

Canadian Association for Co-operative Education
Report on the 35th Anniversary Event
for
Manitoba Regional CAFCE Members

Held at the University of Manitoba

on

May 29, 2008

Submitted by:

Diane Kunec
University of Manitoba

On behalf of Manitoba regional CAFCE members

1.0 Overview and Agenda

This Manitoba regional CAFCE event was developed to celebrate the 35th anniversary of CAFCE. As proposed to the CAFCE Board, it provided an opportunity for Manitoba Co-op coordinators, including both CAFCE and non-CAFCE members, to meet for a full day of professional development, information exchange and networking.

The event was held in the Drake Centre, Asper School of Business, at the University of Manitoba. It was hosted by Diane Kunec, Manitoba CAFCE Board regional representative and the manager and staff of the Asper School of Business' Co-op Program: Kelly Mahoney, Tasha Chudley and Courtney Griffith.

Funding for the event was provided through the generous grant awarded by the CAFCE Board to support regional events in celebration of CAFCE's 35th Anniversary.

The event was designed to provide:

- a presentation on CAFCE accreditation, including feedback from members on why they have not sought accreditation for their programs;
- ideas for marketing co-op programs to both employers and students;
- an update on recent changes to the post-graduation work permit for international students;
- approaches for working effectively with international students; and
- opportunities for sharing and networking amongst coordinators.

Presentations were made by the following guest speakers (see agenda in Appendix A):

- Diane Kunec, Science Co-op Coordinator, University of Manitoba;
- Judy Wilson, Director, Marketing and Communications, Asper School of Business, University of Manitoba;
- Robyn Tully, Communications Coordinator, International Centre for Students, University of Manitoba;
- Lisa Roch, Work Experience Co-ordinator, College universitaire de Saint-Boniface;
- Robin Rooke, Co-ordinator, International Student Centre, College universitaire de Saint-Boniface;
- Lorraine Forbes, English Language Program, College universitaire de Saint-Boniface;
- Angela Bohonos, Employment Advisor, Career Services, University of Manitoba; and
- Dr. Gavriela Geller, Associate Professor and Clinical Psychologist, Student Counseling and Career Centre, University of Manitoba.

Opening remarks and a brief update on CAFCE business was provided by Diane Kunec. She also noted that Kelly Mahoney, from the Asper School of Business at U of Manitoba, has volunteered to be the Manitoba regional representative on the CAFCE Board, as of the November 2008 AGM. A brief presentation also was given by Dan Greenberg, Computer Analyst/Programmer and Information Systems Technology Programs, Red River College, on his recent experience marketing and recruiting students in India.

Twenty-eight members and guests participated in the event, the largest attendance at a Co-op regional meeting in three years. Members in attendance represented co-op programs from Red River College, College universitaire de Saint-Boniface and the University of Manitoba.

2.0 Financial Report

The expenses for the event were as follows:

Parking for two guest speakers: \$12/per vehicle x 2	\$ 24.00
Food and beverages for 28 people:	\$877.89
GST on food service	\$ 14.48
PST on food service	\$ 58.95
<u>Total cost of event:</u>	<u>\$975.32</u>

The reimbursement cheque should be made out to University of Manitoba.

3.0 Member feedback on Accreditation Presentation and Questions

After the presentation on CAFCE Accreditation, members were asked why their program was not seeking accreditation. The following comments were made in response:

- The University of Manitoba computer science department's program, including the co-op program, is currently accredited by the Canadian Information Processing Society (CIPS) and this is the accreditation that matters to the students and to the employers who are also often members of CIPS.
- This same comment was made regarding the computer programs at Red River College. The College is very industry-driven, with an advisory board

or industry board for each program. They look for industry accreditation, such as CIPS. Also, their program does not have enough hours to meet the 6th criteria for CAFCE accreditation (i.e., total work experience must be at least 30% of time in academic study), due to the nature of the program.

- The engineering programs at the University of Manitoba, including co-op, are required to be accredited through the Canadian Engineering Accreditation Board. This accreditation has to be renewed every 5-6 years and is a huge undertaking with extra staff hired to assist in the process. Applying for CAFCE Accreditation would be seen as a total duplication of this effort without the extra staffing support.
- The University of Manitoba's Asper School of Business is an internationally accredited business school. This accreditation needs to be renewed every 5 years and it takes 2 years to prepare and go through the process. The CAFCE model and manual was used to set up their co-op program and they purposefully designed the program so that it would meet the criteria in case there was a desire to seek accreditation in the future. The international accreditation they do have may be of benefit to them if they chose to go through the CAFCE process. Accreditation might be useful if they needed it to differentiate their program from their competitors and this may happen in the future as the University of Winnipeg establishes its new business school.
- It was noted that there were only about a quarter of the CAFCE member institutions currently with accredited programs, There was no driving need to be accredited since a co-op program could still receive all the benefits of membership in CAFCE without being accredited.
- The greenspace management program at Red River College is heavily driven by industry needs and the industry has never asked for this type of accreditation. If industry indicated we should be accredited by CAFCE, we would respond to it.
- The co-ordinator for the culinary arts and professional baking programs at Red River College noted that in 25 years they had never had an employer ask if their program was accredited by CAFCE. They have been asked if they were accredited by the National Chefs Association or the Canadian Restaurant Food Services Association. Their program has been designed to end on a work term because the industry has determined this is best for them and the students also prefer it. This would not allow their program to meet the CAFCE criteria.
- It might be of more interest if there was funding that came with it.
- Don't understand the value of accreditation itself - this is the best kept secret. See more value in professional accreditation for a co-op coordinator. Can see the benefits of the accreditation process and using it to set up a new program. But don't see the actual value of the piece of paper to a program, the students or the employers.
- Thirty years ago, when co-op was relatively new, can see that co-op needed some recognition and it was useful to bring together a group of

peers and use accreditation to grow co-op. Now, with the value of co-op recognized, it may not be as necessary.

- Red River College established co-op programs in 1971 and was the 4th institution in Canada to do so. The programs have been very successful without accreditation.
- It might be of value if accreditation helped to secure more international postings for students.

4.0 Event Photos

A number of photographs were taken of the speakers and those in attendance. A selection of these have been included below.



Members attending the May 29th Co-op PD event.



Diane Kunec making a presentation on CAFCE Accreditation.



Judy Wilson talking about marketing co-op programs.



Robin Rooke presenting her experience working with international students.



Lorraine Forbes explaining the English language competency test she designed for international students.



Angela Bohonos (left) and Dr. Gavriela Geller describing their experience providing career planning sessions to international students.

5.0 Feedback on the Event

All feedback received from those in attendance was positive. Those present felt that more time would have been desirable for the presentations, as well as to network with each other.

The presentations on marketing and the post graduation work permit changes for international students were made available after the event and have been distributed to attendees by email, along with this report.

**Agenda - Manitoba Co-op Coordinators
Professional Development Day**

**Thursday, May 29, 2008
9:00 am to 4:00 pm**

**Room 530, Drake Centre
University of Manitoba**

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|---------------|---|---|
| 9 - 9:15 | Welcome and Introductions | <i>All</i> |
| 9:15 - 9:45 | CAFCE Update/ Manitoba Representation to the Board Accreditation through CAFCE | <i>Diane Kunec</i> |
| 9:45 - 10:00 | Marketing and Recruiting in India | <i>Dan Greenberg</i> |
| 10:00 -10:15 | Break* | |
| 10:15 – 11:30 | Marketing Co-op Programs
(Director, Marketing and Communications, Asper School of Business
University of Manitoba) | <i>Judy Wilson</i> |
| 11:30 – 12:30 | Lunch* | |
| 12:30 – 1:00 | New Rules for the Post-Graduation Work Permit Program
(International Off-Campus Work Permit Co-ordinator &
Communications Co-ordinator, International Centre for Students,
University of Manitoba) | <i>Gitanjali Armour
Robyn Tully</i> |
| 1:00 – 2:45 | Working with International Co-op Students

(Co-ordinator, International Student Centre & Work Experience
Coordinator, College universitaire de Saint-Boniface) | <i>Robin Rooke & Lisa
Roch</i> |
| | <ul style="list-style-type: none">• How cultural attitudes, beliefs and communication affect academics and performance in the workplace• New and innovative ways to integrate international students into the workforce• The English Language competency test we've developed | <i>Lorraine Forbes</i> |
| 2:45 – 3:00 | Break* | |
| 3:00 – 4:00 | Working with International Students
(Employment Advisor, Career Services & Associate Professor
and Clinical Psychologist, Student Counseling and Career Centre,
University of Manitoba) | <i>Angela Bohonos
& Dr. Gavriela
Geller</i> |
| 4:00 | Adjournment | |

** All breaks and lunch are being provided courtesy of a grant from the Canadian Association for Co-operative Education*