



2005 - 2006 Results
Of the
Learning Clicks CD-ROM
&
Youth Ambassador Program

Why Learning Clicks?

In 2002, the department responsible for advanced education developed an Accessibility Communications Framework to provide direction for communication relating to the access that Albertans have to post-secondary education opportunities.

The Framework determined that there is a need to provide useful, accurate and consistent information to the youth of this province about the learning opportunities that exist in Alberta.

Specifically, one of the recommendations of the Framework was that a more targeted strategy aimed at high school students is required to:

- ◆ Reach learners early
- ◆ Provide information to help learners plan for their education

What is Learning Clicks?

The Learning Clicks CD-ROM and Youth Ambassador Program were developed to communicate with young Albertans about the long-term benefits of post-secondary education and the importance of early planning.

The CD-ROM is an interactive, dynamic and informative multimedia tool to assist students in grades 9 to 12 with planning for post-secondary studies.

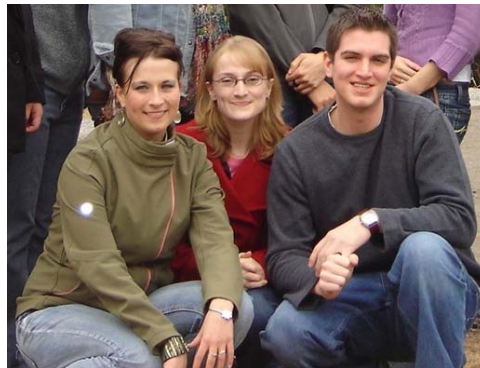
The CD-ROM and corresponding web site, www.learningclicks.ca, are designed to inform students about the importance and long-term benefits of post-secondary education. It also serves as a portal to provide students with the necessary information to assist in planning for post-secondary studies.

The Learning Clicks CD-ROM consists of three parts: Motivate, Discover and Initiate. The web site consists of a variety of useful information, including a scholarship search and planning toolkits.

The Learning Clicks CD-ROM and Youth Ambassador Program were implemented in November 2004 and completed their second year of operation at the end of June 2006. Starting again in November 2006, the program will continue to assist students and their families in planning for post-secondary studies.

Youth Ambassador Program

Youth Ambassadors are current post-secondary students throughout Alberta who guide students in grades 9 to 12 through the Learning Clicks CD-ROM, share their own post-secondary experiences, answer questions about how to plan for post-secondary studies and direct students to the right resources. Youth Ambassadors are responsible for providing each student who participates in a Learning Clicks presentations with a CD-ROM.



2005 - 2006 Program Results

From October 2005 to June 2006, twelve Learning Clicks Youth Ambassadors across the province of Alberta provided 875 Learning Clicks presentations to Grade 9-12 students. Over 21, 000 CD-ROMS were distributed to students!

The 12 Ambassadors were located in Edmonton (5), Calgary (3), Lethbridge (2), Grande Prairie (1) and Red Deer (1), ,and worked together as a team to reach students throughout the province.

Satisfaction survey results to date indicate that:

- ◆ 96% of students found that the CD-ROM was very or somewhat useful in planning for post-secondary studies (67% very useful and 29% somewhat useful).
- ◆ 100% of teachers indicated that the CD-ROM was very or somewhat useful in helping students plan for post-secondary studies (94% very useful and 6% somewhat useful).
- ◆ 98% of students indicated that they were very or somewhat satisfied with the Learning Clicks presentation (64% very satisfied and 34% somewhat satisfied).

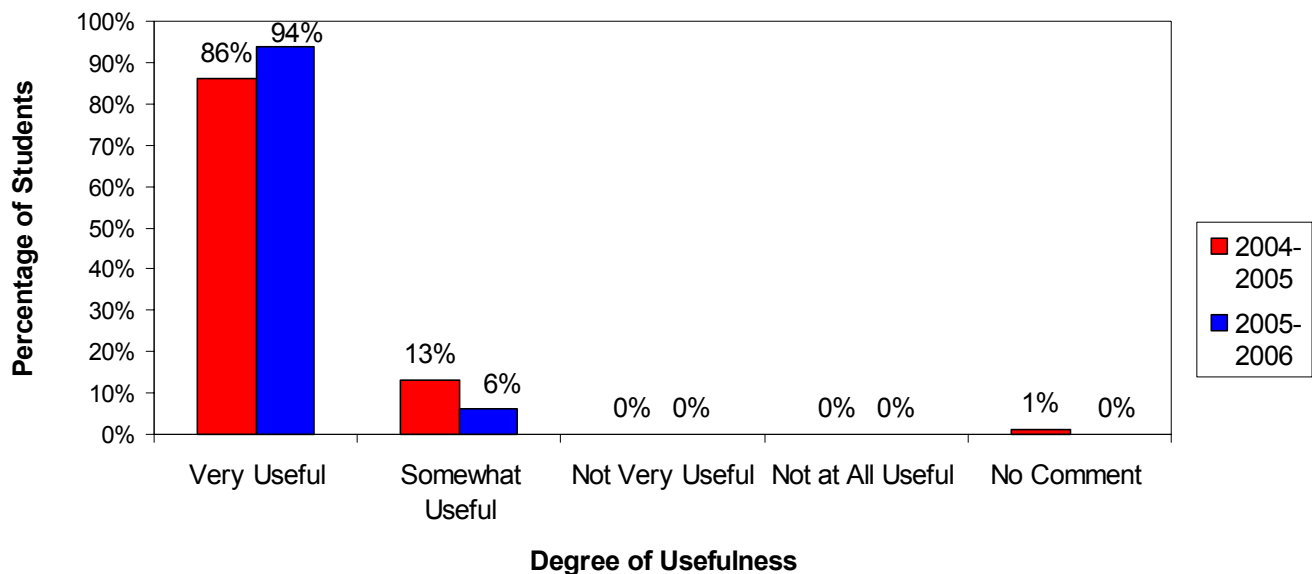


How does this compare to the previous year?

Overall, all areas of the program showed improvement:

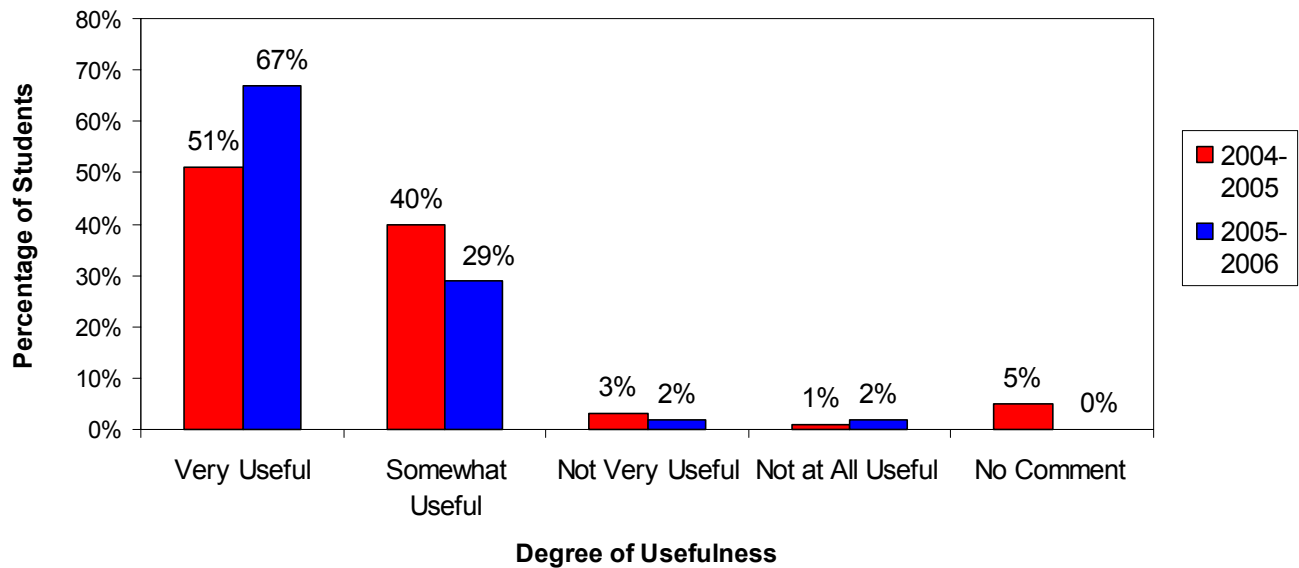
- ◆ 75 more presentations were made in the 2005-2006 school year than in the previous year
- ◆ Teacher Satisfaction levels of the usefulness of the CD-ROM increased by 8%.
- ◆ Student Satisfaction levels of the usefulness of the CD-ROM increased by 16%
- ◆ Student Satisfaction levels with the Learning Clicks presentation increased by 9%

Teacher Satisfaction Level of Usefulness of Cd-Rom

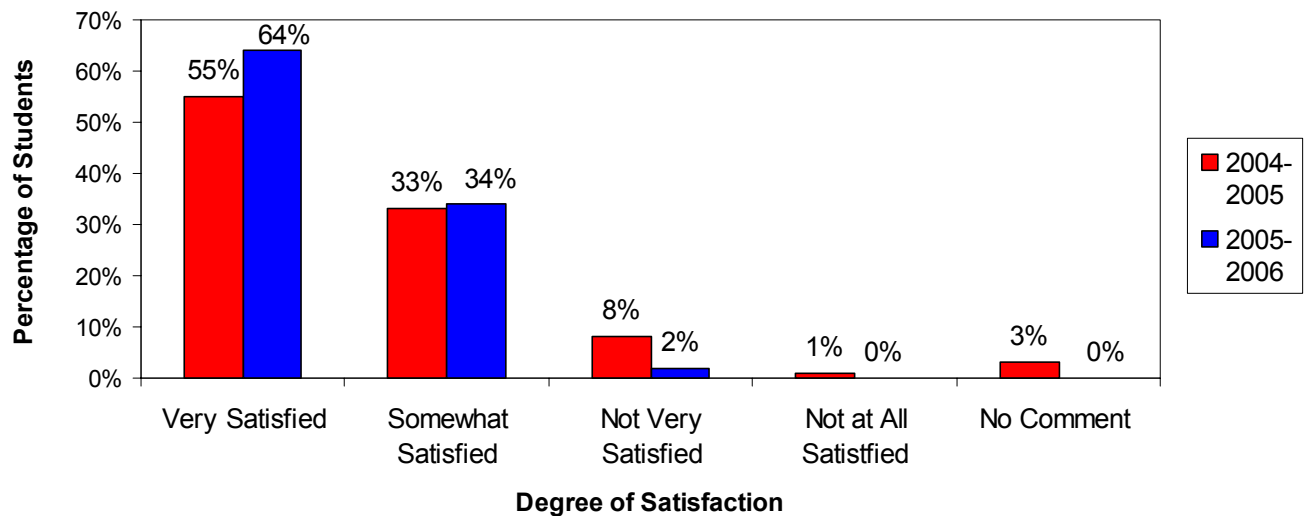


How does this compare to the previous year?

Student Satisfaction Level with Usefulness of CD-Rom



Student Satisfaction Level with Learning Clicks Presentation



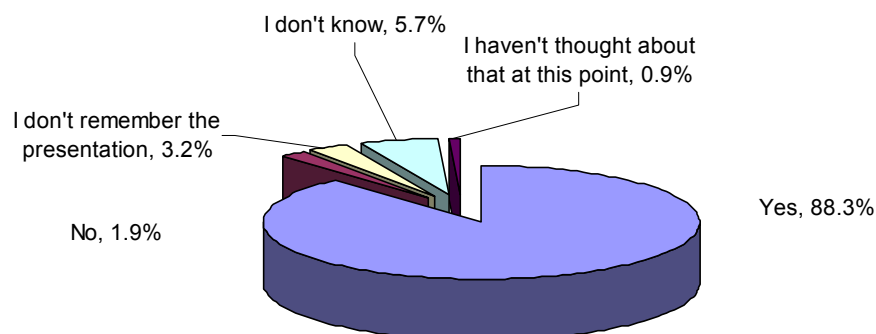
2005 - 2006 Follow-Up Survey

At the end of each Learning Clicks presentation, students are given the option of participating in a follow-up survey about Learning Clicks. The survey questions range from personal opinions about Learning Clicks to current knowledge of post-secondary options.

In April 2006, surveys were mailed to 1300 students; 316 surveys were returned. Survey results indicated that:

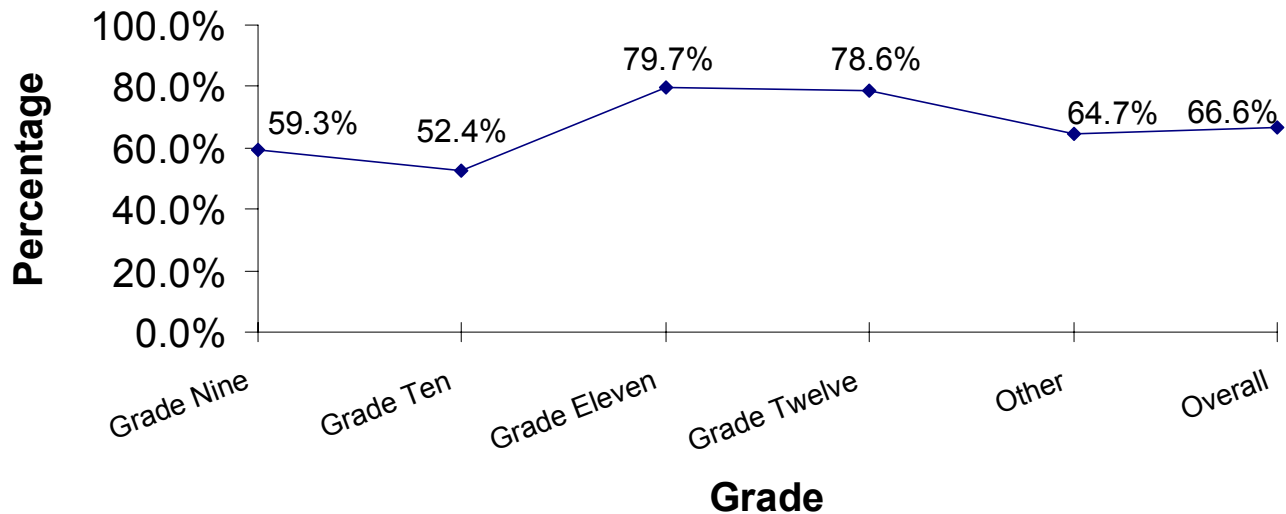
- ◆ 88% of students believe Learning Clicks is a good way to encourage students to think about post-secondary education
- ◆ After receiving the Learning Clicks Presentation, over 65% of students feel ready to plan for their post-secondary education
- ◆ 70% of students reported that Learning Clicks motivated them to obtain a post-secondary education

Do you think Learning Clicks is a good way to encourage students to start thinking about post-secondary education?

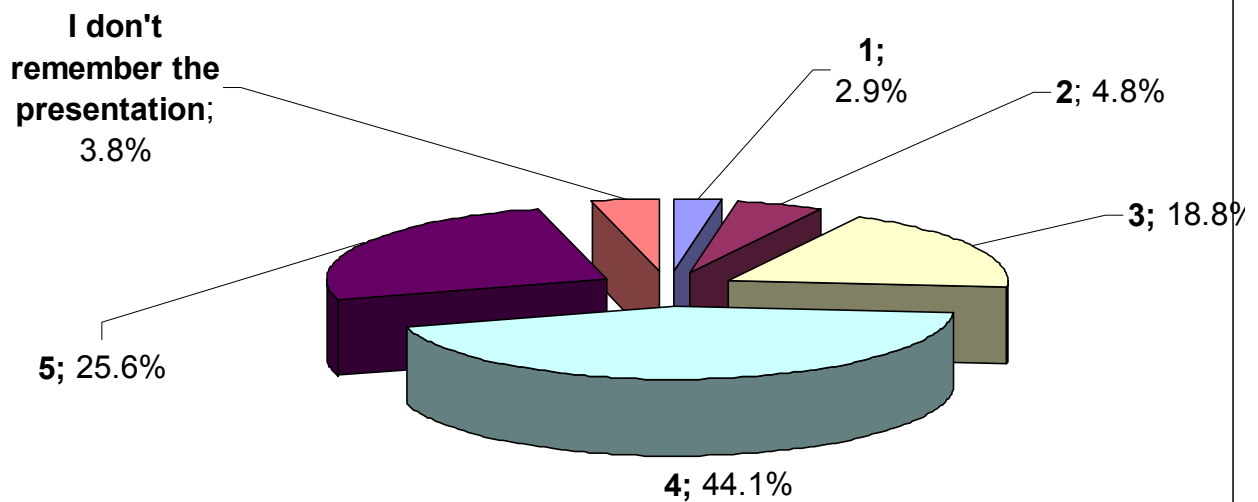


2005 - 2006 Follow-Up Survey

Percentage of students who reported they feel ready to prepare for Post-Secondary Education



On a scale of 1 (not at all) to 5 (a great deal), how much did the Learning Clicks presentation motivate you to obtain a post-secondary education?



Next Steps

Learning Clicks year three implementation (November 2006 to April 2007) will include several program enhancements to better assist students in preparing for post-secondary studies. The proposed program improvements support Alberta Advanced Education's 2005-08 Business Plan, A Learning Alberta and Bill 1 Access to the Future Act.

Proposed enhancements include:

- ✓ Enhancing Learning Clicks Youth Ambassador coverage throughout the province and increasing access to community groups
- ✓ Continuing to expand the Aboriginal component of the Learning Clicks program to better respond to the unique needs of Aboriginal learners
- ✓ Redesigning the Learning Clicks CD-ROM and web site to include a broader spectrum of information. A few of the proposed key elements include:
 - ◆ Current High school testimonials
 - ◆ A fun and interactive game that will serve to motivate students to plan for post-secondary studies
 - ◆ A comprehensive career profile test
 - ◆ A direct link to the Learning Clicks web site and Planning Toolkits
- ✓ In response to increasing demand, developing a Parent Presentation to assist parents in planning for their children's post-secondary education. The goals are to:
 - ◆ Encourage parental involvement in their children's post-secondary planning and what their role can be
 - ◆ Increase the understanding of and emphasize for the need for post-secondary education in today's society
 - ◆ Inform parents of the variety of post-secondary and apprenticeship opportunities and options available in Alberta
 - ◆ Provide parents with the tools to access information about post-secondary planning