWIL Canada, the following were present: Charlene Marion, Natalie Chaumont, Jennie Nilsson, Krista Steeves, Kim Bracken, Sean Elliott. The purpose was to introduce the CERIC-funded OneLifeTools project, demo Wayfinder Search Site, and explore further ways to collaborate. We continue to explore ways CEWIL Canada may support further dissemination and professional development.

2.5 CEWIL Canada conference

Mark Franklin presented virtually at CEWIL Canada's annual conference on June 14, 2022.

Title: "Connecting Career Development, Experiential Learning and Reflective Practice: CERIC-OneLifeTools Project"

2.6 Evaluation report

This report serves as the fifth and final deliverable.

3 Evaluation and feedback

We received helpful and evaluative feedback from Cannexus22 participants, Wayfinder survey, CERIC Webinar post-event survey and through direct emails. Evaluation and feedback included some quantitative data and qualitative evaluation data. This section provides highlights of this feedback, and the resulting actions taken. More detailed evaluation and feedback data is provided in Section 5, Evaluation & Feedback Details.

For example, in the CERIC Webinar post-event survey, 94% of participants were satisfied or very satisfied with what they learned.

3.1 Actions taken based on evaluation and feedback

Based on evaluation and feedback we already took the following actions, as of May 31, 2022:

- "Français" tab added to Wayfinder Search Site with instruction for French-speakers to find French resources
- "Feedback" tab added to Wayfinder Search Site linked to Google Survey

- How-To demo video added to Wayfinder Search Site
- Edits and corrections to Maker's Audit & Guide
- Additional records added to Wayfinder Search Site
- 10+ broken links updated on Wayfinder Search Site (as of May 30, 2022)

3.2 Cannexus22 feedback

Mark Franklin, Rich Feller, Lisa Bauman and Mike Stebleton presented at Cannexus22, January 2022.

Title: Connecting Career, Experiential Learning and Reflective Practice: CERIC-OneLifeTools Project

The Live Session was well attended and engaged learners with an overview of the project and included a brief demo of Wayfinder Search Site. Cannexus22 participants overwhelmingly shared positive comments during the session. Here is a selection of comments as qualitative feedback. For more, see "Evaluation & Feedback Details."

- "At Career Trek experiential learning and reflection are an integral part of our programming. This resource is going to be so useful. Thank you." – Allison Kirkland, Director of Programs, Career Trek Inc, MB
- "The site you have created, and all the resources are incredible. In teaching new CDPs to be reflective, your resources are a motherlode of material that will help them on their way to being reflective practitioners who can also help clients in the reflective process." – Gillian Johnston, CCDP, Director CDPCBO & Professor, George Brown College, ON
- "Whether designing for co-curricular or curricular experiential learning, CERIC's new Wayfinder provides tools to link career development to reflective practice, to help learners make meaning of their experience, and better translate their learning to the workplace... I am thrilled about this new self-serve resource from CERIC and am already sharing with colleagues on- and off-campus how this can enhance learners' development in their activities." – Darlene Hnatchuk, Director, Career Planning Service (CaPS), McGill University, Montreal, QC
- "Reflection is one of the practices in our career framework. This is such a wonderful resource for us...I will be using the language of pre-reflection! Love it!" – Witty Sandle, Manager, Centre for Career and Calling, Career and Vocational Counsellor, The King's University, AB
- "WOW, what a complete site! Cannot wait to explore further." – Sophie Savage, Professional Development Advisor and Coach, Alliance des cadres de l'État, QC

3.3 Wayfinder survey feedback

We received six records in our feedback survey. Comments include:

- Look and feel: "Simple, short, and only two pages are all great." "Easy to follow, clean."
- "Great job. This will be a valuable resource to educators and students as well as employers"
- "Great work, very useful contribution to the field."
- Maker's Audit & Guide: "It's great not very text heavy and has some good visual demonstrations. It helped me have more clarity about EL, CD, and RP especially the ADDRESSING IMBALANCES part."
- Suggested changes: "Add a small demonstration video."

3.4 CERIC Webinar post-event survey feedback

Mark Franklin, Rich Feller and Lisa Bauman presented a free CERIC webinar, April 8, 2022.

Title: “How Experiential Learning Supports Career Development Through Reflective Practice: Wayfinder Practitioner Tool Launch”

Questions from the post-event survey and highlights of responses follow:

How satisfied were you? 51 responses. Very Satisfied, 28 (55%), Satisfied, 20 (39%), Neutral, 3 (6%)

Why did you join the webinar?

- Improve the design of employment programs and better facilitate learning
- Always interested in critical reflection, but I am particularly interested in the connection of CD, EL and RP. We are piloting an "Experiential Learning in the Workplace" course in the fall, and I intend to explore Wayfinder as we develop the course.
- My relationship with Mark and Rich. They have provided me with valuable tools in the past.

What are 2 or 3 things you learned?

- Excellent examples of how to search for resources on Wayfinder such as the RP one pager from OCADU
- 3 stages: pre, during and post. DEAL model and other guides for good frameworks and questions.
- I really liked the reflective map.

To what degree would you say this content can have an impact on your work?

- Very high, 7 (16%). Medium-high, 19 (42%). Moderate, 17 (38%). Limited 2 (4%).

4 Recommendations

Flowing from the feedback, we offer the following recommendations to maintain and improve Wayfinder Search Site and Maker’s Audit & Guide.

4.1 Maintain Wayfinder Search Site

Monitor and review Contact Us and Feedback messages and project email account.

Add new records to Wayfinder emerging from review.

Fix broken links and remove inactive records from review at scheduled intervals.

4.2 Analyze new and existing feedback and update Wayfinder

Gather and organize all new and existing feedback and prioritize a list for implementation. For example, one likely priority update is to improve Wayfinder Search ability by refining search parameters, e.g. EL Type, and adjusting ‘tagging’ of records. This is a significant effort, which would require adequate resources to be carried out.

4.3 Expand French Resources

Elicit feedback from a selection of Francophone Wayfinder users to get 10+ more French resources. For example, CEWIL Canada has a French speaking leader who can provide feedback and insights.

4.4 Improve Maker’s Audit & Guide

Add 10+ more reflective practice sets of question and prompts.

4.5 Design & deliver Professional Development

Develop a workshop series possibly offered by CERIC as paid professional development. Potential partners or sponsors can be explored as part of this recommendation. A 3-session PD program might include:

- Reflective practice frameworks and theories applied to career development. What makes for quality RP.
- Reflective Map. What it is and how to use it to identify pre-, during-, and post-experience reflection activities.
- Application of a selection of existing RP tools and resources from Wayfinder.

4.6 Advance the EL-CD-RP Imbalances model within the literature

Encourage CERIC and authors of related articles and content to include the Experiential Learning, Career Development and Reflective Practice Imbalances model. This model which appears in our Background Report and in the Makers Audit & Guide can support the ongoing work to change Experiential Learning by unlocking its Career Development value.

CERIC can promote the Experiential Learning, Career Development and Reflective Practice Imbalances model within future publication submissions to advance its adaptation within theory building.