

2019 – 2020
WORK INTEGRATED
LEARNING
TECHNOLOGY SURVEY –
PART 2: ANALYSIS AND
RECOMMENDATIONS

Sponsored by BC Ministry of Advanced Education
Work Integrated Learning Provincial Funds

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Published March 2021

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Executive Summary

The British Columbia Ministry of Education commissioned Simon Fraser University and Langara College to conduct a 2019-2020 Work Integrated Learning BC Technology Survey amongst all the member schools of the BC Work Integrated Learning Council (previously called the Accountability Council for Co-operative Education and Work Integrated Learning (ACCE WIL BC)).

This report is the second of a two-part series and contains the analysis and recommendations of all the software collected in the 2019-2020 WIL BC Technology Survey along with alternative solutions available on the market including new and emerging WIL technologies. In total, over 50 software platforms from a varying spectrum of categories were analyzed along with their recommendations for usage.

WIL/Co-op Technology Categories Analyzed

1. Information Management Systems (IMS)
2. Customer Relationship Management (CRM) Systems
3. Online Interview Systems
4. Advising and/or Coaching Record Systems
5. Event Registration Systems
6. Survey and/or Polling Systems
7. Announcements and Social Media Tools
8. Virtual Communication Tools
9. Curriculum Learning Management Systems (LMS)
10. Document Repository Systems
11. AI Career Assistants
12. International Working Abroad Systems
13. Miscellaneous Software
14. Data Storage/BC FIPPA Compliance
15. BCNET Partnership

The end of this report includes guidelines provided by the BC Freedom of Information and Protection of Privacy Act (BC FIPPA) and its impact on data storage and housing of private information of BC public sector institutions, including post-secondary institutions.

Lastly, there is a section regarding BCNET and its role in delivering technology solutions to its member institutions. BCNET has contracted a preferred value-added software reseller which can negotiate and bulk deliver software solutions on behalf of its member institutions.

1. WIL/Co-op Information Management Systems (IMS)

Orbis Outcome

Orbis Communications is a Canadian owned and operated software company based out of Hamilton, Ontario. While Orbis’s primary customers are located in Eastern and Atlantic Canada, the third release version of their platform in 2017, named Orbis Outcome¹, has seen phenomenal uptake in the last three years and a half years. Now with over 100 installations in Canadian colleges, universities and business schools across Canada, Outcome is currently the market leader in Canadian PSIs when it comes to Co-op/Work Integrated Learning, Experiential Learning, and Co-Curricular systems.

In addition, Orbis has partnered with Magnet², which is a relatively new Canada-wide online job recruitment platform targeted to students and new graduates. Magnet is also a federal government Student Work Placement Program (SWPP) wage subsidy clearing partner. The Orbis-Magnet partnership, with federal funding from Employment and Social Development Canada (ESDC), created the Campus Connect network³, which has the ability to send jobs posted on the Magnet recruiting platform directly into any third-party campus recruiting information management system using freely available APIs developed by the partnership.

- Headquarters:** Hamilton, ON.
- Cost – Implementation:** Varies (depends on student information system integration).
Reported by PSIs: \$2000 - \$46,325.
- Cost – Annual License:** Varies (depends on school size).
Reported by PSIs: \$6000 - \$16,450.
- Bulk Licensing:** Maybe (non-committal).
- BC FIPPA Compliant:** Yes. Customer data is hosted on Microsoft Azure Canada.
- Mobile App:** No.
- Platform Demo:** <https://www.youtube.com/watch?v=S7w8OoK2nTk>
- Recommendation:** See section on “Orbis vs Symplicity” below.



¹ <https://orbiscommunications.com/outcome/>
² <https://magnet.today/>
³ <https://campusconnect.magnet.today/>

Symplicity Career Services Manager

Symplicity’s Career Services Manager (CSM) platform¹ has been the market leader in career services systems for the past 20 years. With primary customers in the United States, Symplicity has over 1000 installations of CSM across the US, Canada, Australia, and the UK. As part of CSM’s platform, it contains a robust Experiential Co-op module that adequately handles the Co-op/Work Integration Learning process from intake to placement seamlessly. Boasting a 94% customer satisfaction and 98% support satisfaction rate, Symplicity has also begun implementing Outcome Campus Connect job postings into its CSM platform, taking advantage of the Magnet Canada-wide recruitment platform. CSM also has direct integration into the US college NACELink network. A campus recruiting network similar to Outcome Campus Connect, where a single job posted on the NACE (National Association of Colleges and Employers) website can target multiple universities and colleges on their network.

Headquarters: Arlington, VA.

Cost – Implementation: Varies (depends on student information system integration).
Reported by PSIs: \$4,400 - \$10,000 USD.

Cost – Annual License: Varies (depends on school size).
Reported by PSIs: \$1000 - \$4000 USD.

Bulk Licensing: Yes.

BC FIPPA Compliant: Yes, customer data is hosted on Amazon AWS Canada.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=0KhYyjJVwq8>

Recommendation: See section on “Orbis vs Symplicity” below.

Used By:



¹ <https://www.symplicity.com/higher-ed/solutions/csm>

Riipen

Riipen¹ is an experiential learning platform primarily focusing on classroom led micro-projects (“micro experiences”) and internships. Riipen’s platform matches students currently enrolled in courses with real world projects created by companies collaborating on Riipen’s Marketplace network. Riipen offers a solution to quickly generate an experiential learning opportunity aligned with classroom teachings where career educators can monitor student progress and provide instant feedback via their web chat and reporting features.

Headquarters: Vancouver, BC, Canada.

Cost – Implementation: Varies (depends on student information system integration).

Cost – Annual License: Varies (depends on school size).

Many PSIs across Canada have free access to Riipen via the RBC Future Launch Initiative. Contact Riipen to see if your PSI qualifies².

Bulk Licensing: Yes.

BC FIPPA Compliant: Yes, customer data is hosted on Amazon AWS Canada.

Mobile App: No.

Platform Demo: https://www.youtube.com/watch?v=7q1_E_MFIn8

Recommendation: Riipen has a unique offering that some post-secondary institutions in BC and Canada have already taken advantage of. As a newer system on the market, it has easy to navigate, modern visuals, and offers to break down silos between in-class and marketplace learning. If your Co-op/WIL program is willing to support more non-traditional Co-op/WIL placements (“micro-placements”), Riipen’s system may be worth looking into especially if there is no cost to your program via the RBC Future Launch initiative.

Used By:



¹ <https://www.riipen.com/>

² <https://www.riipen.com/rbc-future-launch-schools>

Handshake

Handshake¹ is an up-and-coming online campus recruitment platform created by Michigan Tech University graduates in 2014. Backed by large venture capitalist funding from Silicon Valley, Handshake has taken the US campus career services market by storm with their modern looking interface, full functioning mobile app and student first focus. The platform also includes a robust Experiential/Co-op module similar to Symplicity's CSM offering. Handshake is now considered a direct competitor to Symplicity's CSM platform within the US and has begun taking away market share of Symplicity's campus customers. The company is currently expanding into the UK with plans on expanding into Canada Q4 2021 or Q1 of 2022. When Handshake moves into the Canadian market, their platform is definitely one worth looking into.

Headquarters: San Francisco, CA.

Cost – Implementation: Varies (depends on student information system integration).

Cost – Annual License: Varies (depends on school size).

Bulk Licensing: Yes.

BC FIPPA Compliant: No. Data stored on US Amazon AWS servers.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=W4RtK1413vw>

Recommendation: Currently Handshake is not BC FIPPA compliant and does not have any customers in Canada. Though Handshake has a visually superior platform, as it has been built from the ground up with modern design principles, until the vendor expands into the Canadian market, it is recommended to keep an eye on the product but not utilize it at this moment.

Used By: None.

¹ <https://www.joinhandshake.com/career-centers/>

Practera

Customizable platform to author, launch and manage experiential learning programs with DIY or onboarding services available. Authoring tools for program designers, supports multiple experiential learning categories, apps for learners, mentors and educators, collaboration, and feedback. Contains powerful admin tools and analytics.

Headquarters: Sydney, Australia.

Cost – Implementation: Varies (depends on student information system integration).

Cost – Annual License: Varies (depends on school size).

Bulk Licensing: No.

BC FIPPA Compliant: No. Data stored on US Amazon AWS servers.

Mobile App: Yes.

Platform Demo: <https://vimeo.com/281404806>

Recommendation: A new startup and not BC FIPPA compliant, Practera's offering is interesting and worth watching as they expand their business into North America, but currently not a practical recommendation.

Used By: None.

Orbis versus Symplicity

There have been ongoing discussions between which Co-op/WIL information management system is currently the best system on the Canadian market. For the last 15 years, Symplicity's CSM has dominated the post-secondary student recruitment market in both the US and Canada. Orbis, with the launch of Outcome in 2017, made upgrades to its platform which addressed many outstanding bugs their existing customers were experiencing during that time. Both companies have been in existence for nearly 20 years, and both have compelling offerings.

From personal experience (10 years' experience administering Symplicity's CSM system and almost five years administering Orbis Outcome), the following lists some of my observed pros and cons between these two systems.

Orbis Outcome Pros

- Built with Co-op/WIL as its core system, Outcome has more enhanced and nuanced Co-op/WIL management capabilities (e.g. setting future terms, clustering common Co-op programs, enhanced work term reporting, enhanced job release/application control etc.).
- Ability to configure individual Co-op/WIL program settings from intake to placement.
- Ability to (bulk) assign and attach Co-op/WIL educators, coordinators, advisors, work term supervisors, faculty supervisors to various types of data records within the system.
- Co-op/WIL specific tracking and evaluation tools.
- Better customer engagement/relationship (CRM) tracking and reporting functionality.
- Utilizing only a single instance, ability to integrate and share/reporting data while maintaining separate business processes for multiple business entities within your post-secondary institute (e.g. multiple Co-op department(s), Career Services, Volunteer Services, Co-Curricular Records, Internships, Field Schools etc.).
- Custom development requests are free, but only done if there is an overall benefit to their general customer base. (Orbis has moved away from paid custom development requests to streamline their system).
- Direct integration to the Campus Connect student recruitment network. Orbis customers can readily take advantage of job postings from Magnet via one click integration and also have Orbis generate Magnet SWPP eligible placement reports for student work term subsidy funding.

Orbis Outcome Cons

- Significantly slower customer inquiry and issue resolution times than Symplicity. Non-urgent, error/bug inquiries have turnaround times of up to one month. General usage questions and cosmetic updates can have up to a six-month turnaround time¹.
- Currently, only eastern time support hours only (9 am - 5pm EST).
- Documentation support, and how-to documents are minimal though improving. Orbis community recently launched on Zendesk but the community is still in early stages.
- System configuration settings are scattered and often require customer support input.
- Still has numerous bugs, error pages, quality of life issues not found on a more mature system like Symplicity CSM.

¹ <https://orbiscommunications.com/support-services-schedule/>

- No native mobile app but has a web responsive interface with room for improvement still.
- Implementation and annual costs are more expensive than Symplicity and still dependent on program size and complexities.

Symplicity CSM Pros

- Built as a career services online recruitment tool, recruitment core functions like managing company info, job postings, interviews, events, and advising have faster and simpler and input/setup times.
- Mature system with few bugs or quality of life issues (unnecessary button clicks and scrolling, button placement consistency between modules, centralized system settings, consistent wording issues, basic page design issues in some modules etc.).
- Ability to configure all system messages and mail merge record field data into system messages and customer emails.
- Extensive how-to documentation and video repository along with a very active user community (Symplicity Neighbourhood).
- Customer support turnaround time for all inquiries is within two to three days due to their large customer support team. Bug fixes are usually deployed within one to two months. Custom development requests (unpaid) can often take a long time or not at all (see Symplicity con below). Paid custom development requests are usually done quickly but require a development deposit (typically around \$5000 USD per request).
- It is cheaper to implement and run Symplicity on an annual basis. Pricing can depend on current day USD to CAD conversion rates.

Symplicity CSM Cons

- The co-op/experiential learning module is adequate but not as configurable as Orbis Outcome. Still does the basics of co-operative education data management perfectly starting from co-op program intake to work term final evaluations but all co-op/experiential learning programs need to conform to the same setup throughout all stages which may not work for your institution though there are workarounds.
- Reporting tools and co-op evaluations are not as extensive and robust. Reports and result screens are not as highly configurable as Orbis Outcome.
- Though Symplicity has an active user community, the community is dominated by US-based career centers whose focus is vastly different from Canadian-based co-

op/experiential learning institutes. Requests for improvements to co-op module functionality is difficult to get approved due to the vast disparity between competing customer bases.

- Requires Symplicity development to integrate Outcome Campus Connect job posting opportunities into your CSM. Integration must be requested but is currently free for Canadian customers.

Choosing Between Orbis Outcome or Symplicity CSM

Both systems are top notch Co-op/WIL information management systems and will more than meet the day-to-day challenge for any Co-op/WIL program looking to utilize a comprehensive information system to help manage their program's data, tracking, and reporting needs.

Outcome and CSM both have pros and cons that each individual institution needs to self-assess what is most important given their available resources.

For example, if your institution is new to having a Co-op/WIL information management system, I would suggest using a simpler system like Symplicity's CSM offering. With a large collection of how-to documents, videos, and shorter turnaround times on support calls, CSM is an ideal starting platform for small to medium sized Co-op/WIL programs who are just starting out or have limited in-house resources, and in many cases, CSM does not require a full-time in-house administrator to manage or maintain the system.

If your institute supports multiple Co-op/WIL programs, each with its own complexities and slightly different processes, Orbis Outcome would likely be a better platform as it allows multiple program configuration in various areas throughout the system. Maintaining an Orbis Outcome system likely requires a full-time, in-house administrator for medium to large Co-op/WIL programs though many of complexities within the system can be turned off or ignored.

If not having enough access to jobs for your students is a huge concern, direct integration to the Campus Connect network may be a major priority for your program and utilizing Orbis Outcome's one-click Campus Connect integration may be the best solution. Symplicity CSM (or any third-party vendor) also can integrate Campus Connect but will require the vendor to utilize the Campus Connect APIs to access the Campus Connect network.

2. Customer Relationship Management CRM Systems

Better Impact

Customized CRM for non-profit organizations. Better Impact Inc. (formerly known as Volunteer Squared) has been providing nonprofits, schools, and municipalities with volunteer management databases since 2000. Membership, donor, client, and volunteer management software available as part of their platform.

Headquarters: Hamilton, ON.

Cost – Implementation: None.

Cost – Annual License: Tiered pricing¹.

Bulk Licensing: No.

BC FIPPA Compliant: Yes. Data is hosted on Amazon AWS Canada.

Mobile App: Yes.

Platform Demo: <https://www.betterimpact.tv/vi-sales-demo-canada/>

Recommendation: A low-cost CRM worth considering that is also BC FIPPA compliant.

Used By:



Maximizer CRM

The only CRM available that offers both a Cloud CRM Solution, as well as a self-hosted, On-Premise CRM option. Modules for Sales Management, Marketing Automation and Customer Service, as well as third-party integrations and mobile CRM are included in their monthly subscription.

Headquarters: Vancouver, BC.

Cost – Implementation: None.

Cost – Annual License: Monthly subscription².

Bulk Licensing: No.

BC FIPPA Compliant: Yes. On-premise installation.

Mobile App: Yes.

¹ <https://www.betterimpact.ca/softwarepricing/>

² <https://www.maximizer.com/crm-pricing/>

Platform Demo: <https://www.maximizer.com/video-overview/>

Recommendation: Another low-cost CRM system worth considering. On-premise solutions would require institute's IT department to install and maintain resulting in higher overall costs.

Used By:



Salesforce

The market leader of CRM systems. Education Cloud is the complete customer relationship management software for colleges and universities, helping institutions track all their constituent relationships, from prospects and students to alumni and donors. EDA, the Education Data Architecture for Salesforce, provides an education data model for a complete view of students, courses, programs, and more. Education Cloud provides solutions across the student lifecycle, including recruitment CRM, enrollment management, academic advising, and alumni database. Education Cloud helps institutions become a Connected Campus by bringing together education data through system integration, connecting your institution's student information system, student management system, school management system, and other school software.

Headquarters: San Francisco, CA.

Cost – Implementation: Expensive. Typically requires the use of a consulting firm.

Cost – Annual License: Based on institutional per user, per month¹.

Bulk Licensing: No.

BC FIPPA Compliant: Yes. Data is hosted on Amazon AWS Canada.

Mobile App: Yes.

Platform Demo: <https://www.salesforce.com/form/sfdo/edu/watch-demo-education-cloud/>

Recommendation: A very expensive custom CRM solution worth taking advantage of if your institute is rolling out Salesforce. It is the world leader of CRM systems with a steeper learning curve but is highly customizable and can be integrated with all university systems.

Used By:



¹ https://www.salesforce.org/?higher-ed_product=higher-ed-editions-pricing

3. Online Interview Systems

InterviewStream

The industry leader for online and mobile mock interview prep and practice. Users can create interview question sets from thousands of recorded video interview questions organized by industry/major and provide feedback/grading on student practice interviews. InterviewStream helps students perfect their pitch to employers and offers them the flexibility to take mock interviews anytime and anywhere. Note, InterviewStream is not BC FIPPA compliant, and would require either voluntarily signing up or written consent to store student info on their systems.

Headquarters: Chicago, IL.

Cost – Implementation: Fixed (approximately \$2000 USD).

Cost – Annual License: Varies (depends on school size).

Bulk Licensing: No.

BC FIPPA Compliant: No. Data hosting on US Amazon AWS only.

Mobile App: Yes.

Platform Demo: https://www.youtube.com/watch?v=-JeOgJ7tb_Y

Recommendation: Currently the market leader of mock interview systems with a huge database of recorded video questions cleanly organized by industry/major. InterviewStream is not BC FIPPA compliant so usage must either be voluntary or have written consent. This is a great practice tool for students to use at their own pace and/or if departmental resources are limited for one-on-one consultation.

Used By:  SFU
SIMON FRASER
UNIVERSITY

Shortlist.Me

An interview practice tool like InterviewStream. Interview practice sets are created and sent to students, who then record themselves taking the interview and the recording is analyzed by both the student and career center.

- Headquarters:** York, UK.
- Cost – Implementation:** None.
- Cost – Annual License:** Varies (depends on school size).
- Bulk Licensing:** No.
- BC FIPPA Compliant:** No.
- Mobile App:** Yes.
- Platform Demo:** <https://www.youtube.com/watch?v=3nHh9vV-BPs>
- Recommendation:** Recommendation: direct competitor to InterviewStream and gaining market traction. Worth reviewing if your department is looking for a mock interview system.
- Used By:** None.

Big Interview

Another mock interview practice tool like InterviewStream. Provides a full interview training course and AI interview practice tool providing feedback based on your recorded interview.

- Headquarters:** New York City, NY.
- Cost – Implementation:** None.
- Cost – Annual License:** Varies (depends on school size).
- Bulk Licensing:** No.
- BC FIPPA Compliant:** No.
- Mobile App:** Yes.
- Platform Demo:** <https://biginterview.com/pricing/>
- Recommendation:** A new startup software company worth watching to see if userbase grows.
- Used By:** None.

Pitch on Air

Another mock interview practice tool that analyzes video and/or voice recordings via text-based Q&A.

- Headquarters:** Longueuil, QC.
- Cost – Implementation:** None.
- Cost – Annual License:** Free trial to \$400 CAD per year.
- Bulk Licensing:** No.
- BC FIPPA Compliant:** Yes. Data hosted in Canada.
- Mobile App:** No.
- Platform Demo:** https://www.youtube.com/watch?v=d_GDfjyOvJg
- Recommendation:** Another new startup software company worth watching to see if userbase grows.
- Used By:** None.

4. Advising and/or Coaching Record Systems

AdvisorTrac

Provides powerful management and tracking solutions for advising, counseling, and other student support services centers at colleges and universities. Links with student information systems to maintain accurate and up-to-date contact, demographic, and enrollment data. Manage staff across multiple centers and locations with custom permissions to provide access to only the appropriate users. Assign advisors to students, record each contact with students, schedule appointments online, and automate favorite custom reports.

Headquarters: Mesa, AZ.

Cost – Implementation: Self-install.

Cost – Annual License: One time plus optional training costs.

Bulk Licensing: No.

BC FIPPA Compliant: Yes. On-premise installation.

Mobile App: No.

Platform Demo: <https://www.youtube.com/watch?v=Kh3NtUOMY1w>

Recommendation: An interesting advising record tracking system if your program requires one. Most mainstream WIL/Co-op content management systems already have this functionality built-in but if you are not using one AdvisorTrac maybe worth considering.

Used By:



5. Event Registration Systems

EventBrite

One of the largest self-service ticketing platforms for live experiences that allows anyone to create, share, find and attend events. EventBrite is free to use, costs are paid for by ticket purchasers if there is a fee attached to the event. Note: EventBrite is not BC FIPPA compliant and either requires voluntary usage or alternative sign-up methods for event registration.

Headquarters: San Francisco, CA.

Cost – Implementation: Free.

Cost – Annual License: Free.

Bulk Licensing: No.

BC FIPPA Compliant: No. Data stored on US Amazon AWS servers.

Mobile App: Yes.

Platform Demo: https://www.youtube.com/watch?v=-AEN_rtKLgo

Recommendation: One of the most popular event registration/ticketing systems on the market. Simple to use and free to use if not charging for events. Data is not stored in Canada. Users must provide an alternate means of registration if students do not want to sign up on Eventbrite.

Used By:



Karelo.com

Simple to use event registration system with integrated online payment system. System is customizable and allows you to define your own registration fields. Event organizer has access to advanced back-end functionality such as custom reporting and email communication with the event participants.

Headquarters: Vancouver, BC.

Cost – Implementation: \$199 CAD.

Cost – Annual License: Scaling percentage per registration fee plus credit card transaction fees.

Bulk Licensing: No.

BC FIPPA Compliant: Yes.

Mobile App: Yes.

Platform Demo: <https://www.karelo.com/lt.php?&T=How+it+works&LtID=101>

Recommendation: A BC FIPPA compliant event registration system. While the cost is not free to use like Eventbrite, cost is relatively low to license. A valid alternative to Eventbrite but does not have a mobile app (web only).

Used By: 

ePly

Fast, flexible, and simple event management software, for both small and large-scale events. Features include custom-built and mobile-friendly registration forms, secure payment processing matched with vault-like data privacy, attendee management and real-time event management reporting, eTickets and a dedicated event check-in app.

Headquarters: Vancouver, BC.

Cost – Implementation: None.

Cost – Annual License: Scaling from \$800 - \$20,000 depending on registration size.

Bulk Licensing: No.

BC FIPPA Compliant: Yes. Data stored in Canada.

Mobile App: Yes.

Platform Demo: <https://www.eply.com/features>

Recommendation: A more expensive event registration option but fully BC FIPPA compliant and offers a fully functioning mobile app which makes it easier to register and check-in. A system worth considering for its user-friendly interfaces, and BC FIPPA compliant at an extra cost.

Used By: 

6. Survey and/or Polling Systems

SurveyMonkey

One of the most popular and free survey tools on the market. SurveyMonkey features include easily creatable surveys, quizzes, and polls for any audience. Ability to gather feedback via weblink, email, mobile chat, and social media. Automatically analyze survey results and export results or integrate data with certain apps. Use insights to make better, data-driven decisions.

Headquarters: San Mateo, CA.

Cost – Implementation: Free.

Cost – Annual License: Free and tiered business plans.

Bulk Licensing: No.

BC FIPPA Compliant: Yes, for the paid enterprise version, data is stored on Amazon AWS Canada.

No, for free version as data storage location is ambiguous.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=DGcDNzaWBq4>

Recommendation: One of the best and easiest to use survey tools on the market. Only the paid enterprise version is recommended due to BC FIPPA compliance. The free version can be used if the user's survey does not require the gathering of personal information and no personal information is uploaded to the system (e.g. contact info for mailouts).

Used By:



Qualtrics

Is a world leading customer survey and analytics tool. Used by many of the top brands around the world, Qualtrics allows users to create surveys and generate reports without having any previous programming knowledge. Qualtrics enables you to do surveys, feedback and polls using a variety of distribution means. Results can be viewed in reports and can be downloaded. Qualtrics allows you to share surveys and results as well as collaborating with other users.

- Headquarters:** Seattle, WA.
- Cost – Implementation:** None.
- Cost – Annual License:** \$1500-\$5000 USD.
- Bulk Licensing:** No.
- BC FIPPA Compliant:** Yes. Data is stored on Amazon AWS Canada.
- Mobile App:** Yes.
- Platform Demo:** <https://www.youtube.com/watch?v=YjoolZhFXPE>
- Recommendation:** Qualtrics is one of the top survey systems and survey analytics tools on the market. Used by many top brands around the world, if your survey responses require any in depth analysis, Qualtrics is highly recommended and is BC FIPPA compliant.



Limesurvey

A free and open-source survey tool. Typically requires some coding expertise to implement and embed surveys on to web pages.

- Headquarters:** Hamburg, Germany.
- Cost – Implementation:** Free.
- Cost – Annual License:** Free for universities.
- Bulk Licensing:** No.
- BC FIPPA Compliant:** Yes, both on-premise and cloud version.
- Mobile App:** No.
- Platform Demo:** <https://www.youtube.com/watch?v=7yx6kSK6Ar4>

Recommendation: Limesurvey is typically used by educational research departments to conduct research surveys. The on-premise installation is BC FIPPA compliant but requires IT knowledge to install and maintain. Surveys can be coded onto departmental webpages to gather data. Limesurvey is strictly web only.

Used By:



7. Announcements and Social Media Tools

LinkedIn: Basic vs. Premium

LinkedIn is the world's largest online professional network. LinkedIn is used to search for jobs or internships, connect with and strengthen professional relationships, and also provides an extensive online learning library for a wide range of professional skills. LinkedIn offers two usage models: a basic free plan, which allows individual users and small businesses limited access to the LinkedIn network, and also a tiered premium monthly subscription plan which provides unrestricted access to any LinkedIn user (InMail), job postings, plus AI assisted insights to zero in on targeted individuals for business development, sales, recruiting, marketing and so on.

LinkedIn Premium users tend to have one of the following needs answered:

- Am I looking to hire a lot of new staff members?
- Do I want to use LinkedIn to find more leads?
- Is my goal to use LinkedIn as my primary sales platform?
- Will using LinkedIn allow me to better reach the target audience for my business?

The following table is a breakdown of the functionalities offered between the Basic and Premium versions.

LinkedIn Basic	LinkedIn Premium
Craft your profile, connect with professionals, and build your network.	Unlimited Profile Search.
Give and receive recommendations.	Send direct messages to anyone with InMail.
Request up to 5 introductions at a time.	See who's viewed your profile over the last 90 days, plus the keywords that got them there.
Receive (but not send) unlimited InMail messages.	See the top 100 most viewed people in your network, and how you rank against other professionals in your industry.

Save up to 3 searches and receive weekly search alerts.	Expanded Search Listings mean more information from your profile shows up when someone searches your name.
See the last 5 people who viewed your profile.	Keyword Suggestions that can be applied to write a more search-friendly Profile summary.
See the top 10 most viewed people among your connections, and the five people above and below you.	Open Profile allows any LinkedIn member to send you InMail, even if they don't have Premium themselves.
	Up to 8 Additional Search Filters: Groups, Years of Experience, Function, Seniority Level, Interested In, Company Size, Fortune, When Joined.

*Annual: Save 20%

LinkedIn Subscriptions

Job Seeker	Business Plus	Sales Navigator	Recruiter Lite
 Land your dream job	 Grow and nurture your network	 Find and engage the right prospects	 Find and hire talent
<ul style="list-style-type: none"> Stand out to hiring managers Get in touch with recruiters See how you compare to other candidates 	<ul style="list-style-type: none"> Promote and grow your business Maximize the power of your network Enhance your professional brand 	<ul style="list-style-type: none"> Find leads and accounts in your target market Get real-time insights for warm outreach Build trusted relationships with customers and prospects 	<ul style="list-style-type: none"> Find great candidates, faster Contact top talent directly Build relationships with prospective hires
\$29.99/month	\$59.99/month*	\$79.99/month*	\$119.95/month*
Who's Viewed Your Profile	Who's Viewed Your Profile	Business Plus features	Business Plus features
3 InMail credits	15 InMail credits	30 InMail credits	30 InMails
4 Premium Filters	8 Premium Filters	Updates: Leads, Shares, Company, In the news, Potential Leads	Track candidates with Projects + manage candidates in one place
300 profiles per search	Unlimited profile search		
5 Saved Searches	7 Saved Searches		

INTERO
advisory

<https://www.interoadvisory.com/2016/01/which-linkedin-subscription-should-you-buy/>

Headquarters: Sunnyvale, CA.
Cost – Implementation: Free.
Cost – Annual License: Free basic plan and a monthly premium subscription model (see pricing infographic above from Intero Advisory).
Bulk Licensing: No.
BC FIPPA Compliant: No. Data is hosted on US Microsoft Azure cloud servers.
Mobile App: Yes.
Platform Demo: <https://www.youtube.com/watch?v=ZVIUwwgOfKw>
Recommendation: LinkedIn Premium is expensive but maybe worth considering if your department conducts a lot of business on LinkedIn. LinkedIn is not BC FIPPA compliant and usage should be considered optional.

Used By:



TikTok, Instagram, Facebook, Snapchat, (Twitter)

In order, these are the top five social media apps downloaded in the US in 2020 according to Apptopia, one of the world's leading app tracking websites. Indicative, this is also where many students in high school, post-secondary, and now recruiters are focusing their social media energy towards.



<https://blog.apptopia.com/worldwide-us-download-leaders-2020>


- Headquarters:** Various.
- Cost – Implementation:** Free.
- Cost – Annual License:** Free.
- Bulk Licensing:** N/A.
- BC FIPPA Compliant:** No. No student personal info shall be posted without express written consent.
- Mobile App:** Yes.

Recommendation: Instagram and Twitter should be the current staples in one's social media outreach channels. While Facebook has been one of the biggest platforms in the past decade, data is clearly showing a trend of Gen Z or iGen moving towards TikTok and Snapchat as alternatives bypassing Facebook altogether.

Used By:



 : None.

 : None.

Hootsuite

Is the leading social media management platform which allows social media managers to curate content, schedule postings, and measure ROI of your social media platforms through reposts/retweets, change in followers, engagements and mentions.

Headquarters: Vancouver, BC.

Cost – Implementation: None.

Cost – Annual License: Tiered monthly subscription plans¹.

Bulk Licensing: No.

BC FIPPA Compliant: Yes.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=1LCx10zC72k>

Recommendation: For social media managers, Hootsuite is nearly a must use tool that will save time and provide analytics to one's social media outreach. Social media can still be done without a social media manager, but one cannot adequately analyze one's social media ROI without it.

Used By:



¹ <https://www.hootsuite.com/plans>

Campaigner, Campaign Monitor, Mailchimp

Are various automated email marketing platforms (e-blasts) used for mass customer engagement and engagement monitoring.

Headquarters: Campaigner: Ottawa, ON.
Campaign Monitor: Nashville, TN.
Mailchimp: Atlanta, GA.

Cost – Implementation: None.

Cost – Annual License: Free versions available but usually paid subscription plans offer more flexibility. Prices range from \$10-\$300 per month.

Bulk Licensing: No.

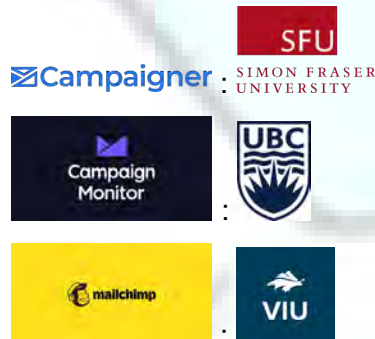
BC FIPPA Compliant: No. Consent or signup needs to be received before providing information to the service.

Mobile App: Yes.

Platform Demo: Campaigner: <https://www.youtube.com/watch?v=Z2bOPX94S2k>
Campaign Monitor: <https://www.youtube.com/watch?v=SCiBkHX6I9w>
Mailchimp: <https://www.youtube.com/watch?v=nHHJELoPQM0>

Recommendation: Typically, an institute's email system is not built for mass external mailing and often mass emailing may be blocked by the email administrator. A third-party mass emailing system may be required to get email out quickly and efficiently as well as provide analytics to analyze those who have received and opened your email. Note: mass emailing systems are not BC FIPPA compliant, and uploading contact info will require written consent or voluntary signup.

Used By:



8. Virtual Communication Tools

Zoom

The biggest tech winner during the Covid-19 era, this unified online communications platform has seen its daily userbase go from ~10M daily meetings pre-Covid to over 300M meetings post-Covid. With the ability to call in online or via landline, schedule calls, use selective (animated) backgrounds, built-in collaboration tools and breakout rooms, Zoom's simple to use interface has made their platform one of the market leaders in the unified communications market.

Headquarters: San Jose, CA.

Cost – Implementation: None.

Cost – Annual License: Free individual license with limitations (40 minute group meetings). Tiered business/enterprise licenses from \$200-\$400 CAD per user per year¹.

Bulk Licensing: No.

BC FIPPA Compliant: No. Uses Equinix servers located in the US.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=DnL903NUWX8>

Recommendation: Zoom has become the most popular video communication tool since the Covid-19 outbreak. With its easy-to-use interface, collaborative tools, and ability to connect users both online line and offline, the ability to Zoom has become second nature to many. The major downside to Zoom is that it is not BC FIPPA compliant. Recording meetings requires consent from all parties participating in the Zoom meeting. The free version of Zoom also has more limitations than other video conferencing systems on the market.

Used By:



¹ <https://zoom.us/pricing>

MS Teams

Completely integrated with MS Office 365, MS Teams is one of the greatest collaborative tools on the market. A direct competitor to Zoom since the Covid-19 outbreak, MS Teams offers more team collaborative functionalities and having direct MS Office app integration cannot be replicated.

- Headquarters:** Redmond, WA.
- Cost – Implementation:** None.
- Cost – Annual License:** Free individual license with limitations (60 minute group meetings). Tiered business/enterprise licenses bundled with O365¹.
- Bulk Licensing:** No.
- BC FIPPA Compliant:** Yes. Data stored on Microsoft Azure Canada servers.
- Mobile App:** Yes.
- Platform Demo:** <https://www.youtube.com/watch?v=CH2seLS5Wb0>
- Recommendation:** Being fully BC FIPPA compliant is a big advantage MS Teams has over Zoom. Also having SharePoint and MS Office integration is something Zoom cannot offer. While the interface is not as clean or intuitive to use as compared to Zoom, almost all functionality found in Zoom is available in MS Teams.

Used By:



Zoom vs. MS Teams

The University of Pittsburgh has an excellent head-to-head comparison between the different features of Zoom and MS Teams. According to their site: Zoom video conferencing and Microsoft Teams are both powerful tools that combine real-time chat, content sharing, and video. Each has its unique strengths. For example, Zoom is better suited for online teaching, whereas Teams is a great fit for large, collaborative projects.

¹ <https://www.microsoft.com/en-ca/microsoft-teams/compare-microsoft-teams-options>

<https://www.technology.pitt.edu/help-desk/how-to-documents/feature-comparison-zoom-and-teams>. For an easy to read, illustrative comparison between features for classroom/training webinars, online meeting/conferences, and team office chatting, please see the link above.

BlueJeans

Owned by Verizon, BlueJeans is licensed by BCNET and provides video conferencing services for small teams up to large conference groups (1000 users)¹. BlueJeans, though not as feature rich as Zoom or MS Teams, is highly scalable and great for large scale events or for quick team meetings. As the data is hosted on BCNET servers, BlueJeans is also BC FIPPA compliant.

Headquarters: San Jose, CA.

Cost – Implementation: None.

Cost – Annual License: Currently available at a low cost to any BCNET member institution².

Bulk Licensing: No.

BC FIPPA Compliant: Yes. Hosted by BCNET.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=Dzosxuap6qY>

Recommendation: A low-cost alternative to Zoom or MS Teams, BlueJeans being fully support by BCNET is a great alternative to the larger platforms. User interface is almost has clean and easy to use like Zoom but BlueJeans does not have as many collaborative functions as either Zoom or MS Teams.

Used By: The image shows two logos side-by-side. On the left is the 'DOUGLAS' logo in a stylized, stacked font. On the right is the 'SFU SIMON FRASER UNIVERSITY' logo, featuring a red square with 'SFU' in white, and the full name below it.

¹ <https://www.bc.net/service-catalogue/video-conferencing>

² <https://www.bc.net/our-members/current-members>

Skype and Skype for Business

Acquired by Microsoft in 2011, Skype's usage has been in slow decline over the last 10 years. Billed as one of the first free international calling platforms, Skype for Business has been scheduled for end of life on July 31, 2021 with Microsoft migrating business accounts to MS Teams. The personal version of Skype does not have an announced end date yet, but its fate is almost surely sealed as MS Teams also offers a free version for individual users.

Headquarters: Palo Alto, CA.

Cost – Implementation: None.

Cost – Annual License: Free personal version. Skype for Business redirects to MS Teams (see above).

Bulk Licensing: No.

BC FIPPA Compliant: No.

Mobile App: Yes.

Recommendation: Skype has been a staple of the online video conferencing market for many years but it clearly being deprecated by Microsoft in favour of MS Teams.

Used By:



Google Hangouts/Facebook WhatsApp

Two very popular and free instant messaging and video chatting services. With limiting participants, Hangouts and WhatsApp are not BC FIPPA compliant, but are very popular among students.

Headquarters: Google Hangouts: Mountainview, CA.
Facebook WhatsApp: Sunnydale, CA.

Cost – Implementation: None.

Cost – Annual License: None.

Bulk Licensing: No.

BC FIPPA Compliant: No.

Mobile App: Yes.

Platform Demo: Hangouts: <https://www.youtube.com/watch?v=ahy3uRzRG9w>
WhatsApp: <https://www.youtube.com/watch?v=KgNliKyVY2Q>

Recommendation: Free and easy to download and use, but only use if students select this a system of preference.

Used By: None reported.

Google Voice for Higher Ed

Receive and place calls like calling from a landline. Provides call forwarding features and can be used either online or through your local phone line.

Headquarters: Mountainview, CA.

Cost – Implementation: None.

Cost – Annual License: Tiered pricing as part of Google Workspace for Education.
Starting from Free to \$5 USD per student per year.

<https://edu.google.com/products/workspace-for-education/editions/>

Bulk Licensing: No.

BC FIPPA Compliant: No.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=c8fS-RB7FYw>

Recommendation: Free and easy to download and use, but only use if students select this a system of preference.

Used By: None.

9. Curriculum Learning Management Systems (LMS)

As this report's writer is not a LMS expert, this report will not go depth about the various major LMS's use by BC post-secondaries (Blackboard, Brightspace D2L, Canvas, Moodle). All are valid systems and the following publication by ListedTech.com has an excellent write up on the history and popularity of the various LMS's used in Canadian post-secondary institutions: <https://www.listedtech.com/blog/learning-management-system-canada>.

For further information on which LMS system your institution should consider, this report will direct you to the experts on the EdTech team at the BCCampus.ca Advisory Committee, many who have years of experience on the subject matter: <https://bccampus.ca/about-us/advisory-committee/>.

Blackboard Learn

- Headquarters:** Washington D.C.
- Cost – Implementation:** Varies (depends on student information system integration).
- Cost – Annual License:** Varies (depends on school size).
- Bulk Licensing:** No.
- BC FIPPA Compliant:** Yes. On-premise hosting.
- Mobile App:** Yes.
- Platform Demo:** <https://www.youtube.com/watch?v=gmk0O5OqW4w>

Used By:



Brightspace D2L

- Headquarters:** Kitchener, ON.
- Cost – Implementation:** Varies. Partnered with BCNET.
- Cost – Annual License:** Varies. Partnered with BCNET.
- Bulk Licensing:** Yes.
- BC FIPPA Compliant:** Yes. Data hosted on Amazon Canada AWS.
- Mobile App:** Yes.
- Platform Demo:** <https://www.youtube.com/watch?v=BWFqCrRhYws>

Used By:



Canvas Instructure

Headquarters: Salt Lake City, UT.

Cost – Implementation: Varies (depends on student information system integration).

Cost – Annual License: Varies (depends on school size).

Bulk Licensing: No.

BC FIPPA Compliant: Yes. Hosted on Amazon Canada AWS.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=TdDS6gVdl10>

Used By:



Moodle

Headquarters: Opensource (hosted by BCNET, operated by TRU).

Cost – Implementation: Varies. Partnered with BCNET.

Cost – Annual License: Varies. Partnered with BCNET.

Bulk Licensing: N/A.

BC FIPPA Compliant: Yes. Hosted by BCNET.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=3ORsUGVNxGs>

Used By:



10. Document Repository Systems

Microsoft SharePoint

A web-based collaboration tool directly integrated with MS Office and O365 (including MS Teams and OneDrive), SharePoint is primarily used as a document management tool, where documents can be shared or collaborated upon.

Primarily installed on-premise, many institutions are now taking advantage of Microsoft's Azure Canada cloud services in O365 to edit Microsoft documents in real time by multiple people from any location. Though SharePoint is expensive to implement and license, it is a highly secure and reliable tool that also meets BC FIPPA compliance, unlike the more popular and free tool Google Drive.

Headquarters: Redmond, WA.

Cost – Implementation: Expensive for on-premise solution.

Cost – Annual License: No free license. Tiered pricing of \$5-\$20 USD per user per month for cloud solution¹. On-premise enterprise licensing also available.

Bulk Licensing: No.

BC FIPPA Compliant: Yes. On-premise or Microsoft Azure Canada cloud solution.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=QSoEaNG3VJ8>

Recommendation: Expensive to implement and maintain, but if your institution has made SharePoint available, it is highly recommended to utilize it as a collaboration tool and file sharing/storage system.

Used By:



¹ <https://www.microsoft.com/en-us/microsoft-365/sharepoint/compare-sharepoint-plans>

Google Drive

The most popular and free document collaboration, sharing and repository system on the market. Google Drive is very popular among students and educators. While Google drive allows one to freely share and collaborate documents, data storage is not BC FIPPA compliant and personal information may not store on its service without express written consent.

Headquarters: Mountainview, CA.

Cost – Implementation: None.

Cost – Annual License: None.

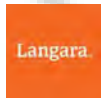
Bulk Licensing: No.

BC FIPPA Compliant: No. No personal information may be stored on Google Drive without express written consent.

Mobile App: Yes.

Recommendation: While a free and easy to use collaboration and document sharing tool, Google Drive is not BC FIPPA compliant and no personal information should be stored unless with written consent.

Used By:



Dropbox

A hugely popular document and file repository system and used by many students due to its free 2GB storage option. Excellent tool to share files from multiple sources. Not BC FIPPA compliant.

Headquarters: San Francisco, CA.

Cost – Implementation: None.

Cost – Annual License: Free 2GB personal plan. Tiered personal and business plans for more storage space and additional collaborative access.

Bulk Licensing: No.

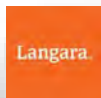
BC FIPPA Compliant: Yes.

Mobile App: No.

Platform Demo: <https://www.youtube.com/watch?v=WRrBE28KTXI>

Recommendation: Another popular and free tool to use, Dropbox is not BC FIPPA compliant and no personal information should be store on their servers without written consent or voluntary upload.

Used By:



ownCloud

On-premise and cloud storage solution.

Headquarters: Lexington, MA.

Cost – Implementation: IT staff for on-premise installation.

Cost – Annual License: Tiered individual and business enterprise licenses¹.

Bulk Licensing: No.

BC FIPPA Compliant: Yes. On-premise installation.

Mobile App: Yes.

Platform Demo: <https://vimeo.com/233788505>

Recommendation: A BC FIPPA compliant document storage and sharing tool, ownCloud's on-premise solution is a good alternative to the free tools on the market. Cost to install, use, and maintain is the biggest hurdle.

Used By:



¹ <https://owncloud.com/pricing/> and <https://owncloud.com/find-the-right-edition/>

11. AI Career Assistants

VMock

Dubbed as the “AI assistant for Career Services”, VMock uses an AI algorithm to score and improve student candidate resumes and LinkedIn profiles. VMock also has an elevator pitch tool that analyzes facial expression and uses voice analysis to improve one’s interviewing skills. VMock also contains a curated job feed that will match candidate skills to current postings matching student job search preferences. As a Diamond sponsor at NACE 2019, VMock has made a big splash in the US Career Services market with its unique offerings and use of AI.

Headquarters: Palo Alto, CA.

Cost – Implementation: Varies. Depends on integration.

Cost – Annual License: Varies. Depends on school size.

Bulk Licensing: No.

BC FIPPA Compliant: No. Data stored on US Amazon AWS servers.

Mobile App: Yes.

Platform Demo: <https://www.vmock.com/video>

Recommendation: A platform that has gain immense popularity the last few years, especially in US-based schools. Currently not BC FIPPA compliant so can only be used as opt-in by student or by submitting signed waivers of privacy. A system worth considering especially if they expand hosting to Canadian based servers.

Used By: None

Quinnia

Startup company with offering similar to VMock, Quinnia provides an AI assistant to help guide students through their career path. The QUINN assistant will help students enhance their resume, tailor mock interviews, and provide personalized feedback and engagement tools.

Headquarters: Boston, MA.

Cost – Implementation: None.

Cost – Annual License: Depends on school size.

Bulk Licensing: No.

BC FIPPA Compliant: No.

Mobile App: No.

Platform Demo: <https://www.youtube.com/watch?v=inqYp5QdCLQ>

Recommendation: Still in startup stage. Worth watching but not recommended yet.

Used By: None.

12. International Working Abroad Systems

GoinGlobal

Helps students and alumni explore opportunities at home and worldwide. GoinGlobal provides access to credible, constantly updated, location-specific employment resources and jobs from around the world. GoinGlobal also helps students in securing internships and H1B work visas to the United States.

Headquarters: Mobile, AL.

Cost – Implementation: None.

Cost – Annual License: Varies. Depends on school size.

Bulk Licensing: No.

BC FIPPA Compliant: No.

Mobile App: No.

Platform Demo: <https://www.youtube.com/watch?v=8I1YvA8lvUY>

Recommendation: A useful tool to subscribe to for students who need more international job seeking information and help. A similar Canadian version available in My World Abroad (see below).

Used By: None.

My World Abroad

Like GoinGlobal, My World Abroad is an international job seeking opportunity board that helps students and alumni secure placements worldwide.

Headquarters: Toronto, ON.

Cost – Implementation: None.

Cost – Annual License: Varies. Depends on school size.

Bulk Licensing: No.

BC FIPPA Compliant: Yes.

Mobile App: No.

Platform Demo: <https://www.youtube.com/watch?v=N25FomEZyq4>

Recommendation: A useful tool to subscribe to for students who need more international job seeking information and help.

Used By:



13. Miscellaneous Software

Candid Career

Housing over 8000 career videos, Candid Career provides real life testimonials from student job seekers who have recently landed jobs in their chosen career fields. These shared experiences are meant to guide students on their career paths and provide real life experiences, both negative and positive, which will hopefully help guide students into a suitable career path. Candid Career builds their video library by asking students who recently landed jobs working with their customer's career centers to interview for future publication.

- Headquarters:** Annapolis, MD.
- Cost – Implementation:** None.
- Cost – Annual License:** \$40 USD per year.
- Bulk Licensing:** No.
- BC FIPPA Compliant:** Yes. Video library service and no information is uploaded. Students have the option to be voluntarily interviewed and added to Candid Career's video library.
- Mobile App:** No.
- Platform Demo:** <https://www.candidcareer.com/samplevideos.php>
- Recommendation:** A low-cost platform for students to use a resource.
- Used By:** None.

Emsi Career Coach

A Glassdoor equivalent for colleges and universities. Offers salary survey information and staff reviews of companies.

- Headquarters:** Moscow, IN.
- Cost – Implementation:** None.
- Cost – Annual License:** Varies. Depends on school size.
- Bulk Licensing:** No.

BC FIPPA Compliant: Yes, for viewing salary surveys. No for uploading salary information unless with student consent.

Mobile App: No.

Platform Demo: https://www.youtube.com/watch?v=SsS_-z1uM50

Recommendation: Glassdoor has a larger database of salaries but Emsi is more college/university focused. Primarily US based salaries.

Used By: None.

Miro

Online whiteboard collaborative software used for meetings, brainstorming, mind mapping, planning and UX design.

Headquarters: San Francisco, CA.

Cost – Implementation: None.

Cost – Annual License: Free with limited use or tiered monthly subscription for additional users and features¹.

Bulk Licensing: No.

BC FIPPA Compliant: No. Data stored on US Amazon AWS servers.

Mobile App: Yes.

Platform Demo: <https://www.youtube.com/watch?v=7L1-0DOGHDY>

Recommendation: A useful collaboration/whiteboarding tool. No private information can be uploaded due to non-BC FIPPA Compliance.

Used By: None.

¹ <https://miro.com/pricing/>

Resume Target

A professional writing company based in downtown Vancouver. Resume Target asks post-secondary institutions to post links to their services company and provides students and graduates with professional writing services along with career coaching advice. Target customers are from undergrads all the way up to executive level seeking positions.

- Headquarters:** Vancouver, BC.
- Cost – Implementation:** Range per use: \$200 (undergrad) to \$1050 (executive).
- Cost – Annual License:** None.
- Bulk Licensing:** No.
- BC FIPPA Compliant:** Yes.
- Mobile App:** No.
- Platform Demo:** <https://www.resumetarget.ca/how-it-works.php>
- Recommendation:** Additional local resume writing service if needed.
- Used By:** None.

14. Data Storage/ BC FIPPA (FoIPPA) Compliance

The BC Freedom of Information and Protection of Privacy Act (FIPPA) regulates the information and privacy practices of "public bodies"¹ including provincial government ministries, local governments, crown corporations, local police forces, schools, and hospitals to name a few.

The BC FIPPA legislation is quite complex and applies to many areas regarding data access, data privacy and data protection. Personal information must be stored and accessed only in Canada, except in limited circumstances. As many countries do not have privacy protection standards equivalent to our own, BC FIPPA requires public bodies ensure that personal information is stored and accessed only in Canada. However, public bodies may store or access personal information in another jurisdiction with the person's consent or in other limited circumstances as outlined in BC FIPPA².

For this report, we will discuss various methods on how to meet data storage compliance as it pertains to BC FIPPA as this tends to be the greatest challenge when considering adopting a third-party vendor system.

BC PSIs can meet BC FIPPA compliance by adhering to one of these criteria:

- 1) Data is stored within Canada; or
- 2) Express written consent is provided by the student explicitly stating that the PSI will be uploading and storing their personal data outside of Canada, and that local privacy regulations such as BC FIPPA protecting their data privacy does not apply when using the system; or
- 3) Students voluntarily sign up and share their own personal information and are made aware of the same suspension of local data privacy laws as in 2).

Data Storage within Canada - Vendors can meet the first criteria above by having their data and services hosted within Canada. This can either be an on-premise (on campus) solution, or having a data server warehoused within Canada, or licensing a Canadian cloud solution (e.g. Amazon AWS Canada, Microsoft Azure Canada, Compute Canada etc.).

¹ <https://www.oipc.bc.ca/for-public-bodies/>

² <https://www2.gov.bc.ca/gov/content/governments/services-for-government/information-management-technology/privacy/good-privacy-practices#storage-and-access-in-canada>

Express Written Consent - Student data can be stored outside of Canada if a student explicitly consents to having their data uploaded and stored on the vendor's system. Historically, this has required a physical signature declaring that the PSI can store their personal data outside of Canada and that their data will no longer be protected under local data privacy laws. It is now also acceptable to do this in electronic format (electronic consent).

Voluntary Sign Up - Students can also provide consent to have their data stored outside of Canada by voluntarily signing up to a system and providing their own private information. Students must also be made explicitly aware of the suspension of local privacy data laws as per the written consent section above.

Note: as of March 17, 2020, Ministerial Order M085 has suspended BC FIPPA regulations during the COVID-19 pandemic regarding third-party tools and applications in order to better enable online communication and collaboration during the current COVID-19 pandemic¹.

¹ https://www2.gov.bc.ca/assets/gov/british-columbians-our-governments/services-policies-for-government/information-management-technology/information-privacy/resources/ministerial_order_085_respecting_disclosures_during_covid-19_emergency_march_2020_pdf.pdf

15. BCNET Partnership

BCNET is a not-for-profit, shared services organization which represents their colleges, universities, and research institutes in British Columbia.

What BCNET Does

- Foster member involvement through our governance and committees.
- Lead IT-related initiatives, procurements, and service development in partnership with our entire membership.
- Negotiate service agreements on behalf of our membership.
- Measure and report our service adoption.
- Build strategic alliances with industry partners.
- Broker connections through city and community partnerships.

BCNET Members

British Columbia Institute of Technology	Camosun College
Capilano University	Coast Mountain College
Emily Carr University of Art + Design	College of New Caledonia
Justice Institute of British Columbia	College of the Rockies
Kwantlen Polytechnic University	Douglas College
Nicola Valley Institute of Technology	Langara College
Royal Roads University	North Island College
Thompson Rivers University	Northern Lights College
University of the Fraser Valley	Okanagan College
University of Northern British Columbia	Selkirk College
Vancouver Island University	Vancouver Community College

BCNET’s Value-Added Reseller - Compugen Software

BCNET has contracted Compugen as their preferred bulk software procurement company for BCNET members. Please see the Compugen’s services listed and contact information at <https://www.bc.net/service-catalogue/compugen-software-licensing>.

Some of the software companies listed in this report have expressed interest in providing bulk licensing agreements for their software services.

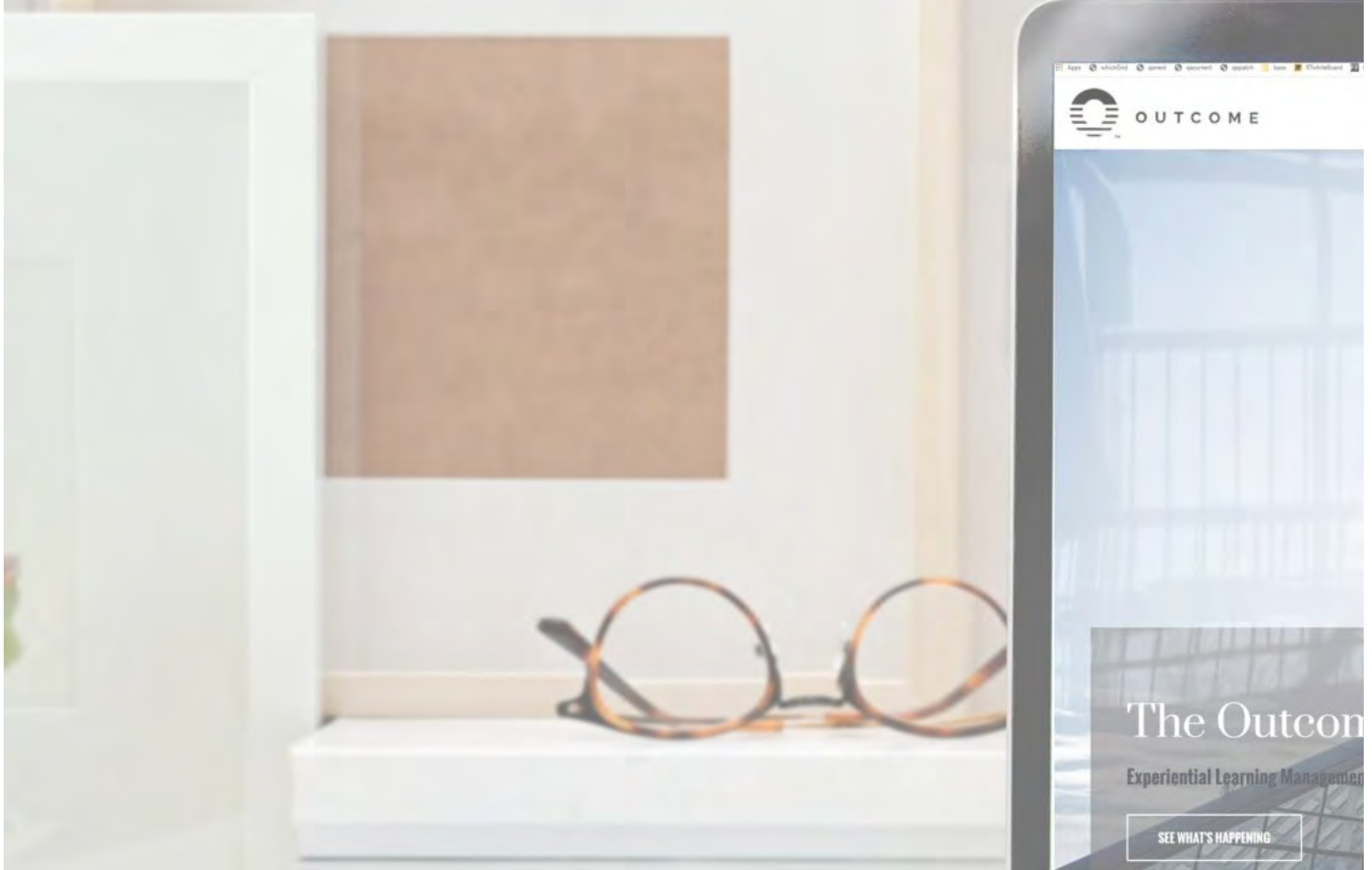
Conclusion

After a comprehensive technology survey of all BC WIL Council members in 2019/2020, many technologies were reported by BC post-secondary institutions for WIL/Co-op program delivery. This report researched and outlined more than 50 software systems that are either in use or could be potentially used by WIL/Co-op post-secondary institutions. Each software listed outlines costing (when available), BC FIPPA compliance, links to online demos, and recommendation of usage based on research done on each company. The largest hurdle to implement many of the technologies deals with the BC FIPPA compliance issue and this report outlines steps to address BC FIPPA compliance. Finally, BCNET has contracted procurement services for bulk licensing agreements for software by Compugen. Please see the link in the BCNET Partnership section for additional information.

Appendix 1: IMS - Orbis Outcome Handout



(<https://orbiscommunications.com/>)



What is Outcome?

Outcome supports career ready graduates by connecting in-class learning with real world experiences and opportunities. It is a completely configurable and brand ready integrated solution that provides post-secondary students easy access to experiential learning opportunities.

Partners of Outcome not only benefit from quantifying, tracking, and cataloguing all experiential learning offerings into one streamlined, and easily searchable, digital library but also from extractable data sets that



(<https://orbiscommunications.com/>)

tailored experiential learning opportunities available in Canada.

It is the most trusted experiential learning solution by Canadian post-secondary institutions.

Campus Partner Benefits

01 Co-op ---

- Track sequences, work terms, and student and employer rankings
- Control student participation across multiple terms (job view control, terms and conditions, evaluations, and checklists)
- Over 60 configuration options supporting co-op, coordinators, and complex team structures.

02 Job Search ---

- Support, track, and motivate your students during grad, summer, on-campus or co-op employment searches
- Post and approve jobs or pull from job aggregation sites to approve
- Automatically send employers application packages
- Manage a range of interview tools for interviews

03 Co-curricular record ---

- Track, design, and support the CCR process by creating and updating activities, managing validators, coordinating the validation process, and guiding students in competency selection



(<https://orbiscommunications.com/>)

- Track student experiential requirements with integrated support for registrar feeds of student course enrollment and course status changes
- Full suite of tracking tools to capture what students have to do to complete their WIL or EL experience
- Support for qualifications by course or program
- Workflow templates to support operationalization of WIL and EL types across the institution

05 Advising

- Manage student appointments for any appointment types offered including; career education, resume review, counselling, and advising
- Support notes and additional data collection points
- Enable real-time online booking
- Manage satisfaction surveys
- Track attendance and integrate with staff calendars

06 Interviews

- Create interviews and mock interview schedules
- Manage interview schedules
- Handle high volume processes
- Support various interview types and methods

07 Event Management

- Create and deliver events and workshops for students, alumni, and employers
- Set attendance rules and track attendance
- Leverage built-in e-commerce

08 Document Management



(<https://orbiscommunications.com/>)

09 User Support ---

- Manage and customize the experiences of students, alumni, employer/industry partners, faculty, and even community stakeholders
- Real-time integrations into registrar and other campus systems

10 Integrations ---

- Support for integrations into campus registrar systems
- Export to campus data warehouses
- Access multiple payment provider integrations
- Support for real-time user authentication

Our Customers





(<https://orbiscommunications.com/>)

How can we help you?

[Fulfill Potential \(https://orbiscommunications.com/contact-us/\)](https://orbiscommunications.com/contact-us/)

151 John St S,
Hamilton, ON L8N 2C3

1.905.627.4341 | local
1.888.470.1722 | toll free

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[ions.com/fr/outcome/\)](https://orbiscommunications.com/fr/outcome/)

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Appendix 2: IMS - Symplicity CSM Handout



WHAT IS CSM?

■ simplicity®



What is CSM?

A paradigm shift is occurring in higher education. Changes in economic conditions are causing unprecedented levels of concern with career outcomes, and the value of higher education is being openly questioned by everyone from parents to politicians, government regulators, business leaders, and the press. Students and their families are more so now than ever demanding a return on investment for education, and the way institutions can provide this is by implementing a holistic employability strategy that utilizes top-tier technology.

of over 400,000 active employers, including 89% of Fortune 100 companies. There's a reason why 1,300 career centers worldwide, including schools like Yale, Harvard, UCLA, London Business School and more all trust CSM as the backbone for their career services efforts. Our clients recognize that it is the most robust and flexible option available for career centers to facilitate connections between students and potential employers while doing everything they can to enhance students' employability.

CSM offers invaluable career resources and access to a network of over 400,000 active employers, including 89% of Fortune 100 companies.

CSM is the leading career services management tool on the market. It is a SaaS solution that enables higher ed staff to achieve maximum efficiency and control in managing all career services-related tasks by connecting all staff members to one core database. On the student side, CSM offers invaluable career resources and access to a network



Why is CSM Valuable?

Employability Resources for Students

DIRECT ACCESS TO TOP EMPLOYERS

With CSM, hundreds of thousands of employers post jobs directly to our career center job boards, which students can then find and easily apply for. Smart algorithms will provide students with personalized job recommendations that show up on their CSM home page when they log in, encouraging their engagement with the system. Our students submitted 13.2 million job applications last year, which is a reflection of our client base and students' engagement with CSM.

OPTION TO BE SOURCED BY RECRUITERS

Students can promote themselves to our entire network of employers by opting into Global Search, which allows employers to actively source from all of our career centers who use CSM. Students can personalize their employer-facing profile with experience, attachments reflecting special projects they have done, and by linking other social media sites such as LinkedIn.

CAREER EVENTS MANAGEMENT

CSM allows students to find and sign up for any type of career-related event, be it a career fair, information session with employers, career center-hosted workshop, or on-campus interview. Students will receive reminders before these events to ensure that they never miss an important appointment.

INTERNSHIP MANAGEMENT

Within CSM, students can manage the entire internship lifecycle, from finding and applying for an internship to completing self-evaluations afterwards.

Hundreds of thousands of employers post jobs directly to our career center job boards.

EXTENSIVE CAREER LEARNING RESOURCES

CSM serves as a repository for all career-related learning materials; the Document Library allows career centers to store videos, PowerPoint presentations and other critical learning tools for students to access.

EMPLOYABILITY TOOLS

With the Resume Builder and Mock Interview modules, students can ensure that they are constantly enhancing their employability skills by receiving constructive feedback on their resumes and interview tactics.

Improved Operational Efficiency for Staff

SEAMLESS STUDENT DATABASE MANAGEMENT

A powerful, well-organized student database is essential for any career services office. CSM allows staff to zero in on targeted groups of students to push important information or update records in batches. By eliminating the need to do this manually, office productivity increases since staff can focus less on these repetitive administrative tasks and more on strategic initiatives.

RICH STUDENT INFORMATION AT YOUR CAREER CENTER'S FINGERTIPS

Having key information on students and alumni that's easily accessible is critical. CSM compiles everything staff needs to ensure that their appointments with students are highly effective. Before, during, and after student appointments, career staff may access integrated student records that contain an incredible amount of pertinent information to provide the best possible advice and guidance.

RUN SUCCESSFUL EVENTS

CSM allows staff to plan and implement any type of career services event, from career fairs to on-campus workshops. For example, with CSM's Workshop Manager, you may post workshop information and target specific student calendars (such as "only seniors"). Plus, we log each student's RSVP and attendance history for future reference.

Virtually any type of data contained within CSM can be analyzed and turned into a report.

BUILD KEY RELATIONSHIPS & TARGET THE RIGHT CONTACTS

A robust and flexible employer contact database is essential to ensuring that your institution develops key relationships with employers. Our contact database allows staff to target specific groups of contacts to push important information out to the right people at the right organizations.

STUDENT OUTREACH TOOLS

CSM allows staff to gather data from dashboards, such as the student engagement dashboard, to pinpoint which students need a push to become more engaged. Staff at your career center can then send email blasts to various groups of students.

EMAIL ANALYTICS

Staff can analyze the success of all their outreach within CSM to see which tactics worked best and which could be improved upon.

FLEXIBLE AND ROBUST REPORTING

Virtually any type of data contained within CSM can be analyzed and turned into a report. This offers almost unlimited capabilities to effortlessly gather data from the system and turn that data into actionable next steps.

STOPPING FRAUDULENT EMPLOYERS

Symplicity understands the importance of ensuring the jobs in your school's system are legitimate and come from employers who have undergone a verification process. To help facilitate this, Symplicity employs an automated employer verification technology, which, combined with the network of other Symplicity users, will put an end to fraudulent employers once and for all.

What Differentiates Us from Competitors**OUR NETWORK**

No one else has our network of schools, students, and employers. Hundreds of thousands of employers use CSM to find and hire entry-level

candidates, making us the de facto standard among employers. Our unrivaled network includes 75% of the top national universities and 50 of the top 50 U.S. law schools.

WE HIRE FROM WITHIN THE INDUSTRY

We are the only career services vendor who provides clients with dedicated client relationship specialists who are experts in the field and have been in your shoes. We pride ourselves on the quality and depth of our client services—we host hundreds of virtual trainings a year, with in-person training events in nearly every U.S. region and abroad, and have a 96% support feedback rating. Prospective clients who come to Symplicity from other vendors typically cite our client support as one of the most distinguishing services we provide.

CUSTOMIZATION AND FLEXIBILITY

With some of our competitors' products, picklists and some forms are not customizable. Across all Symplicity products, customization is one of our strong suits. This comes from serving institutions of all types and sizes for nearly 20 years—from 4-year public institutions and 2-year community colleges to specialty schools.

SECURITY CERTIFICATIONS

Many companies say they comply with security standards—we are the only one who is certified, including but not limited to ISO-9001, SSAE-16, ISO 27001 and CMMI Level 3 certifications. These should be a part of every RFP/requirements list.

What Clients Have to Say

“As an inaugural client of Symplicity’s entry into servicing the legal profession, the University of Chicago Law School has been continuously impressed with how CSM has demonstrably developed in power and utility over the years. I don’t believe there is a similar web-based application that approaches the granular control that CSM offers; users can configure the system to meet specific procedural needs and policies unique to their organization.”

- Paul Woo, Director of Career Services at University of Chicago Law School

“We appreciate knowing that the product is backed by competent people who care about the unique needs of our school and care to help us improve the system in order to better serve our students.”

- Jeanne Kielhofner, Career Services Associate at Webster University

“CSM is a turnkey product that is scalable, interfaces seamless with the schools’ legacy systems and most importantly, conveniently gives us the freedom to make bespoke local customizations.”

- Allan Obiero, Head of Operations, Career Centre at London Business School

“This (data provided by CSM) has made it possible for us to seek greater support from outside the university in grant funding.”

- Dr. Stacy Ballinger, Director of Internships & Co-operative Programs at Florida Gulf Coast University



Empowering institutions with the right tools to develop career-ready graduates

THE BEST PLATFORM FOR CAREER SERVICES

When it comes to the CSM platform, we've built and enhanced a platform with deep configurability and functionality. Our platform enables schools to measure and report on critical KPIs around student engagement and outcomes, streamline student and employer outreach, and run robust OCR and experiential learning programs. These values are core to our mission and drive our decision-making in everything we do—today and in the future.

YOUR STUDENTS, YOUR DATA

Symplicity firmly believes in protecting student data—whether it's now or five years from now. Our business model will never require students to give up their data in order to access a core university service. Our mission is to help institutions connect students with the people, knowledge and experiences they need to launch successful careers. We do that by equipping institutions with an enterprise-scale employability platform they leverage to engage students, employers, staff and administrators in the career-readiness process.



Symplicity is the true partner of the university.

WHAT CLIENTS ARE SAYING

“Symplicity has formed a true partnership with our Career Center and as users we feel valued and heard.”

Penn State University

SUPPORTING YOUR BRAND

The platform and all branding belong to the university—not Symplicity. We feel this is completely critical to the success of the career center and the university at large in order for it to develop long-lasting relationships with students and employers. Since the enterprise layer allows CSM to integrate with countless other partner apps, every institutional office can use their own individual apps underneath the same umbrella of one system.

CAREER SERVICES MANAGER



CONNECTING STUDENTS TO EMPLOYERS

At Symplicity, we believe the career center provides critical services and fosters lasting connections with students and employers. We have the largest network of students and employers in the space.

UNPARALLELED CUSTOMER SERVICE

“I cannot speak highly enough about the Client Services team; they are so accommodating with their time and are willing to work with us to adjust the system to meet our needs.”

Laureate Australia

FEATURES

- Student CRM
- Recruiting Toolkit
- Appointment Scheduling
- On-Campus Recruitment Management
- Swipe Card Kiosks
- Advanced Metrics & Outcomes Reporting
- Virtual Mock Interviews
- Custom Dashboards
- Mobile Interface
- Pathways
- Curated Jobs (U.S. only)



CONNECTING STUDENTS TO EMPLOYERS



UNMATCHED SECURITY

We don't just “comply” with security standards. We're the only service provider in our space who has achieved a level of security, accountability, and process maturity to achieve ISO-9001, SSAE-16, and CMMI Level 3 and ISO 27001 certifications. We are also compliant with GDPR requirements.



CONTACT: Symplicity Sales info@symplicity.com

WWW.SYMPPLICITY.COM



2019 Symplicity Client Successes

The 2019 CSM Client Results Survey highlights real-time results from 500+ career services clients who rely on Symplicity every day to develop career ready graduates.



SUPPORT SATISFACTION



CLIENTS WORLDWIDE



CLIENT SATISFACTION RATE

CAREER SERVICES

65% INCREASED ABILITY TO IDENTIFY SCAM JOB POSTINGS

65% OF TIME SAVED ON ADMINISTRATIVE TASKS AND STUDENT OUTREACH

85% INCREASE IN BRAND AWARENESS WITH THE CAREERS OFFICE

75% MORE ACCURATE REPORTING OF KPIS AND ACCESS TO STUDENT TRENDS IN REAL-TIME

90% OF CLIENTS BELIEVE SYMPPLICITY IS A TRUE PARTNER TO THE UNIVERSITY

STUDENTS

MOST CSM CLIENTS

DOUBLED STUDENT ENGAGEMENT IN THE LAST 12 MONTHS

65% OF STUDENTS ARE BETTER ABLE TO TRACK THEIR SKILLS DEVELOPMENT WITH VIRTUAL CAREER PLANS

STUDENTS ARE **2x** MORE PREPARED TO HIGHLIGHT THEIR CAREER READINESS AND BUILD STRONGER RELATIONS WITH EMPLOYERS

60% HIGHER PARTICIPATION IN CAREER DEVELOPMENT ACTIVITIES IN THE LAST 12 MONTHS

45% INCREASE IN JOBS AND INTERNSHIP APPLICATIONS IN THE LAST 12 MONTHS

EMPLOYERS

65% INCREASED EMPLOYEE ENGAGEMENT IN THE LAST 12 MONTHS

65% INCREASE IN JOB POSTINGS ACROSS THE UNITED STATES

75% INCREASE IN EMPLOYER REGISTRATIONS TO CAREER FAIRS & ON-CAMPUS INTERVIEWING EVENTS

“Symplicity has formed a true partnership with our Career Center and as users we feel valued and heard.”

Penn State University

“Symplicity’s amazing staff is always ready to help and give advice in any way possible.”

Mitchell Hamline School of Law

“Symplicity offers more tools to students and employers compared to other systems in the market.”

Northern VA Community College

LEARN MORE ABOUT OUR CAREER SERVICES PLATFORM

WWW.SYMPPLICITY.COM/CSM

Appendix 3: IMS - Riipen Handout

43% of recent graduates are underemployed in their first job out of post-secondary

67% are still underemployed after five years

Over 50% remain so after ten years



Riipen empowers emerging talent to reach their full potential through building skills and connections in the workplace by enabling opportunities for companies to collaborate with post-secondary students.

Real-time, real-world challenges embedded directly into coursework.

Join Riipen in shaping the future of work.

Help students build valuable work-ready skills, play a role in closing the skills gap, and help build a stronger future.



Riipen is the world's
largest online market place
for micro-experiential
learning



40,000 students at
150+ post-secondary
institutions world wide

1.5 million hours of
quality applied learning
directly related to the
curriculum



10,000+ Businesses
and Non-profits



A city, a university, and a nation-wide challenge

THE COLLABORATORS



THE CITY

Chatham-Kent was looking to solve transit issues within their primarily rural population, but lacked the resources to do so.



THE UNIVERSITY

Adam Diamant's operations course at the **Schulich School of Business** teaches students to increase operational efficiency to improve the quality and consistency of an organization's product or service.

THE CHALLENGE

The Smart Cities Challenge is a national competition open to all municipalities within Canada. The Challenge encourages communities to improve the lives of their residents through **innovation, data, and connected technology**. Chatham-Kent participated in this competition to solve transportation issues with consultations by Schulich business students and their professor.

THE OUTCOME



Each group of students prepared a 10-page report and presentation that outlined their analysis, findings, recommendations, and alternative solutions for Chatham-Kent's transit issues.



Using a variety of tools such as computer simulations and dynamic programming, the students provided Chatham-Kent insightful transit solutions.

The result: a stronger, more innovative application for the Smart Cities Challenge

Strategic Data Analysis

THE COLLABORATORS



THE COMPANY

CKM Sports Management is a hockey specific player agency. They needed students to analyze performance data from the NHL and AHL 2017-2018



THE UNIVERSITY

Professor of Economics Jonathan Graves teaches ECON 490 at **The University of British Columbia**. In this course, students learn to apply data analysis methods and make evidence-based decisions.

THE CHALLENGE

Analyze data on hockey players' performance in the NHL, identify trends, and develop a predictive model that could be used to analyze the potential of players to succeed in the NHL based on their performance in other leagues abroad.

THE OUTCOME



“Through our most recent Riipen project we now have proven statistical models that can forecast or predict a player’s performance in the NHL based on their previous performance in the KHL, SHL and Liiga. This is extremely valuable to our NHL Draft eligible Clients overseas, as well as those currently playing in those leagues trying to make the jump to the NHL.”

Cliff Mander, Player Agent & CEO
CKM Sports Management

Raising Awareness of Mental Health Issues

THE COLLABORATORS



THE COMPANY

The Centre for Addiction and Mental Health (CAMH) is Canada's largest mental health teaching hospital and one of the world's leading research centres in its field



THE UNIVERSITY

Assistant professor Kyle Danielson teaches Introduction to Psychology at **The University of Toronto**. In this class, students learn about the importance and common stigmas around mental health.

THE CHALLENGE

Develop communications material for CAMH in support of mental health awareness. This campaign is focused on the 15-25 year old demographic and the communications materials will be showcased on public transit, the website, social media, etc.

THE OUTCOME



A class of 400 first year psychology students worked with CAMH to provide them with ideas and drafts of communications materials that they could use to promote mental health awareness.



The class used a peer evaluation method to select the best designs and CAMH received over 230 new ideas on how they can talk to the 15-25 age group about mental health.

THE COLLABORATORS



THE COMPANY

Freedom 55 Financial is a financial security planning organization that offers financial planning and advice, savings and investments, retirement income, and life insurance.



THE UNIVERSITY

Goran Calic, Assistant Professor of Strategic Management at **The DeGroot School of Business at McMaster University** guides students through analyzing a strategic challenge or opportunity on behalf of an organization.

THE CHALLENGE

Evaluating the communication and the process for client engagement with Millennials and breaking down and analyzing client service interactions.

THE OUTCOME



A selection of final presentations and videos outlining strategic recommendations



“This was a great engagement with the students and Professor Calic. We enjoyed every minute being involved with the teams and learned a lot. Some of the ideas will help us shape up our product, systems, client engagements and candidate experiences to better attract top talent and be more competitive.”

Najeem Nijaty, Director, Regional Recruiting at Freedom 55 Financial

THE COLLABORATORS



THE COMPANY

Compassionate Eye Foundation is a non-profit organization. They generate revenue from stock photography to support education, health, and economic sustainability micro-projects worldwide.



THE UNIVERSITY

MBA Strategy Consultancy professor Seema Pissaris at **Florida International University** teaches students to research and consult on strategy, marketing, and other areas of business.

THE CHALLENGE

CEF was looking for support on creating a marketing and communications strategy around an identified group of end users: the international design community. The stock photo industry is very competitive, and CEF wanted to increase their revenue stream so they could support more projects in the developing world.

THE OUTCOME



Students in this course conducted a SWOT analysis, market analysis, developed customer profiles and personalized marketing plan



"Riipen provided an excellent platform to engage brilliant, innovative students for our charitable organization's projects. The students' research advanced our work and gave us valuable insights. Highly recommend it!"

Melody Jacobson, Compassionate Eye Foundation

Appendix 4: IMS - Handshake Handout

A Modern and Mobile Career Center Management Platform

System Features and Highlights

Personalized Student Experience

- Provide students with relevant content specific to their profile and career interests
- Support student access through any internet-ready device and optimized for any screen size
- Segment student users according to career interests and profile data
- Pin event information, notices, articles, and other key information to dashboards

Real-Time Metrics & Data Visualization

- Create customized user dashboards that provide real-time data on job postings, student activity, appointments, career fair registrations and much more
- View student engagement and track which campaigns create highest response rates
- Use data visualization tab to quickly and easily turn raw data into charts and graphs
- Schedule delivery and frequency of key reports and easily download and share
- View all reports on-screen or download to Excel

First Destination Survey

- Track student outcomes and offer acceptances in real-time
- Download pre-configured reports for NACE and NUBS
- Provide students with instant access to benchmarking information
- Increase response rates through interactive design and integration with application history

Peer Learning

- **Peer Messaging:** Students can reach out to their peers directly to learn more about a work experience, get tips on interviewing, and ask any other career related questions.
- **Reviews:** Students can review what they liked and what they wish was different about jobs and internships they've had. Responses are reviewed against Handshake's content guidelines. Employers can see and respond to public reviews and students can read reviews from students across the network.

Targeted Email Tools

- Create and reuse message templates to send targeted messages to students, alumni, and employers
- Easily send and share links, job postings cards, articles and other information
- Create and send weekly newsletters specific to targeted students
- Personalize emails using keyword fields such as name, event name, and profile information
- Track number of recipients who opened your email, clicked on embedded links, and registered for shared action item

Single Sign-On

- Enable users to directly access Handshake system using existing campus credentials; no new username and password to remember
- Share links to events, job postings, and resources, providing users with direct access to relevant content

Event Management

- Choose from prebuilt event classifications for easy reporting
- Capture pre-event registrations and print custom name tags for attendees
- Track event attendance and download resumes of attendees

Appointment Scheduling

- Track start and stop times for appointments
- Schedule task reminders for you or other staff for follow-up
- Capture private notes or share comments with student for action and follow-up
- Send pre-appointment and post-appointment surveys
- Create appointment types and apply qualifications that permit or deny student access
- Use 2-way calendar sync to transfer appointments from Handshake to your office calendar

Experiences

- Capture experiential learning outcomes and manage approval processes for co-op and internship programs
- Create customized workflows for learner, supervisor, and faculty
- Manage and track learning objectives, internship approvals and evaluations

Check-in Kiosk

- Manage workshop, career fair, and info session attendance tracking using the simple student ID swipe option
- Use kiosk-mode in your office for students to check in for appointments or register for walk-in appointments

Interview Scheduling

- Manage interview schedule requests and use the room management tool to track availability
- Manage even the most complex interview schedules
- Provide employers with tools for managing next-day interviews

User-Defined Labels

- Segment users and apply tracking labels for easy access, follow-up and reporting
- Create public or private labels for personal use or for creating user search options

Career Fair Management

- Manage career fair marketing, registration, and invoicing
- Customize booth options, registration forms, invoices, and other forms
- Manage event check-in with mobile kiosk option and print custom name badges

Career Interests

- Capture student career interests and intentions for better management of staff resources and programming
- Send targeted communications based on interests (i.e. industry, continuing education, geographic preference, volunteer interests)

2-Way Calendar Sync

- Set or block student appointment times and automatically update your office calendar
- View all campus events or just your events and appointments from a single calendar

Resource Center

- Centralize the storage of documents such as career planning tools, articles, industry information, and resume templates for student access
- Share files in most any format: Word, PDF, PowerPoint, audio and video files

Want to see these features in action?

Schedule a demo today

demo@joinhandshake.com

Features and capabilities are subject to change based on product updates.

Appendix 5: IMS - Practera Handout



Practera introduction

EduGrowth borderless education forum





We help educators deliver better **experiential learning** to prepare students and professionals for the future of work



Practera platform allowed learning to go on during virus shutdown

February 18, 2020

HIGHER EDUCATION

EXCLUSIVE

ANU's generous offer to Chinese students

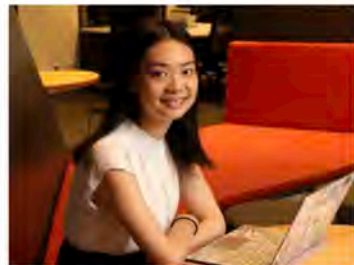
ANU is offering a free semester's study online to students who remain stranded by the coronavirus travel ban.

By JILL ROWBOTHAM, TM DOOD

Chinese oppose online options

A survey reveals that Chinese students don't favour online courses as a substitute for studying in Australia.

1 HOUR AGO, By TIM DOOD, JILL ROWBOTHAM



HIGHER EDUCATION

In self-quarantine, learning goes on

International Yi Su spent two weeks alone in her apartment after arriving from China, but used her time well.

1 HOUR AGO, By JILL ROWBOTHAM

Yashita Girhetra - 3rd
Student at The University of Melbourne
2d • 0

It was an excellent experience to be a part of Global Victoria Intellect Program 2020, hosted by Study Melbourne and Practera. I had the opportunity to work on a virtual business project.

For the past two weeks, I worked with AFL - Australian Football League or International marketing project. As a consultant, this project provided me an opportunity to develop a solution-oriented mindset and re-evaluate the existing marketing strategies.

Two weeks may be a short period but I have gained essential team-dynamics problem-solving skills. It was a great learning experience to work virtually at the expectations of the client.

I would like to thank Global Victoria, Study Melbourne, Practera and Univ Melbourne for providing this wonderful opportunity. I am also grateful to our **Tom Parker** 曹先生 for his constructive feedbacks and support. Finally, I've thank all of my teammates for their enthusiasm and hard-work throughout program.

#GVIP #GlobalVictoria #StudyMelbourne #Practera #UniversityofMelb

Looking forward to 2020!



Shivam Thakur • 2nd
Information & Communication Technology Student | Seeking Netwo...
1mo • Edited • 0

Yesterday started a new mission for the new year. I am happy to announce that I got selected for Global Victoria Intellect Program and got such an exclusive project to work upon with such an esteemed client.

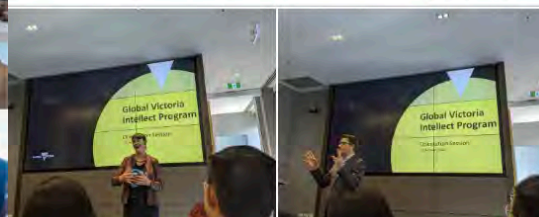
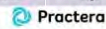
Global Victoria, Practera and No Bolt thank you for this opportunity. Thank you Hope Dolino for your guidance and such an informative orientation.

Raneisha Legah, Haidar-Alli Tooreea, Tarun Jeni and Richie Dharma I look forward to working with you guys.

#GVIP
#Practera

Team Introduction for No Bolt Operations Pty Ltd

Details	Haidar Tooreea	Tarun Jeni	Richie Dharma	Shivam Thakur	Raneisha Legah
Role	Business Consultant	Business Consultant	Business Consultant	Business Consultant	Business Consultant
Name of University	University of Melbourne	La Trobe University	Indian Institute of Technology	La Trobe University	University of Melbourne
Area of Study	Bachelor of Commerce (Accounting)	Master Engineering Management (Mechanical)	Bachelor of Science	Master of Information and Communication Technology	Year 12 (The path to Law)
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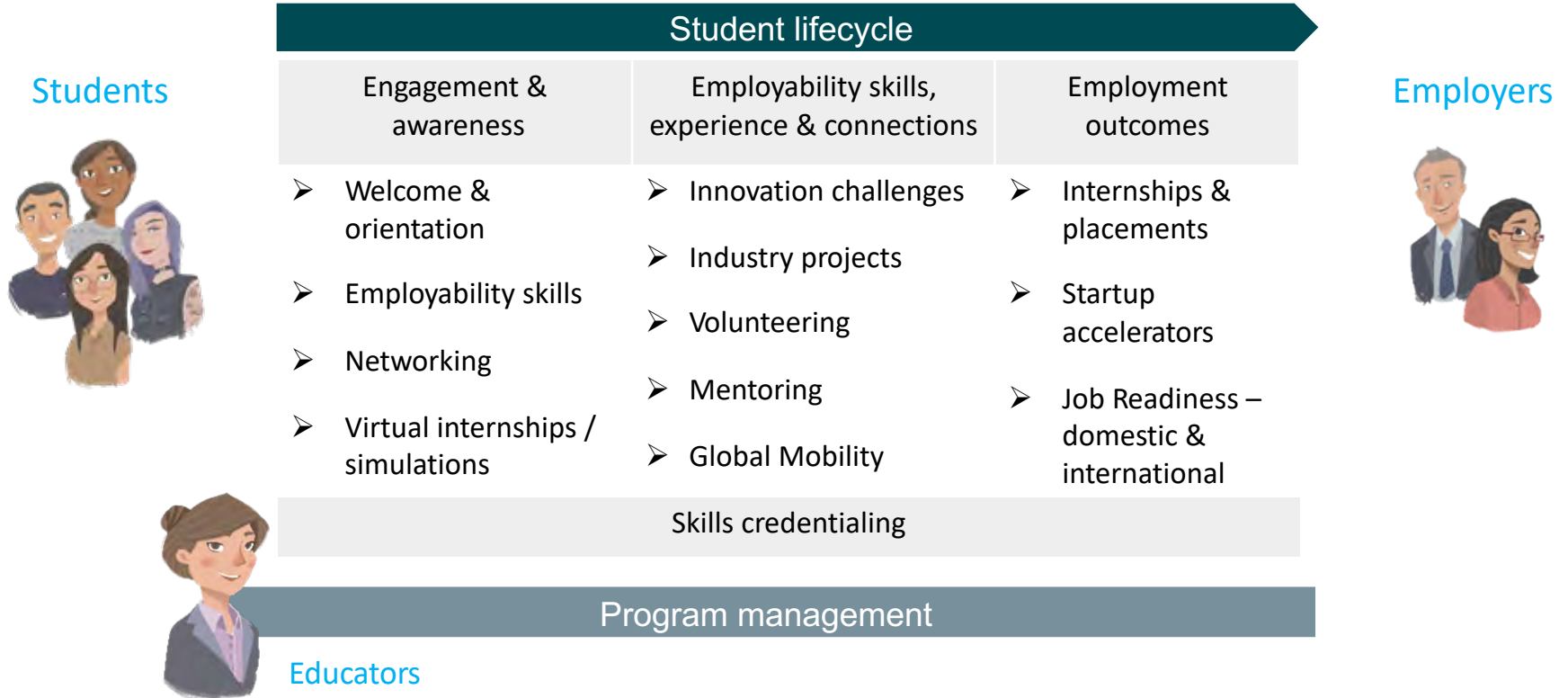


Practera OAM • 1st
Director - Programs at Practera | Founder at Atma |
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They started online but finished together! Congratulations to #LiveProjects Team 1#. All these amazing #students had unfortunately been affected by the travel ban when they had planned to start the Study Melbourne #LiveProjects. But - no worries mate - they started their project online using Practera and got down to #business! Working virtually and collaborating online like champions to get their project done! Last Friday they all back in Australia and presented in-person to a very happy #client . Congrats to this amazing team **Li Mengjia Steven Canwei Pang Hop BT (Hazel) Vo Kezia Amanda Sukardi** you all demonstrated the kind of digital and teamwork skills that will set you up for success in the future! Thanks **Cristina Magbojos, MBA** for your #mentorship #practera #internationalstudents #universityofmanchester #university #digitalcollaboration #globoaleducation #strongertogether #unimelbliveprojects #monashuniversity **Georgina McCann Chris Lee Diana Crvenkovic Jackie Rudd Bronwen Fallows Michelle Maes Davina Potts Tania Groba Jasmine Lim Beau Leese Hope Dolino Malhari Vidyula**



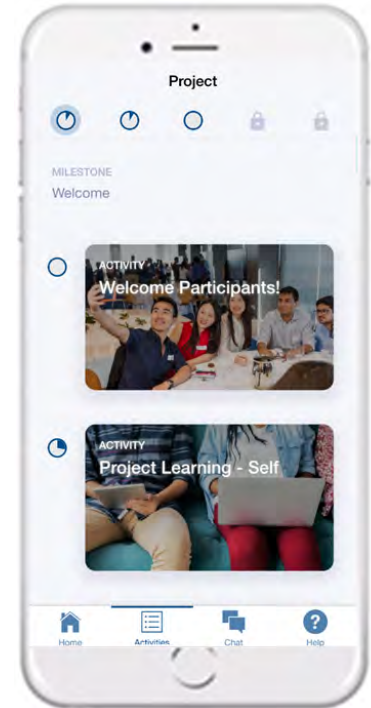
Experiential learning programs are increasingly important to University student experience



Practera works with education providers in 3 ways



1. Practera experiential learning platform
2. Digital project programs connecting students with employers
3. Innovation, design & support services



Practera delivers proven results for our customers



Benefits

1. Higher learner engagement (participation, completion, satisfaction)
2. Lower cost @ scale
3. Improved skills, employability & employment outcomes
4. Improved quality assurance

Sample customers & partners



Awards & grants



Practera is currently helping Universities and Governments rapidly deploy new borderless online programs under their brand to support student experience



Employability skills

Build your skills with online training and mentoring with real industry feedback

Real projects

Gain real experience with Australian employers through online projects

Employability credential

Earn a Government endorsed micro-credential recognizing experience

Wellbeing

Trusted legal advice for international students in 7 community languages

Please contact a senior member of our team for a discussion



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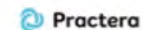
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Quality in Online Project-Based Learning

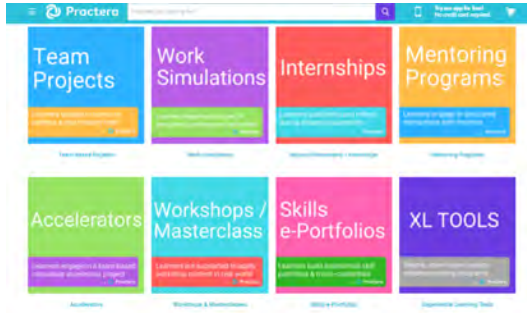
An analysis of engagement, satisfaction and outcomes at scale

Authors Beau Leese,
Ruth Marshall
and Dr Fei Wang

This paper was presented at the Asia Pacific Association
for International Education Conference in Kuala Lumpur
hosted by Australia's Australia Innovation Lounge.

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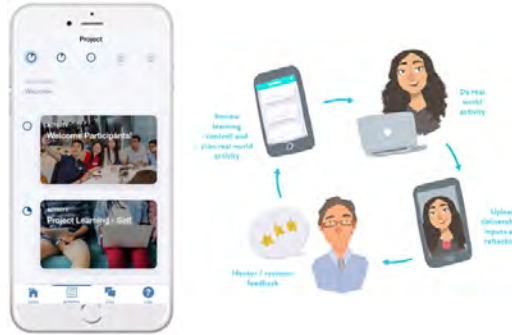
Practera's platform helps educators deliver better experiential learning outcomes



Robust design

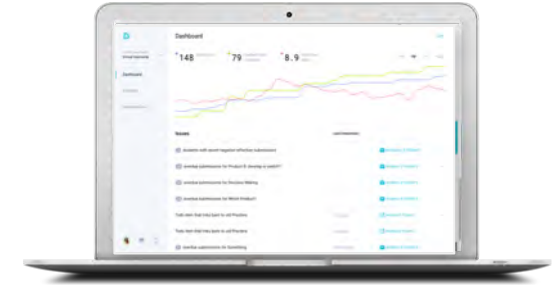
Templates & authoring tools across multiple types of experiential learning

<https://go.practera.com>



Engaging apps

Engage learners & industry systematically in delivery and feedback loops



Time saving analytics

AI powered analytics & intervention tools

(ELSA)

Practera works by systematising how we learn in practice



*Derived from: The Kolb cycle of experiential learning, Kolb 1983. et al
Patent pending; application of AI to project learning cycles for personalized intervention*