

## **CareerMotion: A DEMONSTRATION PROJECT TO ASSIST PSE GRADUATES IN THEIR CAREER PLANNING**

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## **CareerMotion PRESENTATION**

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- 1. POLICY ISSUE**
- 2. ANALYTICAL FRAMEWORK**
- 3. RESEARCH HYPOTHESES**
- 4. STUDY DESIGN**
  - LMI INTERVENTION PACKAGE**
  - EXPERIMENTAL DESIGN**
  - DATA COLLECTION AND ANALYSIS STRATEGY**
- 5. OPPORTUNITIES AND CHALLENGES**

## CareerMotion POLICY ISSUE

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Both governments and individuals are devoting increasing resources to post-secondary education (PSE)

Between 1996 and 2006, public expenditures increased by 30 %

Between 2001 and 2006, number of degrees granted increased by 26 %

Most job openings are in occupations requiring PSE

In 2006, 56 % of jobs required a university degree or equivalent

Between 2001 and 2006, this proportion increased by 14 %

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## CareerMotion POLICY ISSUE

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Both the demand and supply for skilled workers are increasing.

However, there is no guarantee that the right candidate will be matched with the right job.

Between 20 and 30 per cent of PSE graduates work in low-skill occupations.

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## CareerMotion POLICY ISSUE

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There are various possible explanations:

- Lack of job opportunities
- Educational attainment does not reflect actual skills
- Individuals' willingness to accept lower-skill jobs
- Individuals' obligation to accept lower-skill jobs
- Other factors beyond the individual's control
- Lack of information

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## CareerMotion POLICY ISSUE

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Lack of information?

A variety of information sources are available to assist people in looking for a job and planning their career.

However, information has to be contextualized within the individual's career planning and job search process in order to be effective

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## CareerMotion ANALYTICAL FRAMEWORK

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Making career decisions is a complex process and involves more than access to information.

In vocational behaviour literature, the construct of *self-efficacy* is understood to play a major role in job search and career planning.

- Refers to individuals' beliefs in their capabilities to engage successfully in a given task or behaviour.
- Interacts with individuals' attitudes, personal interests, and goals as well as their social or environmental context in the decision-making process.

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## CareerMotion RESEARCH HYPOTHESES

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### ***Hypothesis 1:***

PSE graduates' **career decision-making skills** can be improved by providing them with Web-based, reliable, relevant, and useful LMI about job search and career planning.

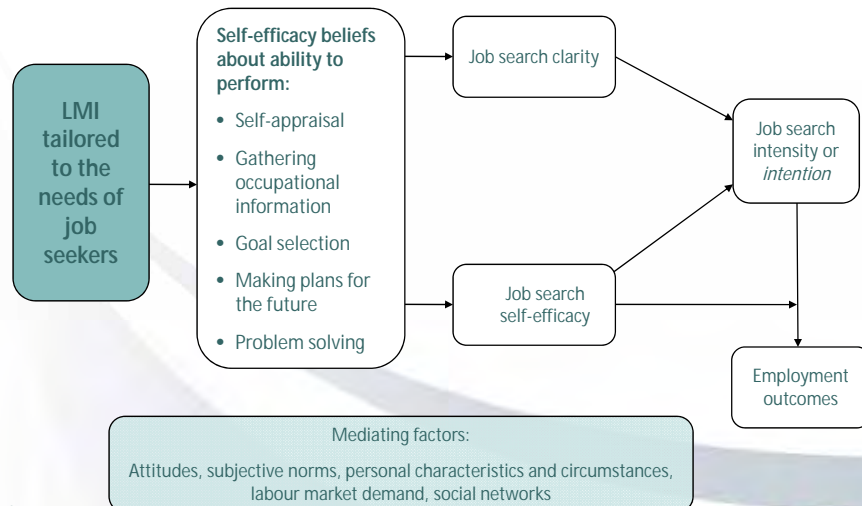
### ***Hypothesis 2:***

PSE graduates **job search and labour market outcomes** can be improved by providing them with a Web-based LMI intervention designed to improve key career decision-making competencies.

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## CareerMotion MODEL



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## CareerMotion LMI PACKAGE

Lesson 1: Giving job seekers LMI is not sufficient. Information needs to be mediated in a format that is tailored to the needs of potential users.

Lesson 2: Career interventions need to account for the cognitive aspects of the career planning and job search process.

Lesson 3: Effective career interventions share common elements:

- Assistance searching for and processing occupational information
- Use of written exercises
- Show participants models who have coped with similar decisions
- Engage participants in activities designed to help them build support from others
- Individualized interpretations and feedback

Lesson 4: Development efforts for career guidance Web sites should be based on fulfilling the specific information needs of clients.

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## CareerMotion LMI PACKAGE

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The CareerMotion Web tools are designed to:

- be highly navigable and logically constructed
- include an initial users' needs assessment
- offer value to the user, beyond the simple presentation of information
- provide learning outcomes associated with each resource so that users understand how they can benefit from them
- effectively accommodate users who will move sporadically through the intervention

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## CareerMotion LMI PACKAGE

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- *Who I Am*: Develop accurate perceptions of personal, environmental, and career preferences as well as job search tactics.
- *Occupations & Opportunities*: Understand the breadth of occupational and job search resources based on interests and trends.
- *My Goals*: Evaluate occupational and job search options against personal preferences and up-to-date economic factors.
- *Decisions & Plans*: Develop short- and long-range career and job search plans as well as personal strategies for achieving career goals.
- *Being Proactive*: Receive problem-solving strategies for improving job search efficacy.

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 MY TOOLS: [ACTIVITIES](#) [RESOURCE LIBRARY](#)

**Modules**

- Getting Started
- Who I Am
- Occupations & Opportunities
- My Goals
- Decisions & Plans
- Being Proactive

**WELCOME**

Welcome to your private CareerMotion website!

This website has been designed to support you in reaching your full career potential in this labour market. You will have access to this website and its modules for 5 weeks. It is recommended that you aim to complete one module each week. Tailor the website to meet your unique needs by completing the Career Questionnaire below. Once completed, you can begin by clicking on Getting Started.

**Career Questionnaire**

Complete this short questionnaire to personalize your online experience. The questions ask you about your current work experience and what you would most like to achieve through your participation. Once you have completed the questionnaire, topics relevant to your needs will be given a throughout the site.

To take the questionnaire, [CLICK HERE](#). Alternatively, you may begin by clicking [Getting Started](#).

**FEATURED RESOURCE**

WorkBC Career Pathways

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**LAST VIEWED**

Nothing

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**BOOKMARKS**

No bookmarks

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**Modules**

- Getting Started
- Who I Am
- Occupations & Opportunities
- My Goals
- Decisions & Plans**
- Being Proactive

**DECISIONS & PLANS**

The future is yours to create. Explore ways you can approach decisions about your career and job search. First strategies for setting short and long term plans in motion and learn about tools to stay motivated and organized. You can use the activity found in Decisions & Plans to build your personal plan.



**ACTIVITY**

Decisions & Plans

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**MODULE RESOURCES**

Decisions & Goals

Job Search Strategies

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**BOOKMARKS**

No bookmarks

Windows Internet Explorer

Address bar: <http://www.career-motion.ca/...>

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MY TOOLS [ACTIVITIES](#) [RESOURCE LIBRARY](#)

**Modules**

- Getting Started
- What I Am
- Occupations & Opportunities
- My Goals
- Decisions & Plans
  - Decisions I need to make
  - What I want to do to get where I want to be
  - How to move on to the right path
  - How to keep myself organized
  - Being Proactive

**WHAT I NEED TO DO TO GET WHERE I WANT TO BE**

Once you have made a decision, it is time to figure out how to get to where you want to go. **Creating an action plan** helps you stay focused on your goal and can also help you feel productive and successful during your job search.

**Setting an Action Plan**

To develop your action plan, start by brainstorming all the things you need to do to achieve your work goal. This may include activities like:

- Conducting more research
- Identifying companies you want to work for
- Preparing / updating your job search tools
- Enrolling in a course or training program
- Joining a professional association
- Making contacts in your field
- Managing personal / family circumstances (e.g. arranging child care)

Review the following resources for more information about developing a career action plan:

- [Workbooks - Career Action Plan](#)
- [OpenStax - Developing an Action Plan](#)

**Generating Momentum**

Once you have identified the activities you need to do to achieve your goal, you can start developing your action plan. This involves coordinating your career activities and establishing a schedule and timeline for accomplishing them. With an organized plan you will be more likely to stay on track and use your time effectively.

Read the following resource to generate ideas about what you can do to find work:

- [Covered by Effective Work Search](#)

**Starting Point**

If you are not sure where to start, go back to the goals and the timelines you identified in the My Goals activity. This might help you generate a starting point for action. Think about how you can work towards achieving your goal by taking a risk.

**ACTIVITY**

- Decisions & Plans
- MOBILE RESOURCES
- Decisions & Goals
- Job Search Strategy
- BOOKMARKS
- No Bookmarks

**CareerMotion.ca** **SADC SPSA**

**GET YOUR CAREER IN MOTION!** [JOIN NOW](#) [SIGN IN](#)

If you want more challenge and opportunity in your career, you are not alone. 30% of Canadians with a post-secondary degree are not satisfied with their jobs.

CareerMotion.ca is a pilot project to test the effectiveness of an innovative Web-based career guidance tool to help you make better use of your skills in the labour market. The tool was designed by career counsellors in British Columbia to provide relevant information and activities that can help you reach your full potential.

To participate, you must be under 40, have a degree from a Canadian college or university, and live in British Columbia. Don't wait! Enrolment is limited.

**Join CareerMotion.ca now and get your career moving!**

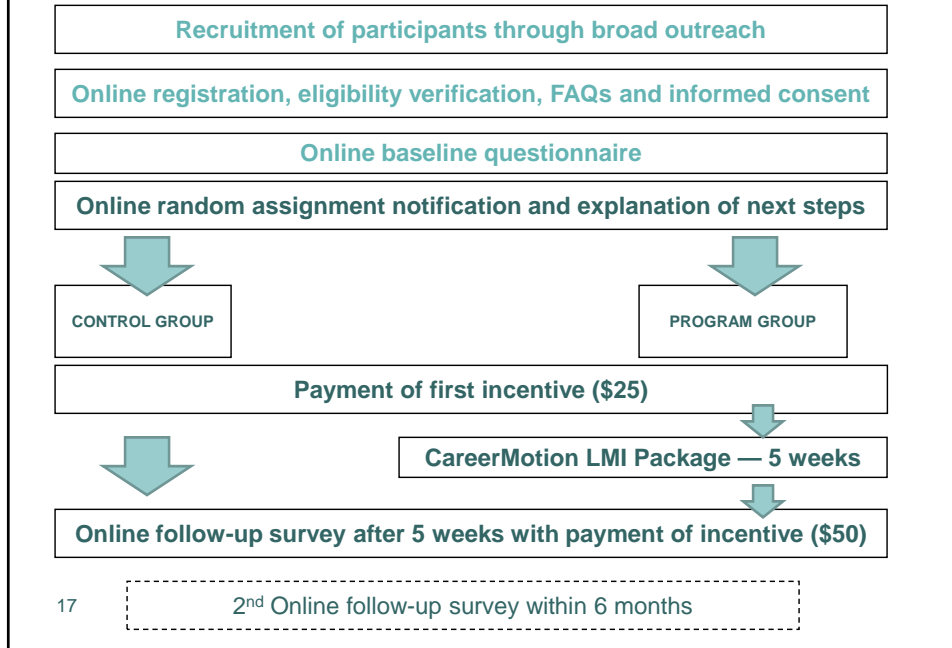
All participants who complete the pilot project will receive \$75.

**I WANT TO LEARN MORE >**

**YOUR NEW CAREER**

This project is funded by the Government of Canada **Canada**

## CareerMotion PROJECT FLOWCHART



## CareerMotion IMPLEMENTATION ANALYSIS

What worked – and *did not* work – during recruitment?

What are the characteristics of the volunteer participants? How do they compare to those of the target population?

What was the intensity of use of the LMI CareerMotion package?

### Data Collection: PMIS

Sample size and Statistical power of the analysis (MDEs)

Registration: name, age, gender, education completed, employment status

Program group members : Frequency of logging into the program, approximate time spent on each module, activities started and completed

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## CareerMotion IMPACT ANALYSIS

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Is the LMI CareerMotion package effective at improving participants' competencies in career decision-making?

How is dosage related to changes in participants' self-efficacy?

### Data Collection: Baseline and Follow-up Surveys

**15 psychometric scales:** Career Decision-Making Self-Efficacy, Job Search Clarity, Job Search Self-Efficacy, Job Search Intention and Intensity, Career Planning, Career Exploration

**Demographics:** age, gender, education, and household composition

**Employment:** part-time/full-time, occupation, wages, hours of work, unemployment duration, expected wages in next job

**Attitudes and Norms:** over-qualification, employment constraints, networking, job satisfaction

**Knowledge and Use of LMI**

**Program Satisfaction (Follow-Up)**

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## CareerMotion: OPPORTUNITIES & CHALLENGES

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Web-based interventions are the latest tools in the career development field.

CareerMotion is a unique opportunity not only to rigorously test Web-based LMI tools, but also to assess the added benefit of contextualizing LMI within an on-line career planning platform.

The CareerMotion model offers opportunities for enrichment of the intervention (e.g., e-counselling, discussion forums).

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## CareerMotion: OPPORTUNITIES & CHALLENGES

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Challenges to the study at this stage are:

- Recruitment of participants
- Response rates or *sample attrition*
- Dosage or intensity of use of tools