



Government  
of Canada

Gouvernement  
du Canada

This project is funded by the Status of Women Canada

# “WISE by Plan”

## Resources and Educator’s Guide for Youth

Cannexus, January 2016

Madelaine Currelly

Community Training & Development Centre

# WISE By Plan

- ▶ Status of Women Canada funded a 3 year project to study economic security for rural women.
- ▶ The focus of the project: the local economy, Job Search Strategies, Financial Literacy
- ▶ Job search strategies and Financial Literacy are inextricably linked. Economic Security requires an understanding of both

# Priorities

- ▶ Based on the input from local women, the stakeholders identified the following two priorities:
  - Access to relevant information and resources in an unbiased, non-judgemental environment that is easy to understand
  - Relevant training for local opportunities and job search strategies including coaching and mentoring

# Our Outcomes

## ▶ Videos

- Women requested information that is accessible, easy to understand and in story-telling format
- Videos can be easily accessed by rural women. They will be available online, at local libraries and through local employment partners

# Our Outcomes

## ▶ Videos

- [Job A and Job B](#)
- [Research, Research, Research](#)
- [Effective Networking](#)
- [A Tailored Approach to Applying](#)
- [The Art of the Interview](#)

# Our Outcomes

- ▶ Virtual coaching for job search through online tool
- ▶ Job search strategies and job search process driven
- ▶ Only tool with virtual coaching capabilities
- ▶ 6 licenses

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

# Our Outcomes

## Community Workshops

- Held a series of community workshops on both Job Search Strategies and Financial Literacy throughout the rural communities in our county
- Connected with local high schools and offered to bring the workshops into the classroom

# Youth

- ▶ Workshops on Job Search Strategies and Financial Literacy across grade levels and subjects
- ▶ Distributed informal surveys to over 250 students



# Survey Findings

- ▶ Students want to learn more about Job Search Strategies
- ▶ Video is an effective method
- ▶ Humor is essential

# Project Extension

- ▶ Created a series of five videos specifically for youth
- ▶ Created a Guide to compliment videos for both Educators and Career Practitioners
- ▶ Designed series of supplemental materials that compliment the Ontario curriculum

# Videos for Youth

- ▶ Short, funny and relatable for youth
  - Identifying Job A and Job B
  - Effective Networking
  - Research, Research, Research
  - Tailored Approach to Applying
  - The Art of the Interview

# Educator's Guide

- ▶ Divided into 2 Sections
  - Grades 5 & 6
  - Grades 7–12
- ▶ Each section includes;
  - Summary of each clip
  - Key themes and concepts addressed in clip
  - Discussion questions and/or quotes to stimulate discussion

# Educator's Guide

- ▶ Clip Two: Effective Networking

**Running Time:** 1.06 minutes

- ▶ In this clip a male student is trying to get a job just through his close contacts on social media. His friend explains the right concept of networking to succeed in the Hidden Job Market

# Educator's Guide

## ▶ Key Words:

- Social Network
- Networking
- Strong ties (family and friends)
- Weak ties (acquaintances)
- Make contacts
- Hidden Job Market

# Educator's Guide

## ▶ Discussion Questions (Activity):

- Do you think that knowing people is important? Why?
- Is your social network enough to meet people? Why?
- Can your current social network help you to meet new friends?
- How big is your contact network right now?
- How might you expand your network?
- Do you currently have anyone in your network that can help you with your job search?
- Do you think that most people who look for a job use networking?
- Do you agree with the following statement? Research shows that weak ties (acquaintances) are more effective than strong ties (family and friends) in assisting us in our job search. Why?

# Educator's Guide

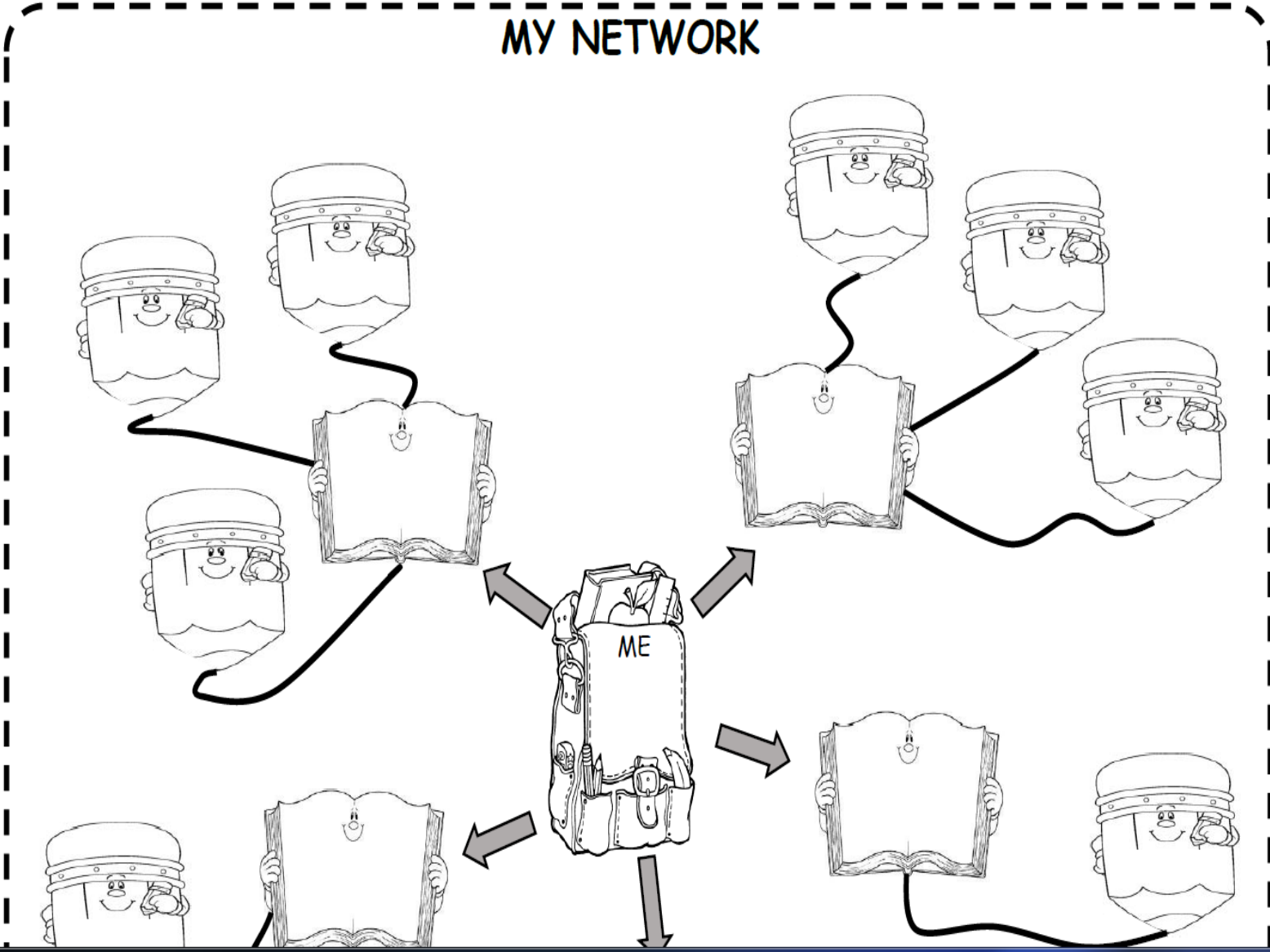
## ▶ Research Activities:

- Complete the networking worksheet to know the size of your network. (Appendix 14)
- Assess your social confidence and networking skills (Appendix 15, pages 1–3)
- You may want to visit some sites such as:  
<http://www.networkingforresults.com/dna/dna.php>



APPENDIX 8

MY NETWORK



## APPENDIX 16

### People You Know

The easiest way to build your network is to start with people you know very well and to move outward to acquaintances. People in your network may include:

Family, friends and friends of friends

---

People you met through previous positions

---

Classmates, instructors, staff you met in high school or university

---

People you know from living in another country, province or city

---

Neighbors and people in your present community such as the grocer, cleaner or librarian, religious, ethnic, language or other community groups

---

Professionals, such as doctors, lawyers, dentists

---

Organizations in which you volunteer

---

Sports or other interest groups

---

Parent groups or parents of your friends

# Educator's Guide

## ▶ **Networking Suggestions:**

- Try to meet three new people this week
- Create a network web to identify your contacts that could help you with your job search

## ▶ **Real work ideas the student can identify:**

- Your future success in job search is directly related to the number of contacts you have. Look for the people you might know who are already in your network. Use this list to help you find them (**Appendix 16**)

# Contact Us

Community Training & Development Centre

905-372-9967

[ctdclearningplace@outlook.com](mailto:ctdclearningplace@outlook.com)

Call or email for more information about  
resources

