

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

**Shawn de Raaf, Shek-Wai Hui & Carole Vincent
CEA Meetings– June 2011**



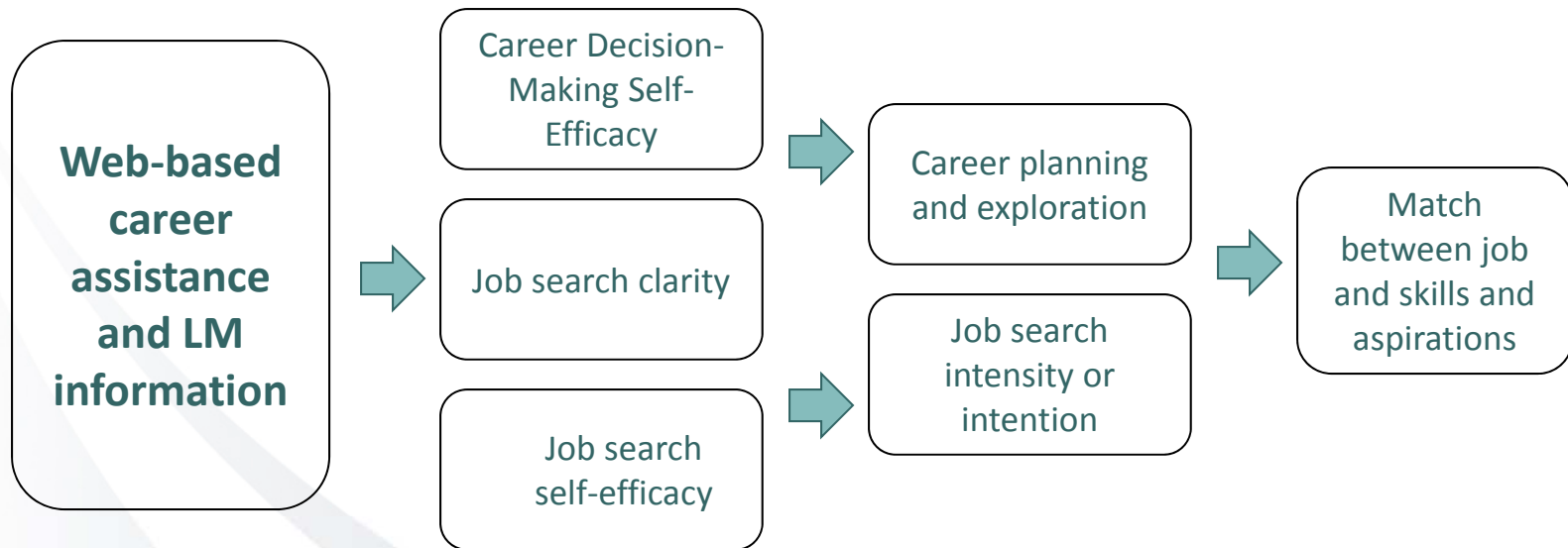
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CORPORATION**

**SOCIÉTÉ
DE RECHERCHE
SOCIALE APPLIQUÉE**

CareerMotion RESEARCH HYPOTHESES

- Will the provision of LMI through Web-based career guidance intervention increase participants' confidence in obtaining the type of career they want?
- Will participants who have greater confidence in identifying and finding a job that is suitable to their skills and experience be more effective in using LMI resources to search for and find that job?

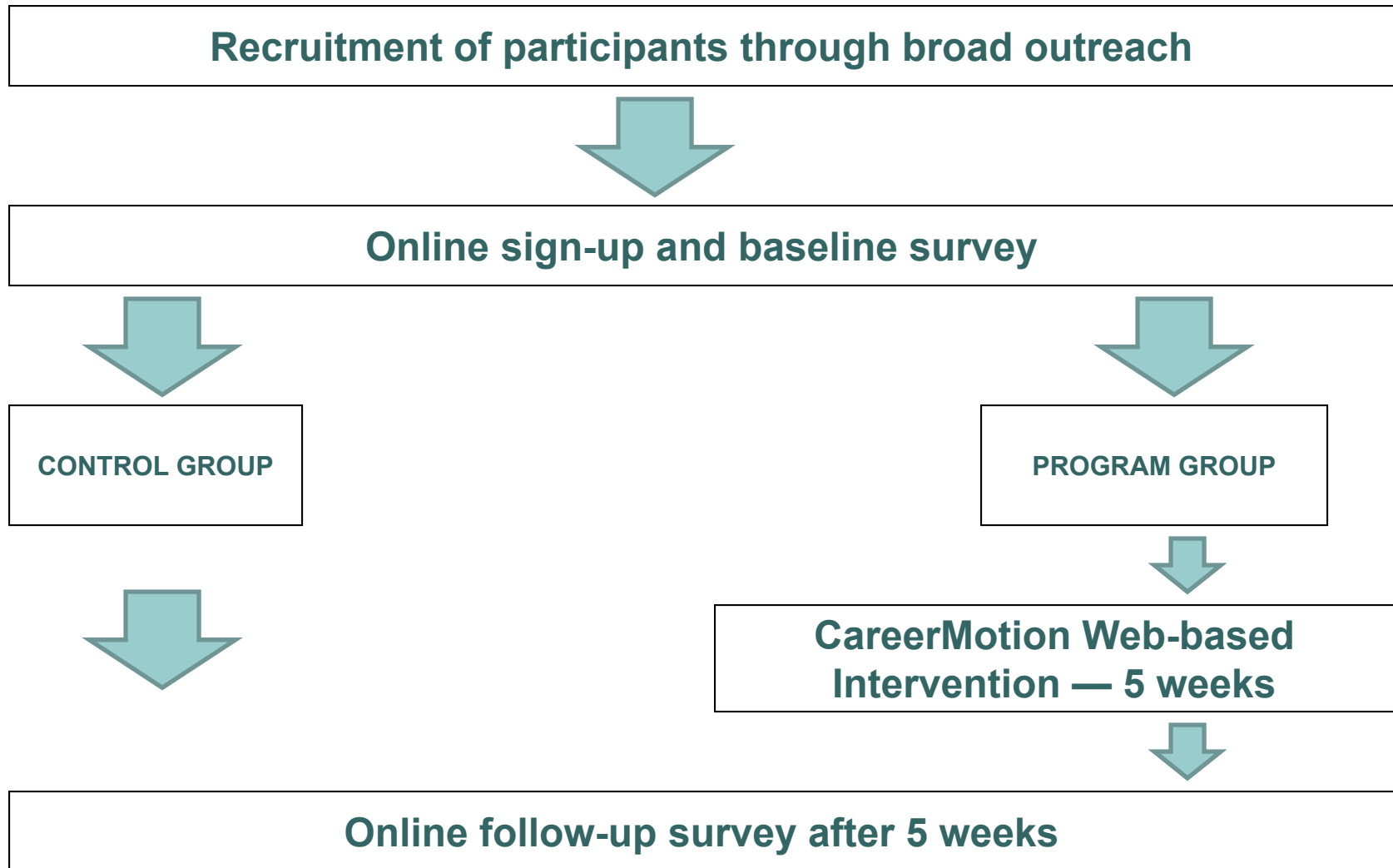
CareerMotion's Theoretical Model



Mediating factors:

Attitudes, subjective norms, personal characteristics and circumstances, labour market demand, social networks

CareerMotion PROJECT FLOWCHART



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> I'm on Employment Insurance

> I'm recently out of work

> I may be laid off soon

> I want to return to the work force

> I want to change careers

> I want to return to

CareerMotion.ca

GET YOUR CAREER IN MOTION!

Want more challenge and opportunity in your career?

Join our pilot project and see how our interactive career guidance tool can help you reach your full potential. Earn \$75 for your time.

Enrolment is limited - register now at CareerMotion.ca



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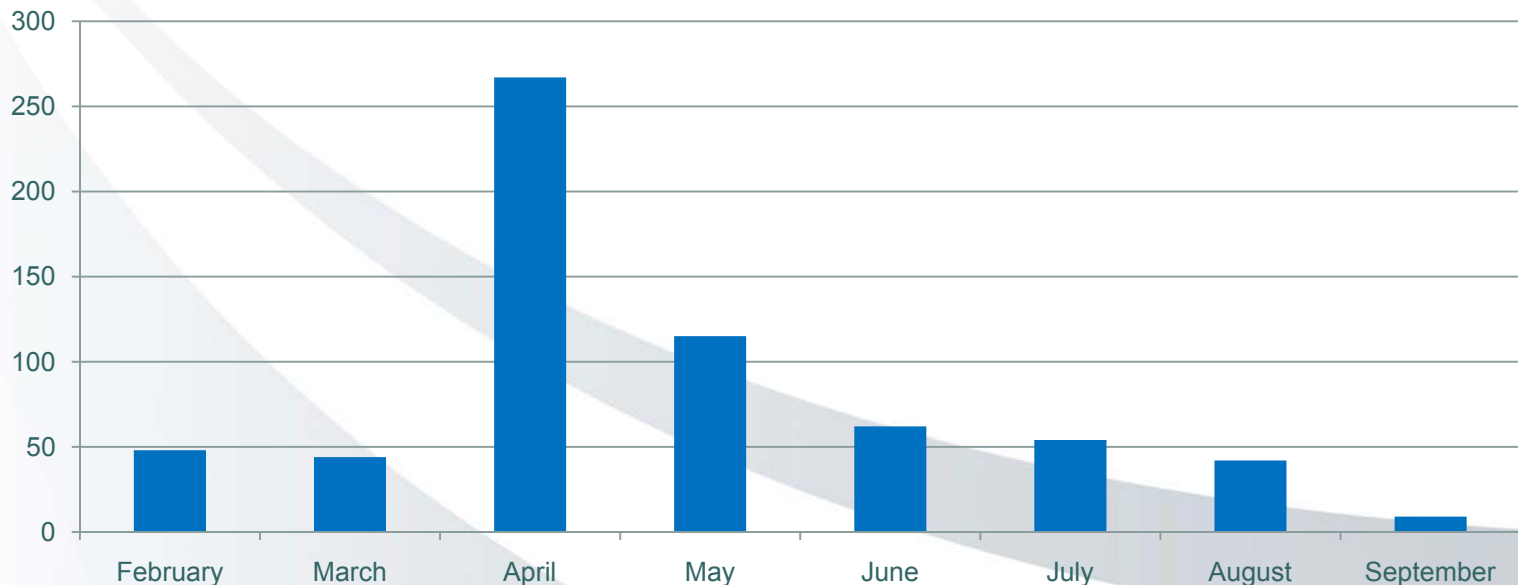
LinkedIn

SRDC SRSA

CareerMotion RECRUITMENT PROCESS

- Recruitment period: February to September 2010
- Eligibility criteria was relaxed in April along with introduction of refocused recruitment campaign

CareerMotion Registrations per Month (2010)



CareerMotion LMI INTERVENTION

Five-week Web-based package designed to increase participants understanding of their career prospects and improve their career decision making and job search competencies.

Links to existing high-quality LMI resources

- Information is accurate, up-to-date and appropriate to the needs of participants.
- Websites are easy to navigate and are maintained by a reputable authority.

CareerMotion WEBSITE

CareerMotion.ca

SRDC  **SRSA**
SOCIAL RESEARCH AND DEMONSTRATION CORPORATION | SOCIÉTÉ DE RECHERCHE SOCIALE APPLIQUÉE

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 >](#)

This project is funded by the Government of Canada

Canada



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](#)

LAST VIEWED

Nothing

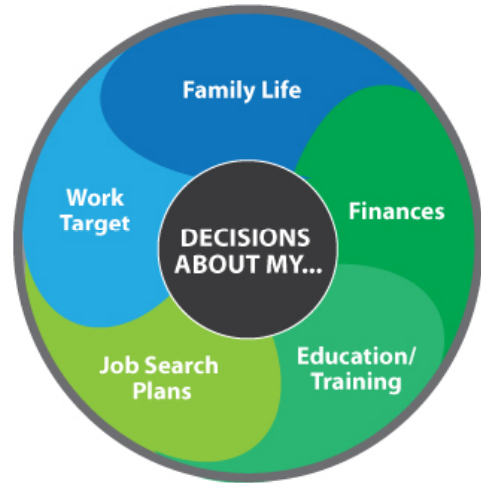
BOOKMARKS

No bookmarks

Modules	
▶ Getting Started	
▶ Who I Am	⚙️
▶ Occupations & Opportunities	⚙️
▶ My Goals	⚙️
▼ Decisions & Plans	⚙️
Decisions I need to make	⚙️
What I need to do to get where I want to be	⚙️
How I'll know I'm on the right path	⚙️
How I'll keep myself organized	
▶ Being Proactive	⚙️

DECISIONS & PLANS

The future is yours to create. Explore ways you can approach decisions about your career and job search. Find 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
MODULE RESOURCES
Decisions & Goals
Job Search Strategies
BOOKMARKS
No bookmarks



My Goals:

Evaluating your options and determining your goals

What Fits?

Use the charts below for each of the industry, occupational, or educational options are you considering:

What makes it a fit?

What doesn't fit about it?

Option #1

What do your values & interests tell you about it?

What do BC trends tell you about it?

Save

Close

Edit View

CareerMotion DATA COLLECTION

Website data collects information on:

- Number of visits, time on site, clicked links

2 surveys (baseline & 5-week follow-up) collect information on:

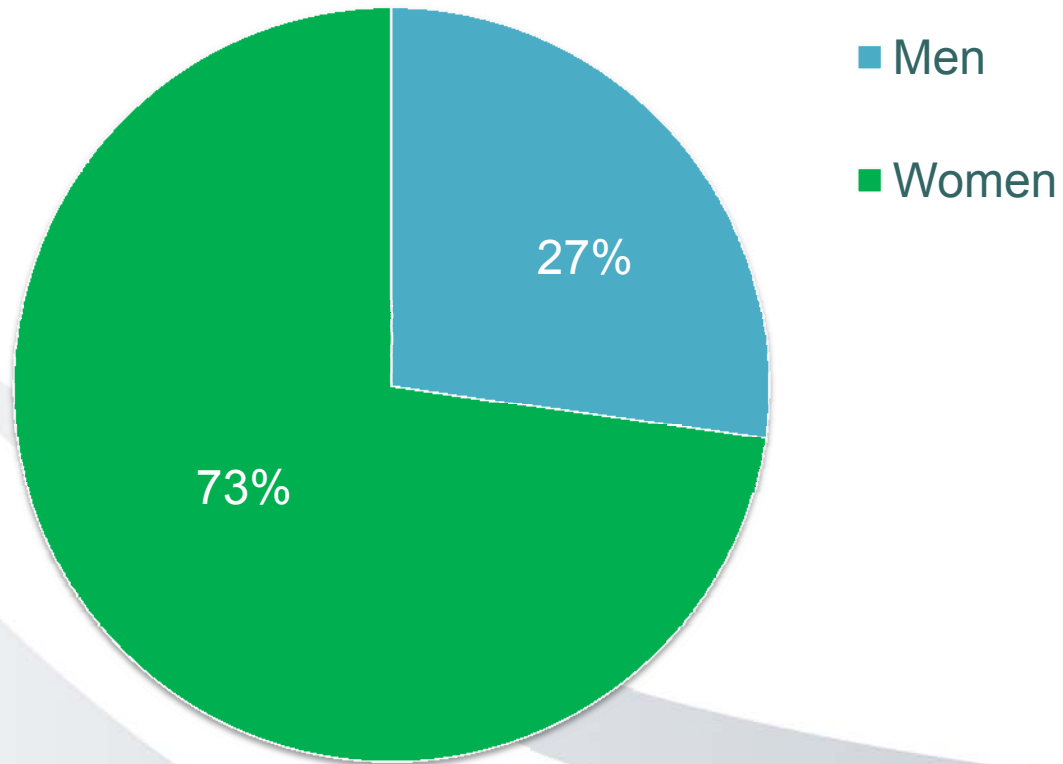
- **Demographics:** age, gender, education, and household composition
- **Employment:** schedule, wages, occupation, unemployment duration, expected wages in next job
- **Attitudes and Norms:** over-qualification, employment constraints, networking resources, job satisfaction

CareerMotion USE OF LMI PACKAGE

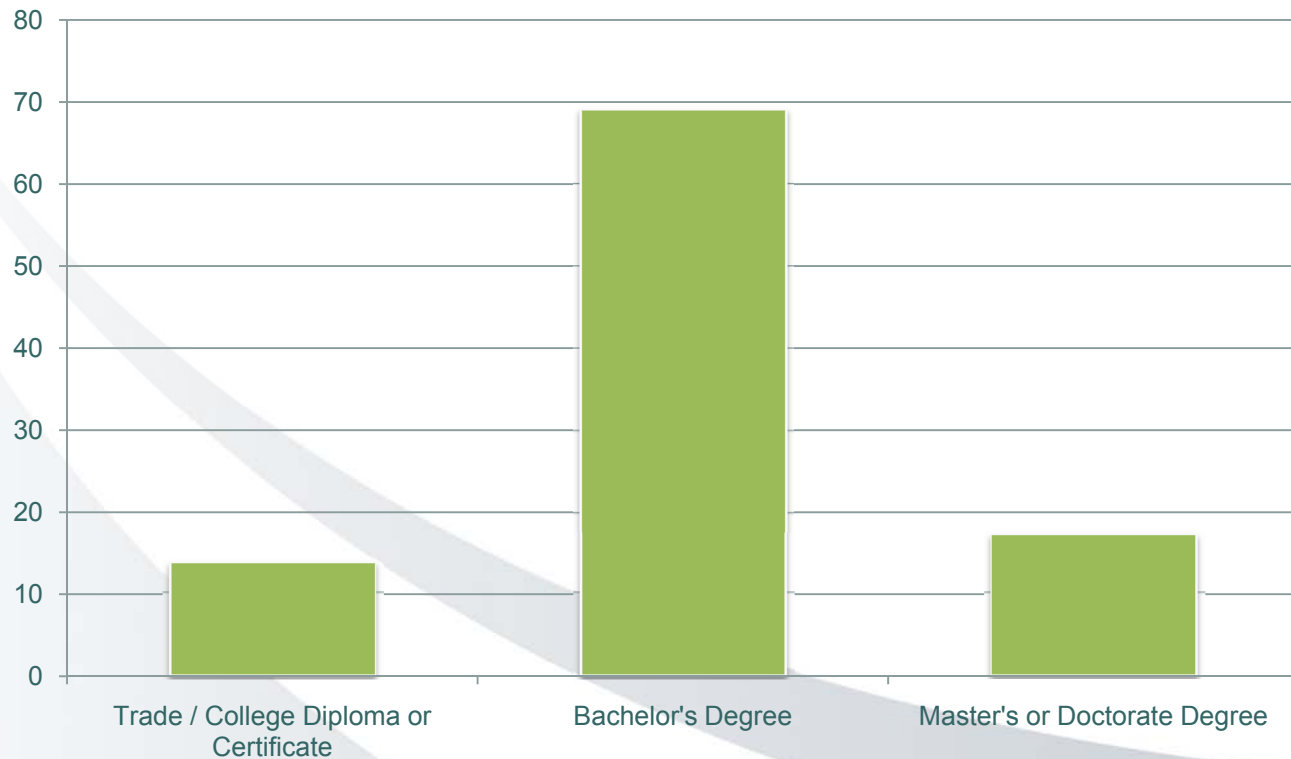
From website data:

- 88% of program group members accessed website at least once
- Average time spent was 96 minutes over entire 5-week period (among users)
- Most time was spent on first module, “Who I Am,” with less time spent on each subsequent module
 - However, we do not know what users do when they leave careermotion.ca to another website.

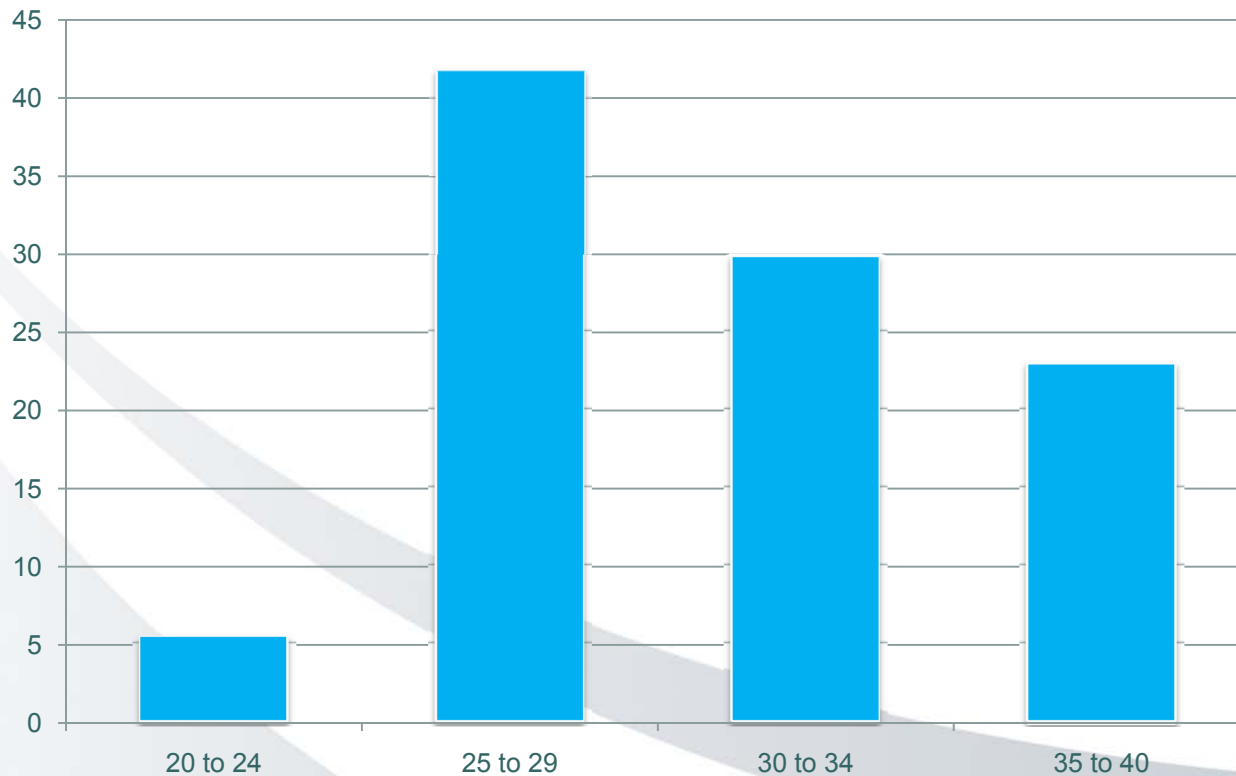
Profile of Participants - Gender



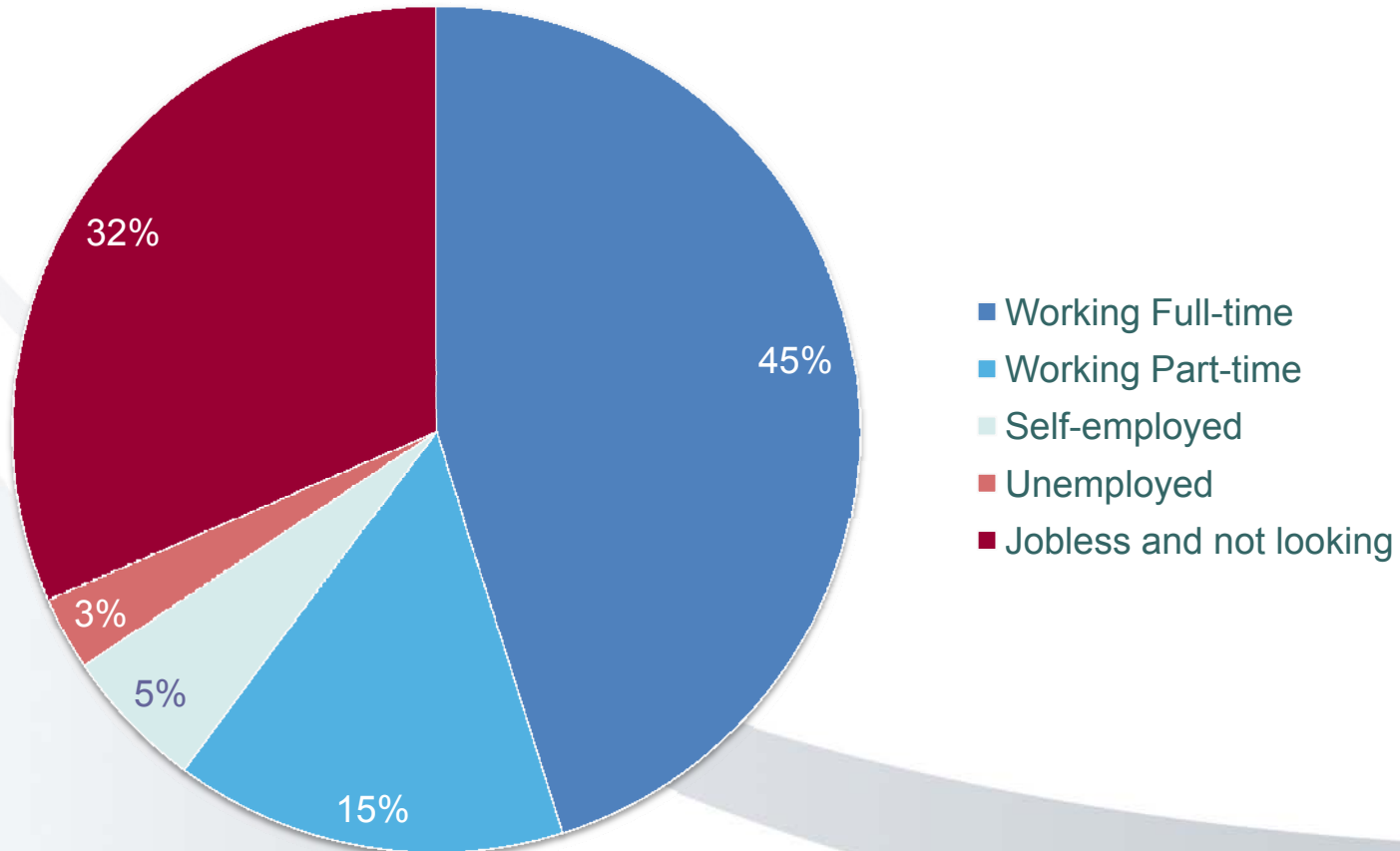
Profile of Participants - Education



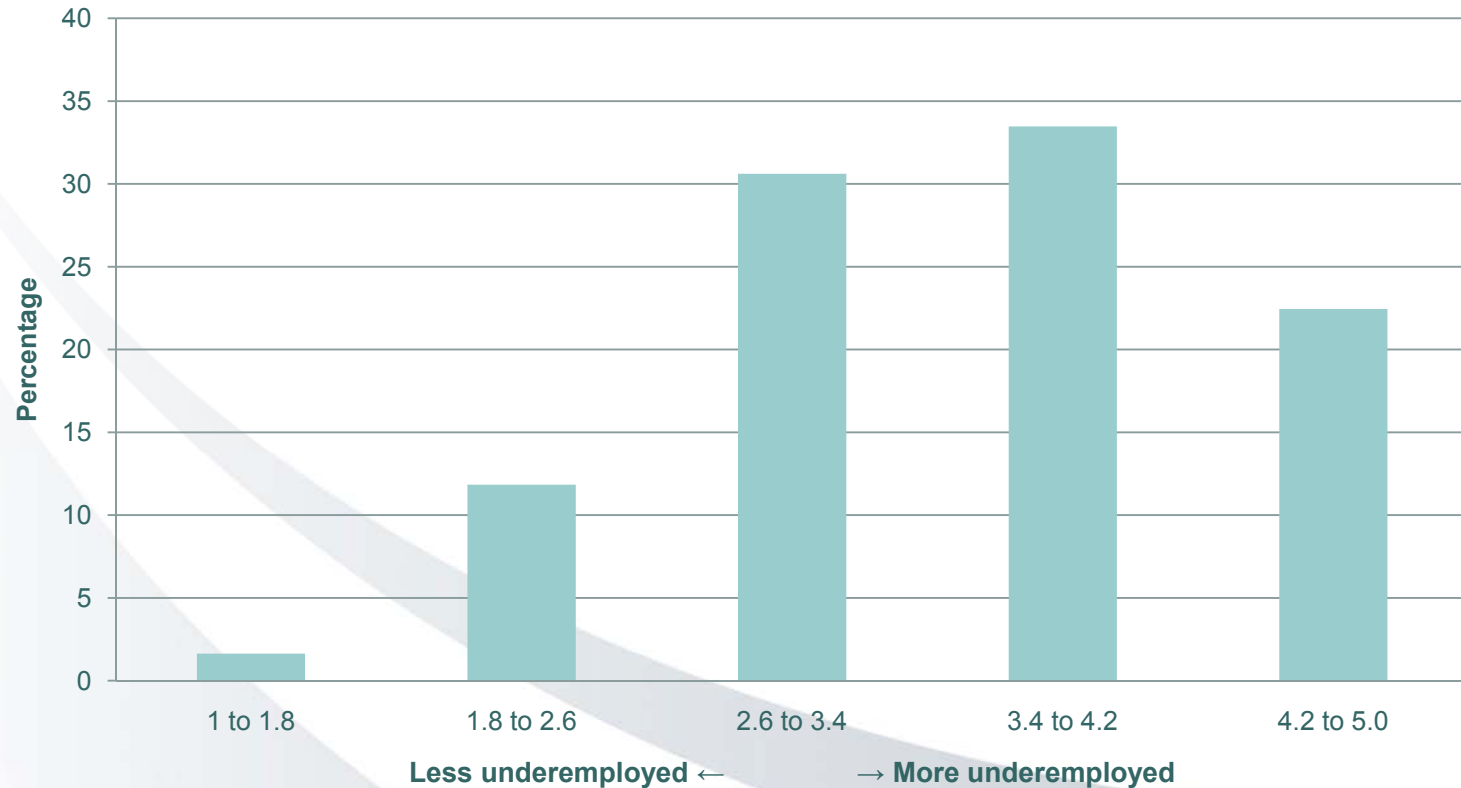
Profile of Participants - Age



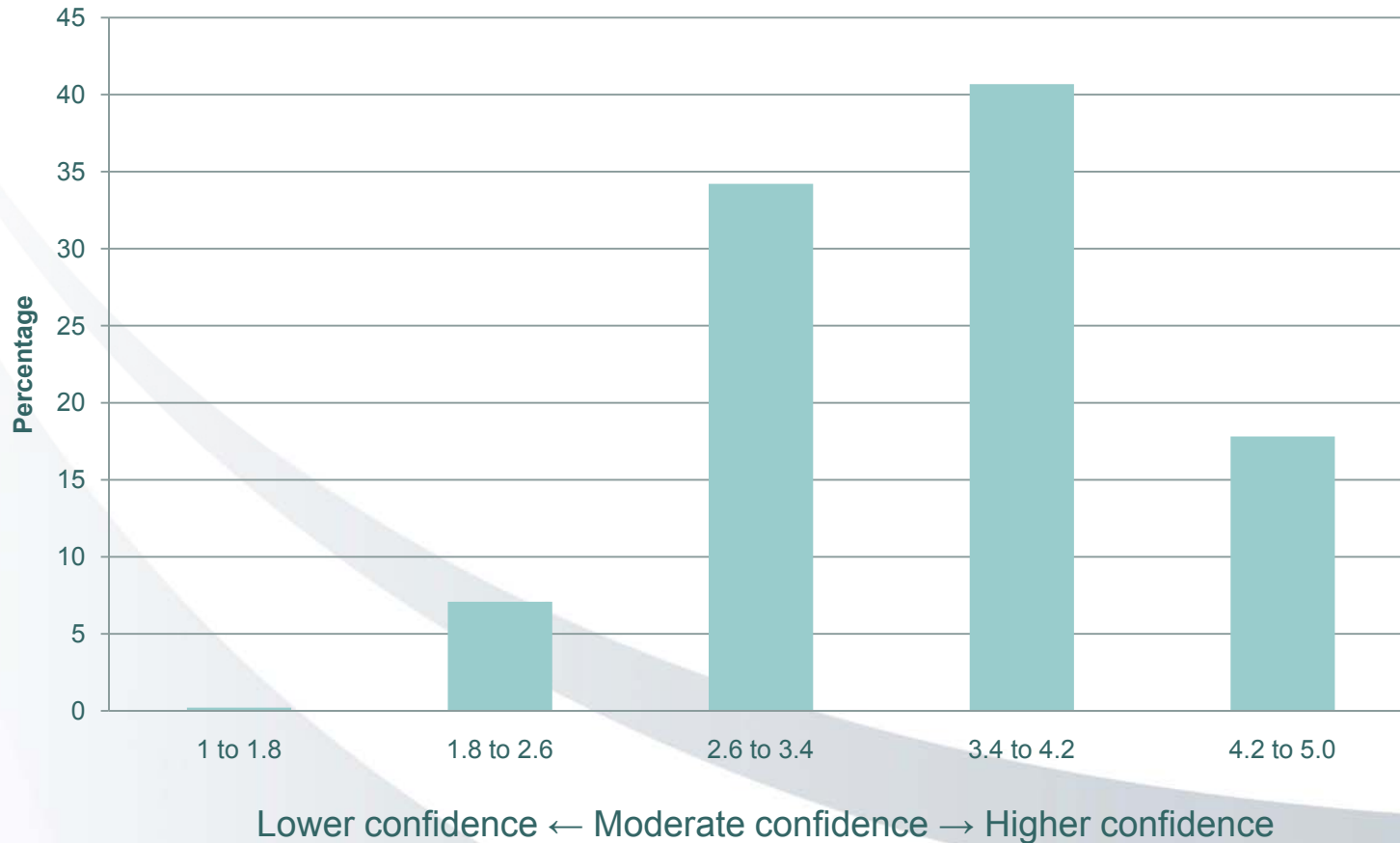
Profile of Participants – Employment Status



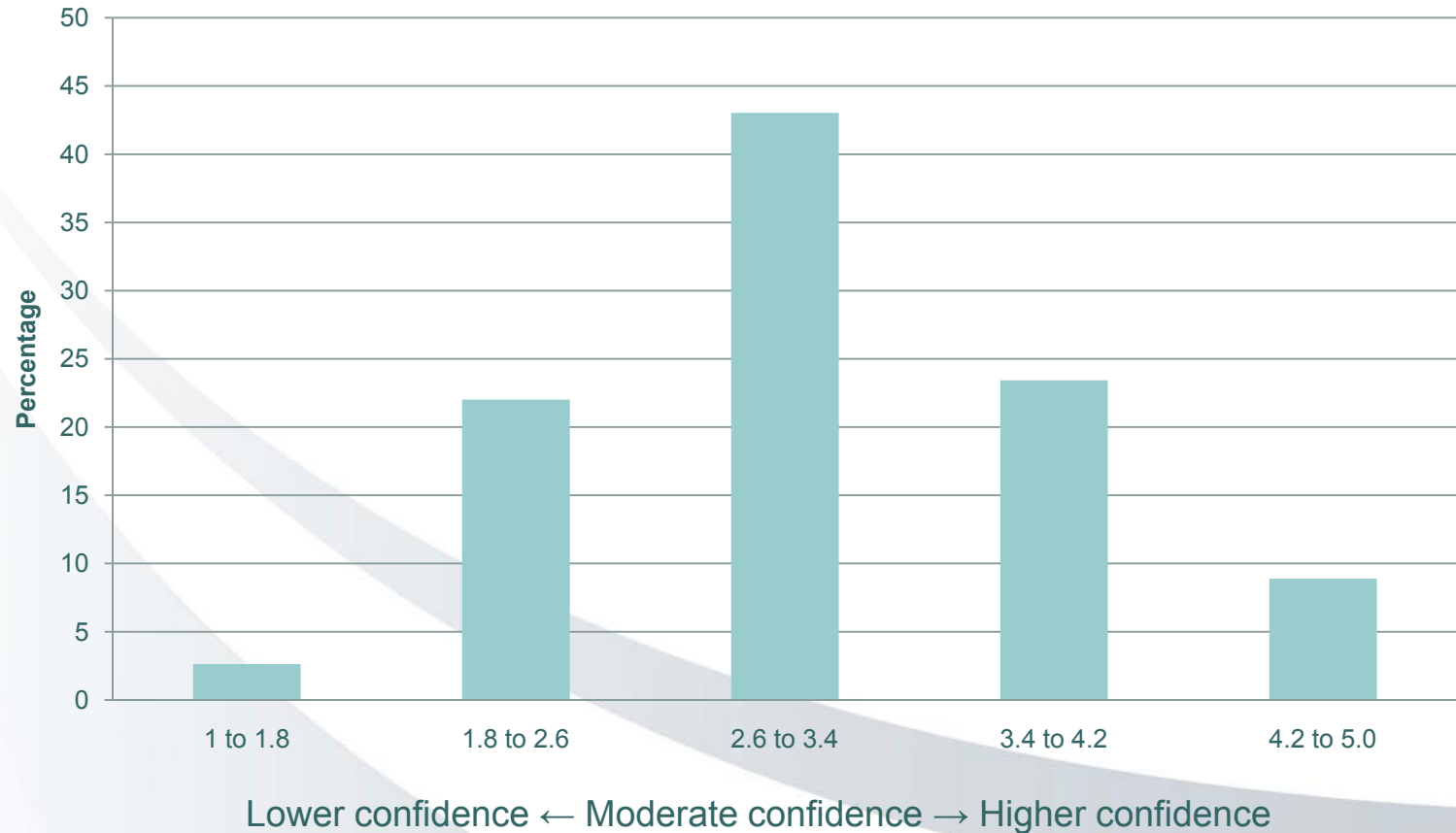
Profile of Participants - Underemployment



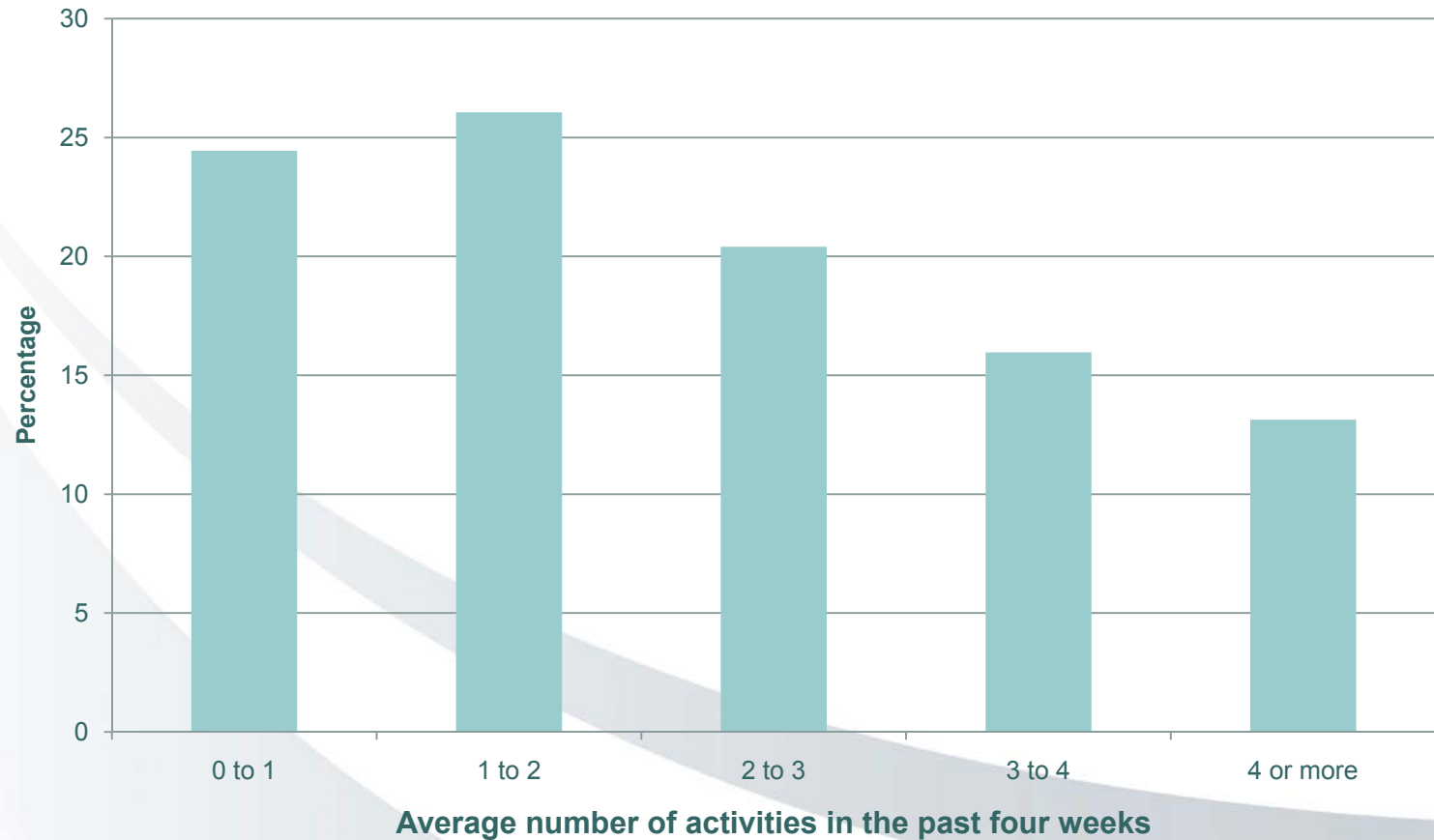
Profile of Participants – Career Decision-Making Self-Efficacy



Profile of Participants – Job Search Self-Efficacy



Profile of Participants – Job Search Intensity



CareerMotion IMPACT ANALYSIS

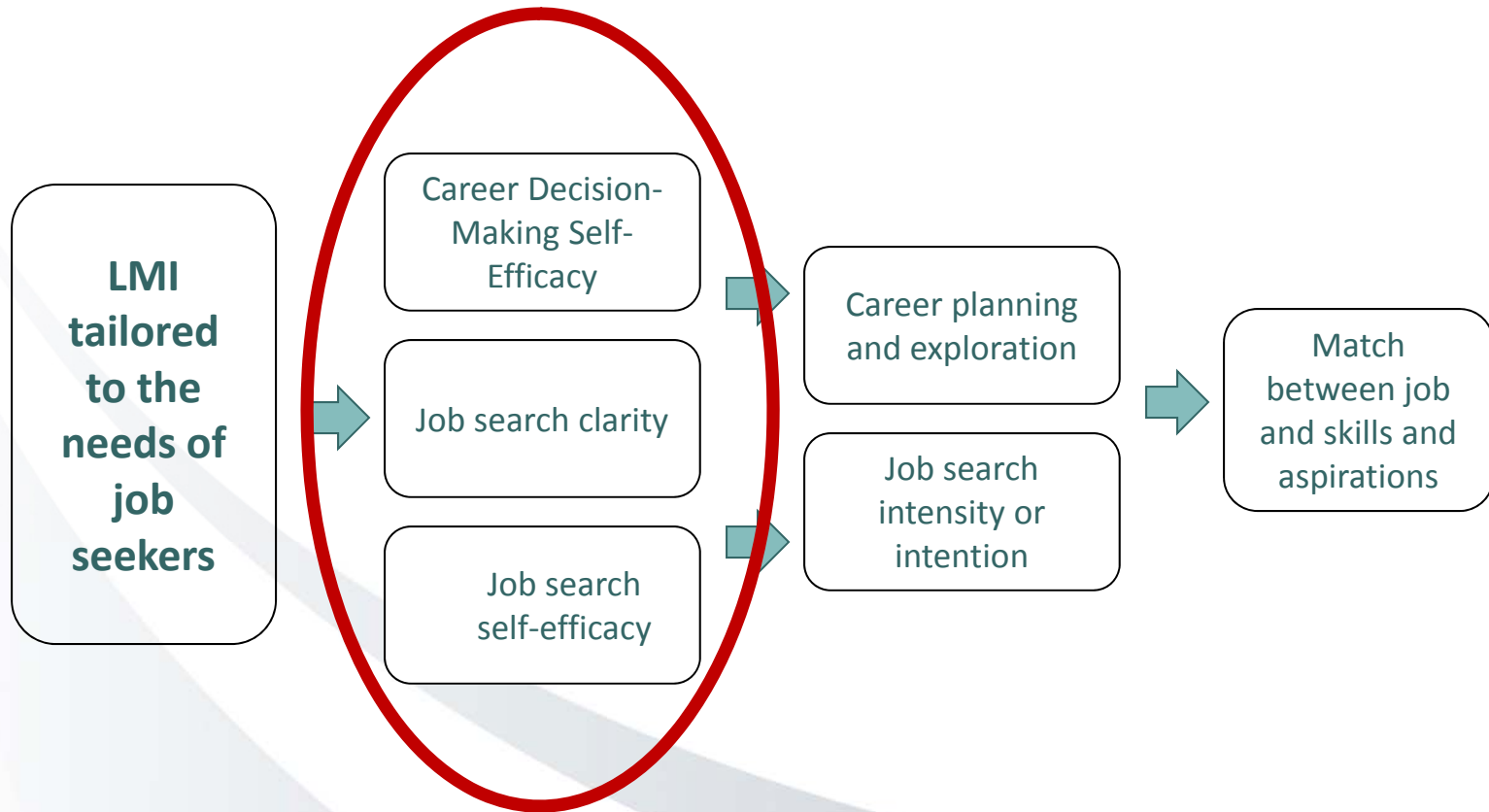
Five-week follow-up survey

- Most participants completed follow-up survey in the first week after program ended.
 - Lower response among program group of approximately 10 percentage points
 - 174 in program group and 208 in control group for a total of 382
 - 75% of the 510 randomly assigned

Difference-in-difference for key impact estimates

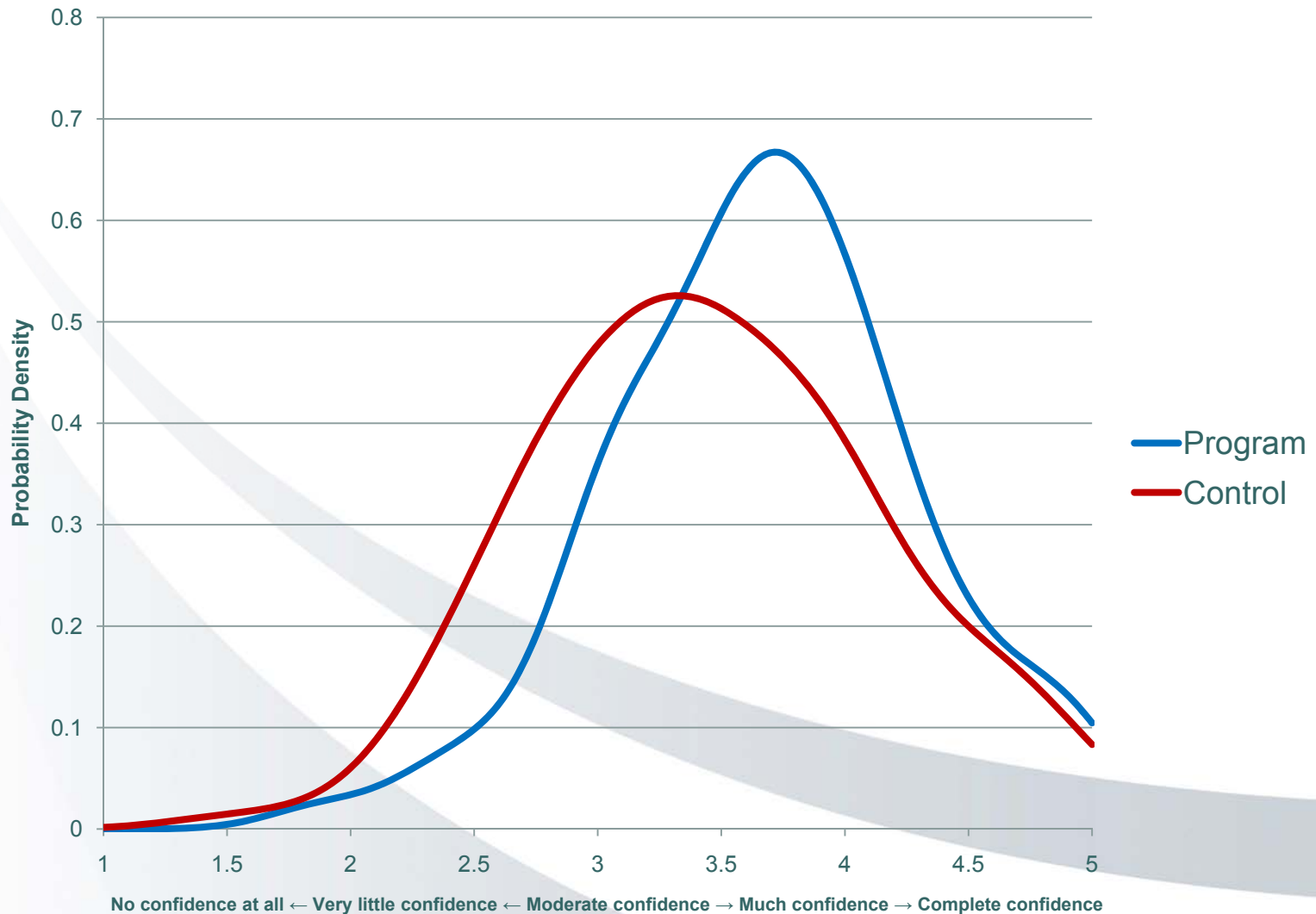
- Measures differences in any changes between the program and control group from the baseline to the follow-up survey
- Mitigates any differences in baseline response levels that may exist between the two groups

Impact Analysis – Primary Outcomes



Primary
outcomes of
interest

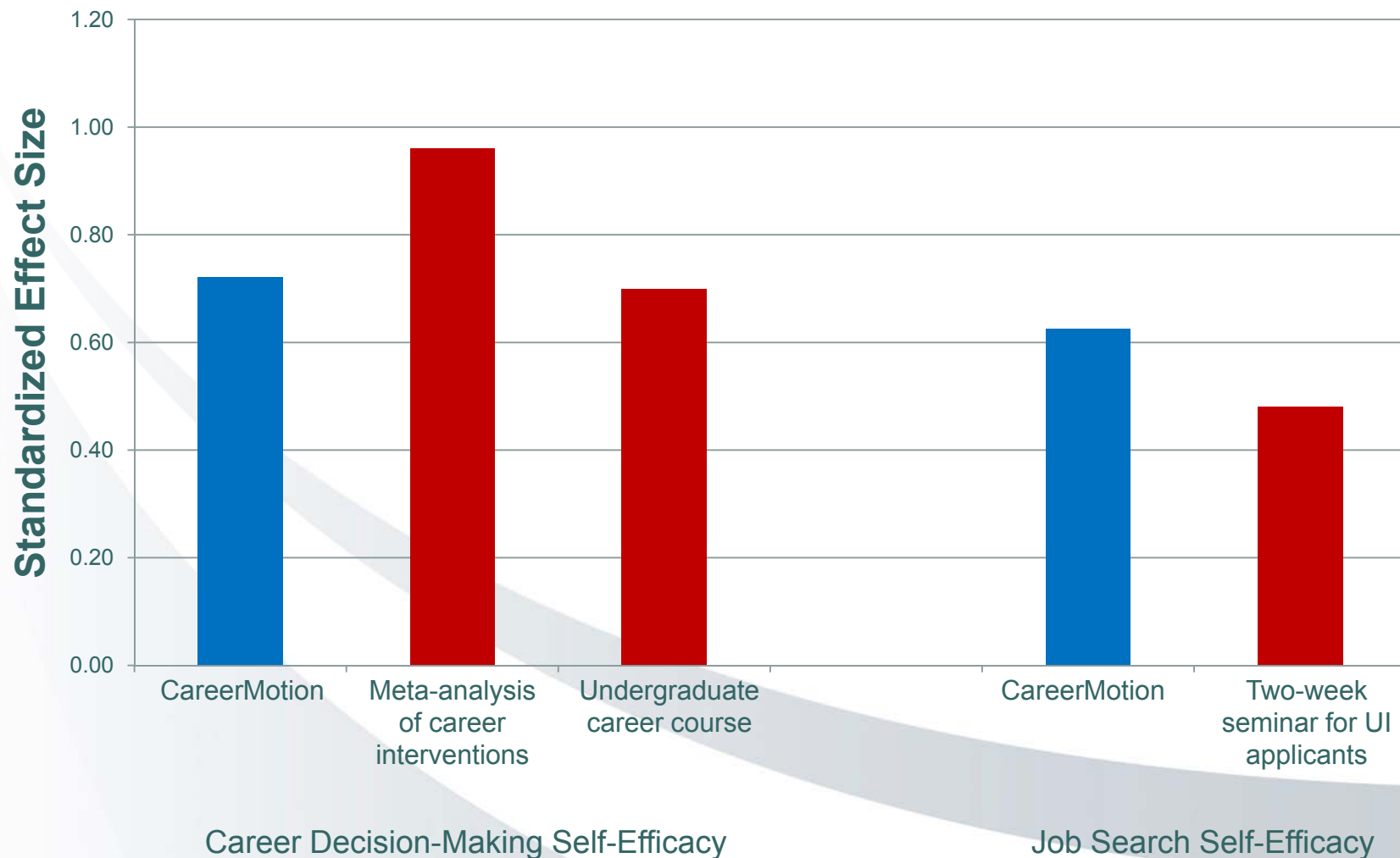
Impact on Career Decision-Making Self-Efficacy



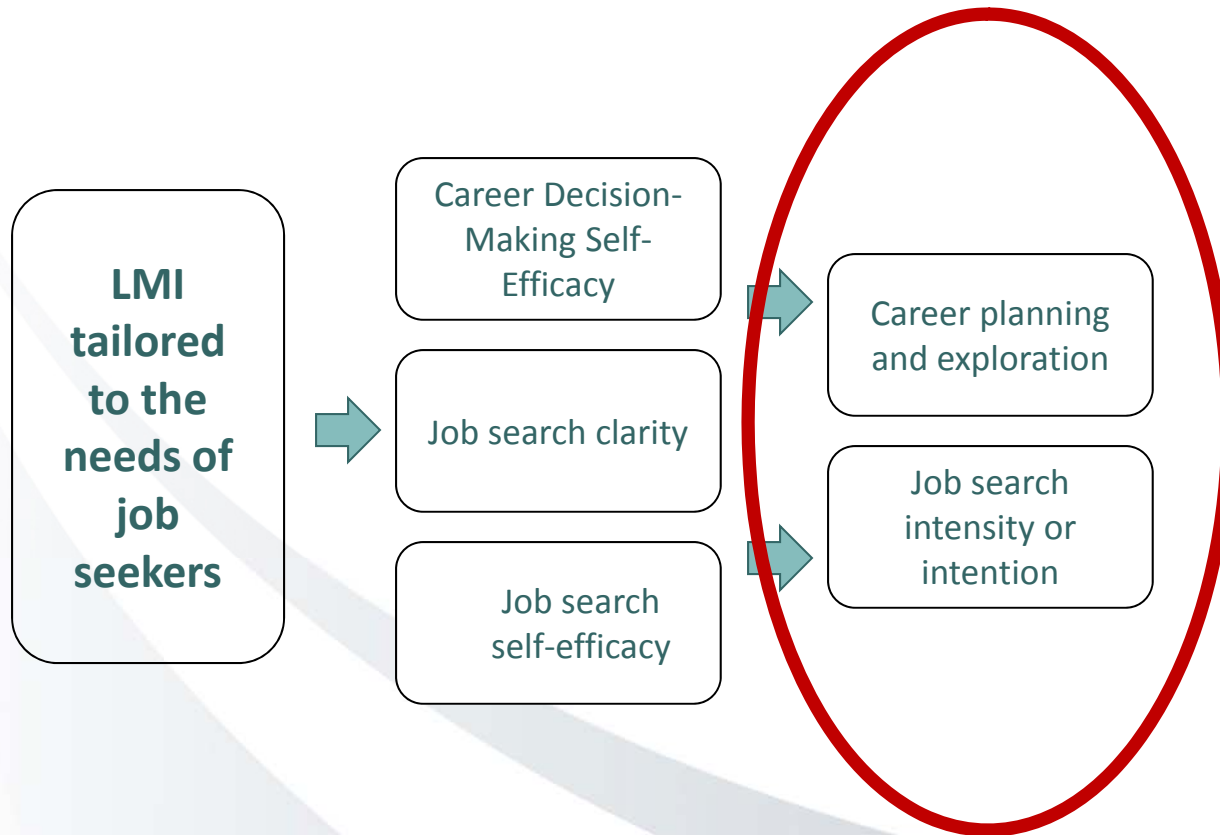
Impact Analysis – Key Outcomes of Interest



Comparing CareerMotion's Effect Sizes to Other Interventions

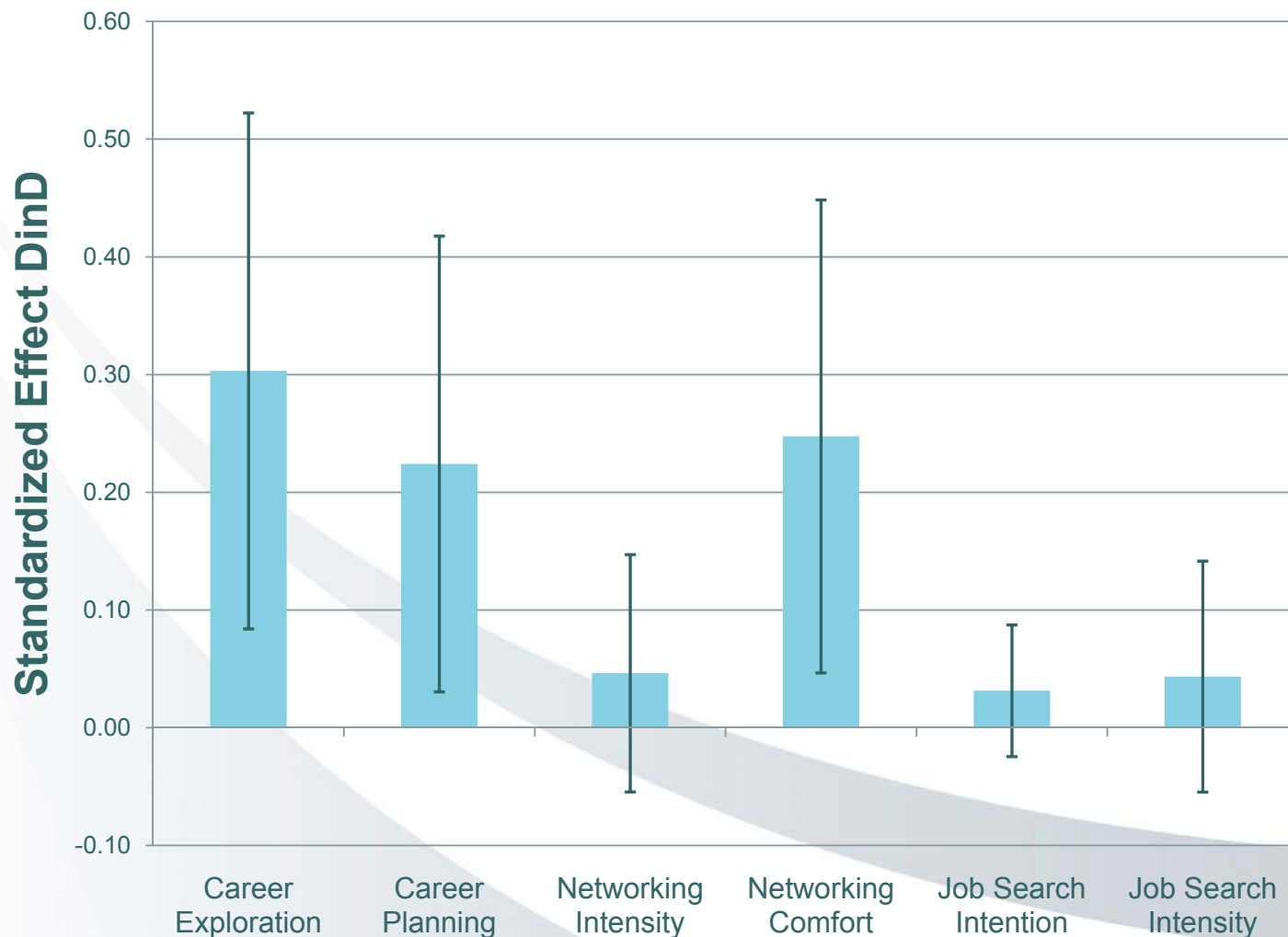


Impact Analysis – Intermediate Outcomes

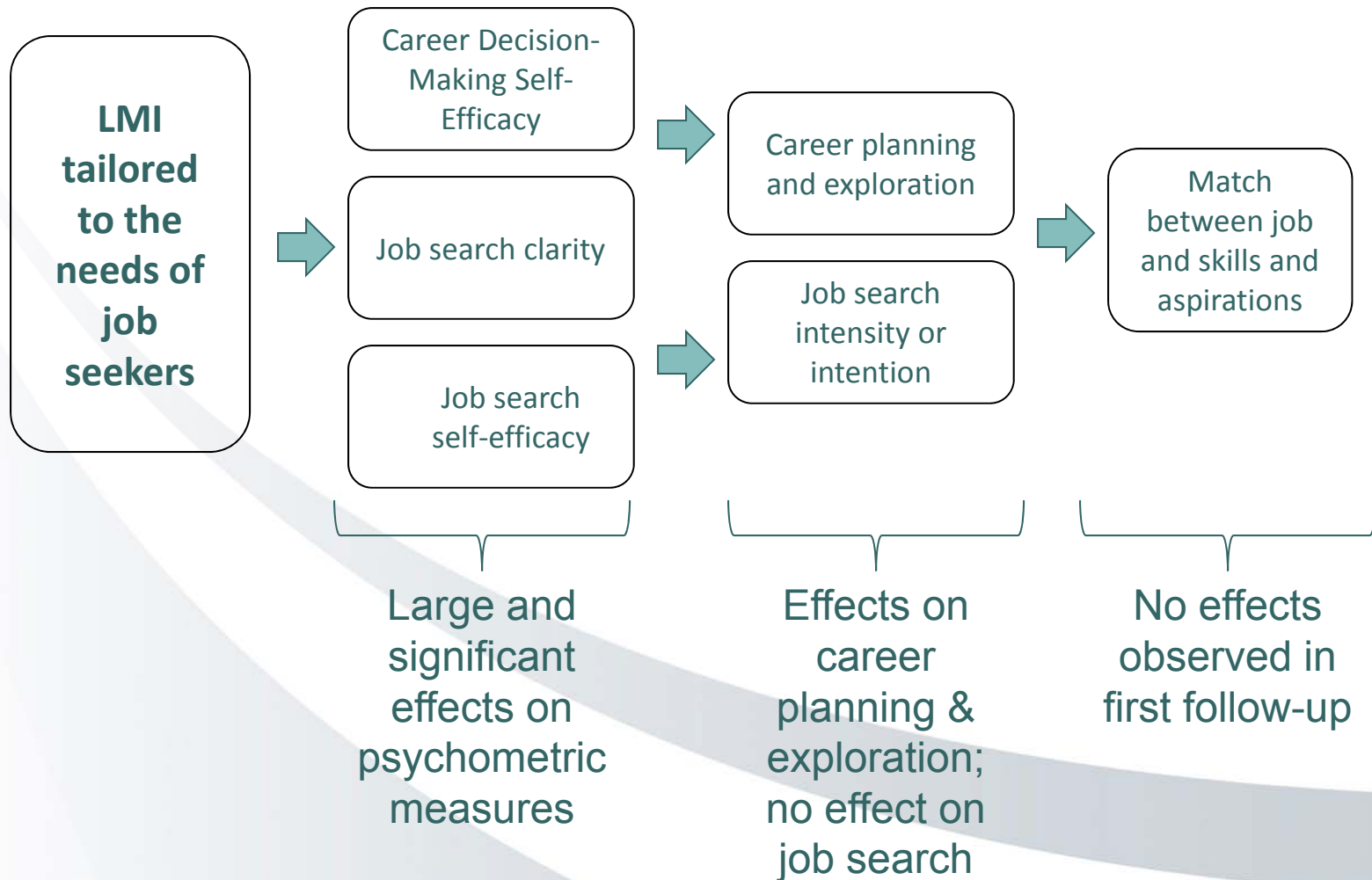


Intermediate
employment
outcomes

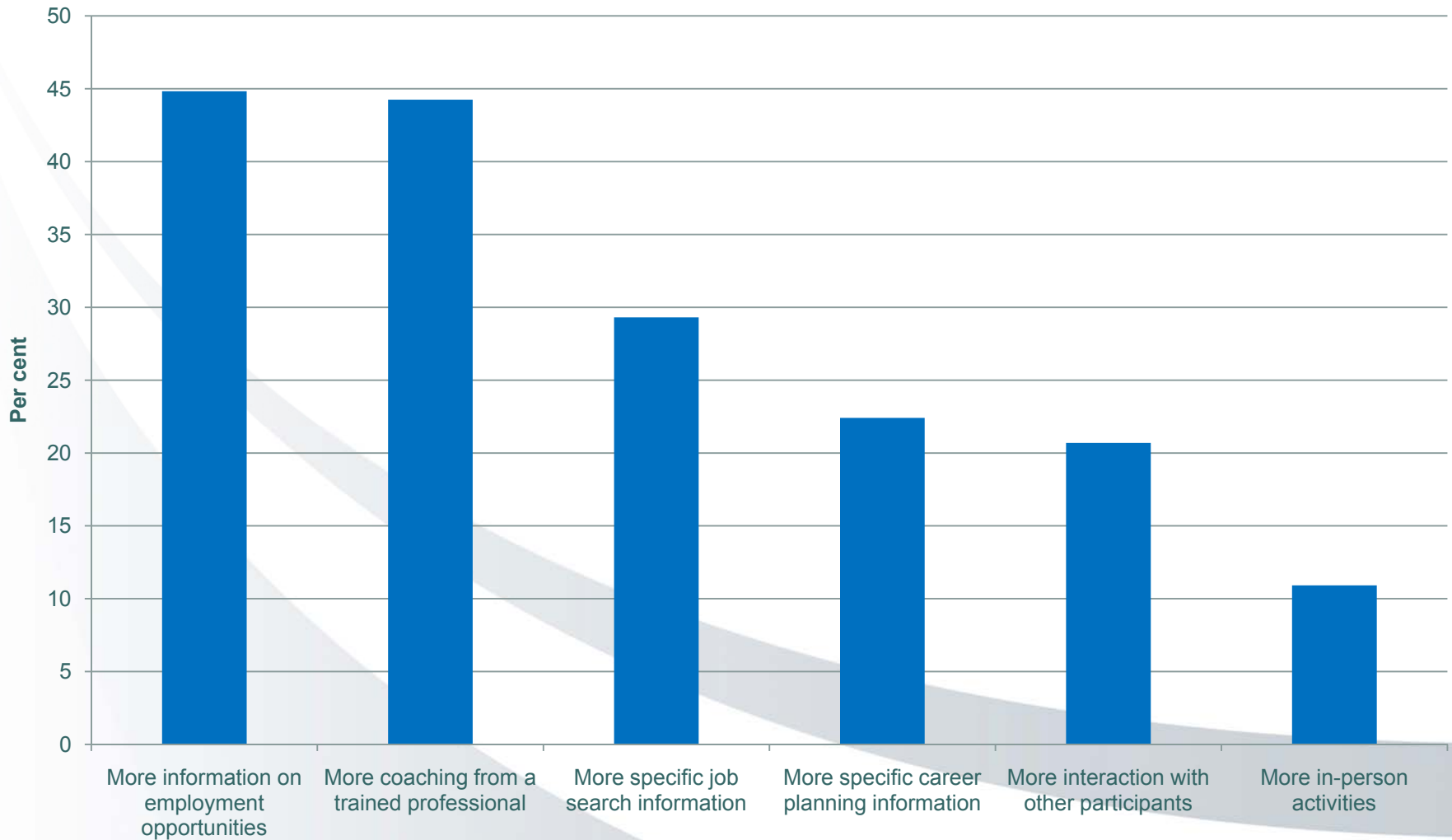
Impact Analysis – Intermediate Employment Outcomes



Impact Analysis – Summary



CareerMotion: Areas for Improvement



Research Questions for Next Steps

- Assess whether CareerMotion's impacts on key cognitive factors are sustainable
- Assess whether improvements in career decision-making competencies have led to actual changes in job search behavior and better matches between participants' skills and their employment
- Explore participants' views on their experience of participating in CareerMotion, the role CareerMotion played in their career planning efforts, and any suggestions they may have on how the delivery of LMI could be made more effective

One-year On-line Follow-up Survey

Current employment situation

- Employment status and earnings – schedule, wages, occupation, unemployment duration
- Measures of underemployment – or *over-qualification*
- Job search activities

Changes since CareerMotion

- Changes in employment
- Career development and job search activities since CareerMotion
- Self assessed effects of CareerMotion on career planning, job search behaviour and LMI usage among program group participants

Focus Groups

Examine *how* CareerMotion worked, *why* it worked (or failed to work) and *for whom it worked best*

Understanding participants' experience with Career Motion

- Aspects of CareerMotion they find useful or less useful
- Role CareerMotion played in their job search and career planning
- Importance of CareerMotion among *other* resources available to them
- Ways to improve CareerMotion or similar approaches

Effective approaches or needed resources to finding employment or better matches between participants' skills and their employment