

Learning Clicks Follow-Up Survey

2006 Results & Comparison Study

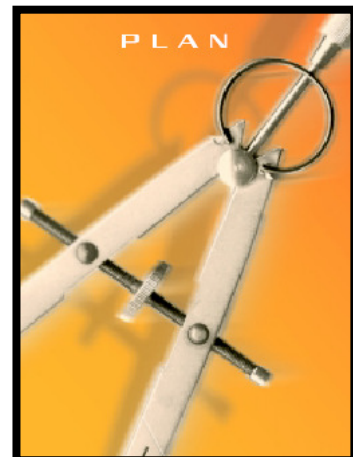
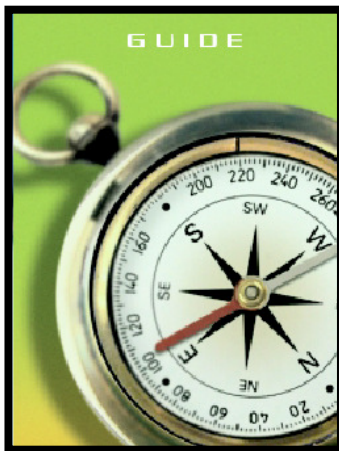


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EXECUTIVE SUMMARY

In 2002, the Accessibility Communications Framework determined a need to provide youth with accurate and consistent information relating to Alberta's post-secondary options. The Learning Clicks CD-ROM, Web site, 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.

Between November 2005 and April 2006, 13 youth ambassadors completed 875 Learning Clicks presentations to 19,501 students in grades 9-12 throughout Alberta. 1400 students received a *Learning Clicks Follow-Up Survey* in July 2006, and 320 students responded to it.

Also included in the *Learning Clicks Follow-Up Survey* were questions to gauge student interest in developing a mentoring program. Responses from these questions provided staff with a general sense of youth views on mentoring and confirmed the need for pilot projects.

The Ministry has initiated the development of a mentoring initiative aimed at urban and rural youth, ages 10-24. Through several pilot projects youth will be assisted in identifying their passions, charting a course for post-secondary education and gaining awareness of the resources available to them.

This executive summary provides the key findings and recommendations from the *Learning Clicks Follow-Up Survey*.

Key Findings:

- ⇒ Almost all (94%) respondents reported post-secondary education is important and they plan to further pursue education after high school (a 2% increase from respondents in the previous year).
- ⇒ The majority of respondents (66%) feel ready to plan for post-secondary studies after the Learning Clicks presentation.
- ⇒ Respondents find Learning Clicks encourages them to start thinking about post-secondary education.
- ⇒ Respondents are aware of universities, colleges, trades, and technical institutes; however, lack awareness of private colleges, private university colleges, and education abroad.
- ⇒ 80% of respondents feel an on-line mentoring program would be useful in planning for their future.
- ⇒ Nearly all (95%) respondents felt a mentoring program would be useful in helping them plan, find, and follow a career path.

EXECUTIVE SUMMARY

The following recommendations have been made by program staff for future implementation after careful analysis of survey results from students:

Recommendations:

- ⇒ Include an additional question in the survey to determine the reasons behind why some students respond that they are not ready to plan for post-secondary education.
- ⇒ Improve motivational techniques used by youth ambassadors towards students regarding post-secondary education. For example, youth ambassadors can provide more personal examples of their post-secondary experiences, consistently use optimism in the delivery of Learning Clicks, and enhance interactivity with students during their presentations.
- ⇒ While continuing to provide information on universities, colleges, trades, and technical institutes, ensure students are aware of all opportunities that exist in Alberta including private colleges, private university colleges, and education abroad by providing examples from these institutes during their presentation also.

New Developments:

- ⇒ Learning Clicks program staff are currently working on a CD and Web site redesign with input from youth ambassadors, pilot groups, Advanced Education and Technology staff and other key stakeholders to enhance the effectiveness of the program.
- ⇒ In response to demand, a parent component (*Parent Clicks*) has recently been developed. *Parent Clicks* provides parents and guardians with tools and resources to help their children plan and prepare post-secondary education.
- ⇒ Learning Clicks program staff are developing more strategies to further enhance the delivery of the program.

Research Methods

- Between November 2005 and April 2006, 13 youth ambassadors completed 875 presentations to 19,501 students in grades 9-12 throughout Alberta.
- In addition to a survey form students filled out following the presentation, they were also given the option of participating in a *Learning Clicks Follow-Up Survey* which was mailed in July 2006. 1400 students were sent the survey and 320 students responded. Please see Appendix 1 for a sample copy of the letter and survey.
- The survey consisted of questions ranging from personal opinions about post-secondary education to current knowledge of post-secondary options.
- A survey with similar questions was completed in the previous school year; results from it will be compared to the 05/06 results. As student populations differ between the two school years, this would not be considered trend data.
- The sample was self-selected, not random, as the students chose whether they wanted to participate in the follow-up survey.
- A breakdown of survey respondents according to their grades is as follows:
 - Grade Nine n = 37
 - Grade Ten n = 122
 - Grade Eleven n = 94
 - Grade Twelve n = 49
 - Grade not provided n=18
- Results were compiled using Microsoft Excel and data was formulated for the entire sample.

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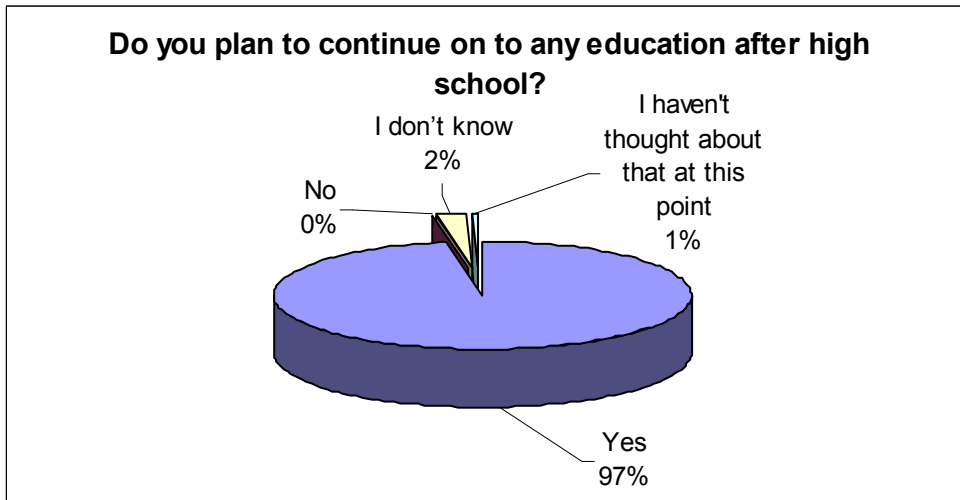
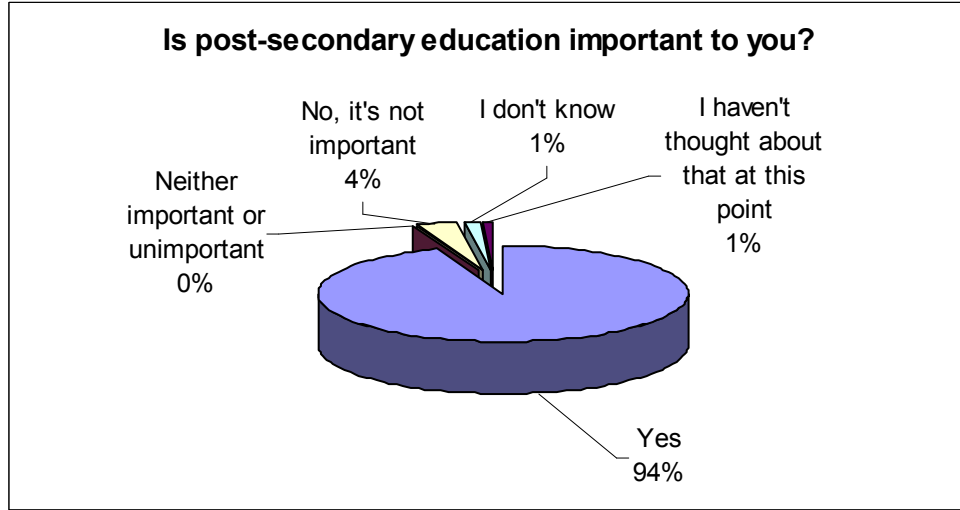
Summary Results

According to Alberta students in grades 9-12 who responded to the *Learning Clicks Follow-Up Survey* during the 2005-2006 school year:

- ⇒ Respondents find post-secondary education to be important and plan to pursue further education after high school.
- ⇒ The majority of respondents feel ready to plan for post-secondary studies after the Learning Clicks presentation.
- ⇒ Respondents find Learning Clicks encourages them to start thinking about post-secondary education.
- ⇒ Respondents are aware of universities, colleges, trades, and technical institutes.
- ⇒ Respondents lack awareness of private colleges, private university colleges, and education abroad.

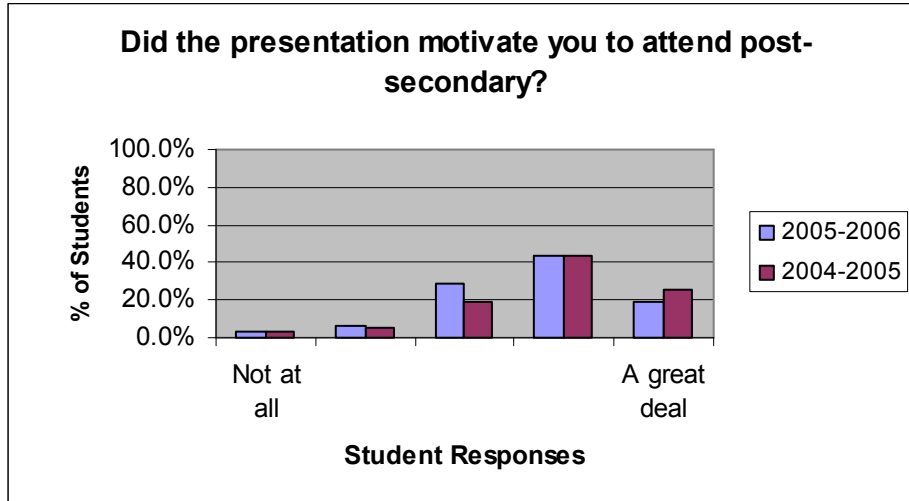
The following 4 pages provide highlights from the survey. Due to the length of the survey, only specific results of key questions are shown.

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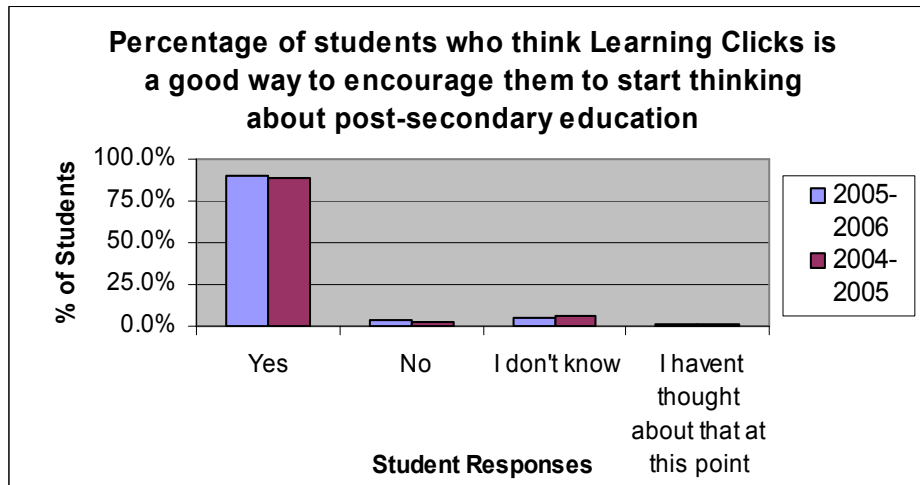


In comparison to survey results from the 2004-2005 school year, there has been an **a 1.7% increase** of respondents in the 2005-2006 year who believe post-secondary education is important and who plan to continue on to post-secondary education.

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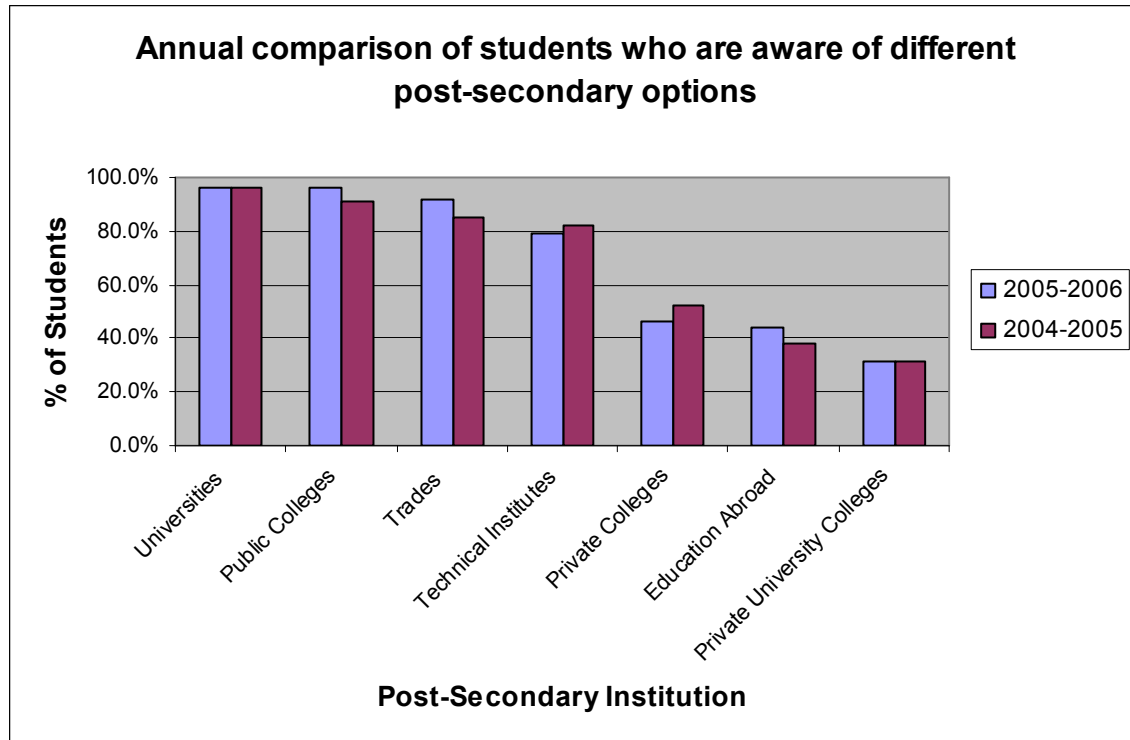


26% of respondents last year reported the Learning Clicks presentation strongly motivated them to attend post-secondary, while this year 19% reported feeling motivated—a **decrease of 7%**.



As displayed in the graph above, there has been a **2% increase** of respondents in the 2005-2006 school year who reported Learning Clicks encourages them to start thinking about post-secondary education.

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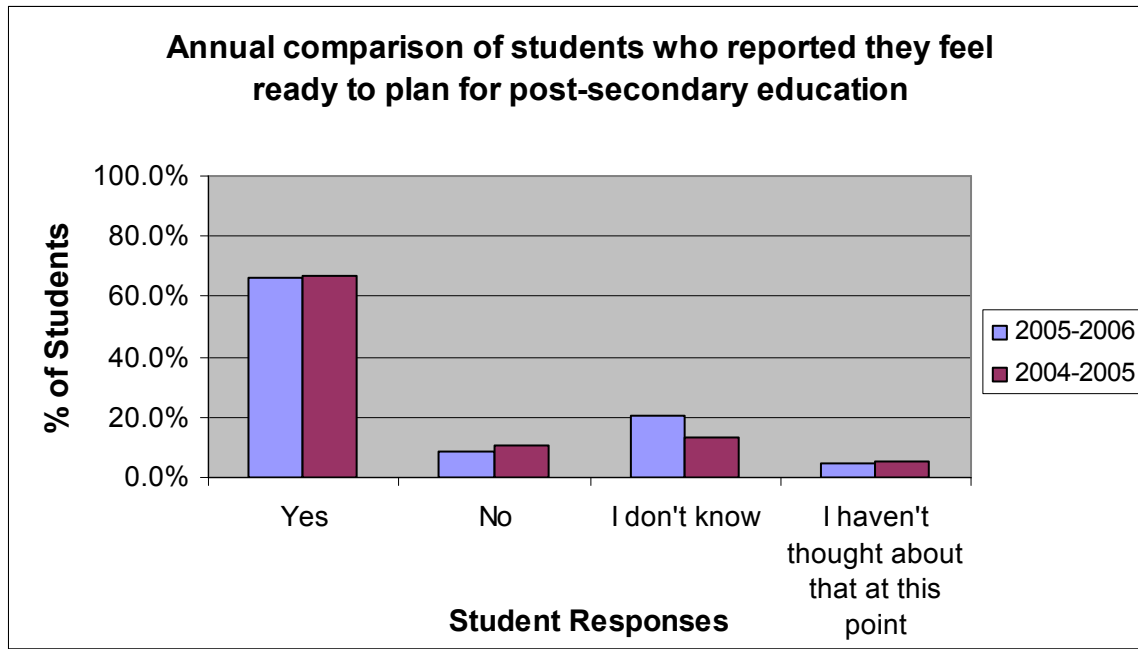


As displayed in the graph, a comparison of the two school years demonstrates that the majority of respondents *are and continue to be* aware of the following post-secondary institutions:

- Universities
- Public colleges
- Trades
- Technical institutes

Over last year, there has been a **6% decrease** of student awareness levels of private colleges, while there has been a **6% increase** of student awareness levels of education abroad. Awareness of private university college has remained consistent at 31% of respondents.

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As demonstrated in the graph:

- A **consistent 66%** of respondents during both school years reported they feel ready to plan for post-secondary education after the Learning Clicks presentation.
- As compared to the previous year, there has been a **3% decrease** in the number of respondents who reported they did not feel ready to plan for post-secondary education after the Learning Clicks presentation.

Recommendations

The following steps are being recommended by program staff for future implementation after careful analysis of survey results from students:

1. Include an additional question in the survey to determine the reasons behind why some students respond that they are not ready to plan for post-secondary education. A possible follow-up question is:

I do not feel ready to plan for post-secondary education because:

- A) I do not have enough money to attend*
- B) I do not have the grades to get in*
- C) I am not aware of my options*
- D) Other (please specify) _____*

By gaining an understanding as to why students do not feel ready to plan for post-secondary, the program can be further enhanced to meet these needs.

2. Encourage youth ambassadors to improve motivational techniques during their presentations to students such as:

- Consistently using optimism in the delivery of Learning Clicks
- Providing more personal examples
- Enhancing interactivity with students (i.e. asking students questions & using them as examples)

Using these types of techniques will help in better engaging students and increasing their motivation for planning and preparing for post-secondary.

3. While continuing to provide information on universities, colleges, trades, and technical institutes, ensure students are aware of all opportunities that exist in Alberta including:

- Private colleges
- Private university colleges

This can be accomplished by Web site also using examples from the above institutions when accessing the ALIS Web site component of Learning Clicks.

Mentoring Program

Advanced Education and Technology is once again leading the way in promoting post-secondary! A mentoring initiative is currently underway to nurture passion in youth, assist them in charting a course for post-secondary studies, and raise awareness about programs and resources available. This project includes inspirational videos and a series of mentoring pilot projects across Alberta with diverse groups of youth.

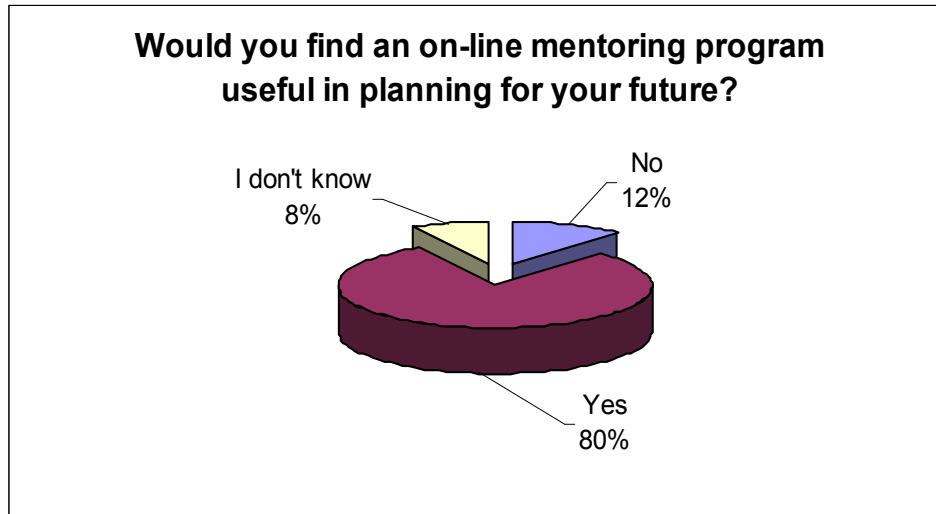
Also included in the *Learning Clicks Follow-Up Survey* were questions to gauge student interest in the development of a mentoring program. Responses from these questions provided staff with a general sense of youth views on mentoring and confirmed the need for pilot projects.

Summary Results

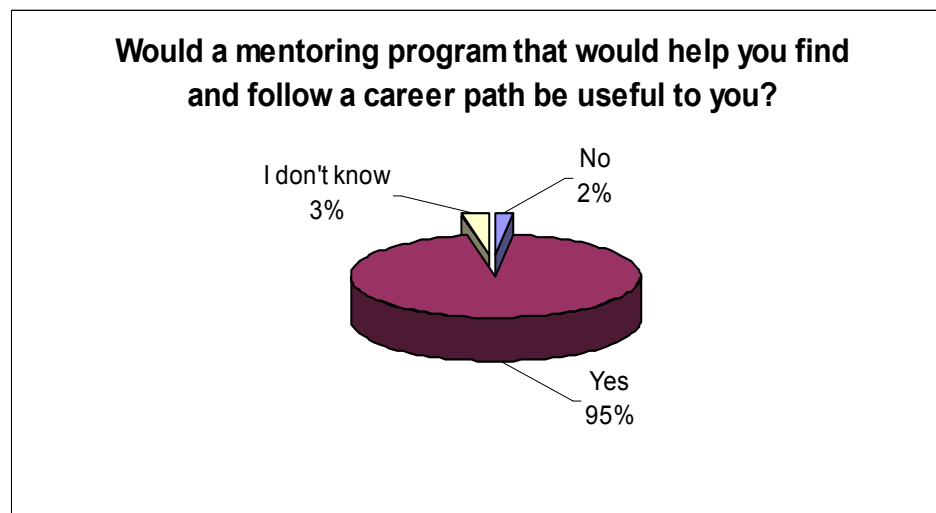
In addition to the resources (i.e. ALIS Web site, Learning Clicks, Student Transition Guides) already in place to help grades 9-12 students in planning and preparing for their post-secondary education, survey results show that those students in Alberta who responded to the *Learning Clicks Follow-Up Survey* would find a mentoring program useful in helping them *plan, find, and follow* a career path.

The following 2 pages provide results of the 3 survey questions included in the 2006 *Learning Clicks Follow-Up Survey* regarding the mentoring program.

Mentoring Program

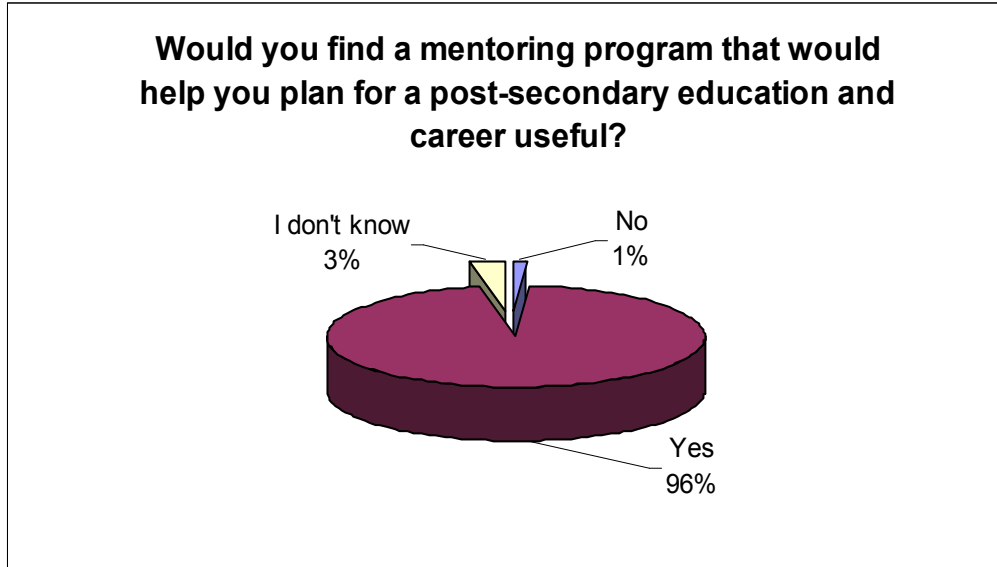


As displayed in the above pie chart, **80%** of respondents reported an on-line mentoring program would be useful in planning for their future.



95% of respondents believe a mentoring program would be useful in helping them find and follow a career path.

Mentoring Program



According to survey results, **96%** of respondents reported a mentoring program would be useful in helping them plan for their post-secondary education and career.

APPENDIX A

Below is a sample of the Learning Clicks letter which was mailed to students along with the Learning Clicks Follow-Up Survey.

Hello!

Recently you received a Learning Clicks presentation in which you filled out a blue sheet stating that you would like to be included in future surveys on the Learning Clicks Program. This is a follow-up survey to the presentation that you received to evaluate its effectiveness.

To complete the survey please follow the instructions provided and place the completed survey back in the envelope provided. The envelope provided includes postage so you will only need to seal the survey in the envelope and drop it in a local mailbox.

Upon receipt of your completed survey, your name will be automatically entered in a random draw for a one-time award of \$500 to attend a designated post-secondary institution of your choice anywhere in the world.

Only one entry will be accepted per applicant to ensure fairness. Completed surveys must be returned by **August 8, 2006** to be eligible for the random draw. We will contact you should you be selected with further details on how to claim this award. Please note that only the individual who is selected will be notified.

We are collecting this personal information under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy Act* to assist with the development of future activities related to planning for post-secondary studies. The personal information will be managed and protected under the *Freedom of Information and Protection of Privacy Act*. If you have any questions about the collection or use of this information please contact Marg Leathem, Acting Director, Business Integration, Phone: (780) 427-5654, 11th Floor Commerce Place, 10155 – 102 Street, Edmonton, Alberta, T5J 4L5

Thank you for your participation in the survey and good luck!

APPENDIX B

The following pages consist of a sample of the Learning Clicks Follow-Up Survey which was mailed to students.

<p style="text-align: center;">Thank you for taking the time to complete this survey. Your feedback is important to us as we continue to make improvements to the Learning Clicks program (presentation, CD-ROM and website www.learningclicks.ca).</p> <p style="text-align: center;">Once the completed survey is returned to us, your name will be entered into a random draw for a \$500 award toward your post-secondary education!</p>
<p>Date: _____</p> <p>First Name: _____ Last Name: _____</p> <p>School: _____</p>

Grade: _____

City/Town: _____

Directions: Please circle the most appropriate response or provide a check mark or “X” mark where space is provided (___)

1) Do you plan to continue on to any education after high school (university, college, technical institute, or trade/apprenticeship)?

- 1. Yes
- 2. No
- 88. I don't Know
- 99. I haven't thought about that at this point

2) Is post-secondary education (education after high school) important to you?

- 1. Yes, it's important
- 2. Neither important or unimportant
- 3. No, it's not important
- 88. I don't know
- 99. I haven't thought about that at this point

3) Is post-secondary education important to your family?

- 1. Yes, it's important
- 2. Neither important or unimportant
- 3. No, it's not important
- 88. I don't know
- 99. I haven't thought about that at this point

4) Do you have a career goal?

- 1. Yes
- 2. No
- 99. I haven't thought about that at this point

5) Do you think post-secondary education will be needed for you to achieve your career goal?

- 1. Yes
- 2. No
- 99. I haven't thought about that at this point

6) Which of the following post-secondary education options are you aware of? Mark a check or an 'X' on the appropriate line:

- | | | |
|-------------------------------|--------|-------|
| 1. University | Yes___ | No___ |
| 2. Private College | Yes___ | No___ |
| 3. Public College | Yes___ | No___ |
| 4. Technical Institute | Yes___ | No___ |
| 5. Private University College | Yes___ | No___ |
| 6. Education Abroad | Yes___ | No___ |
| 7. Trades/Apprenticeship | Yes___ | No___ |
| 77. None of the Above | ___ | |

7) Using a 5-point scale where 1 means “not useful” and 5 means “very useful”, how useful are each of the following sources in making you aware of post-secondary education opportunities?

	Not Useful / Very Useful					I Don't Know
1. Information pamphlets	1	2	3	4	5	88
2. Web sites/internet	1	2	3	4	5	88
3. Information sessions/presentations	1	2	3	4	5	88
4. School or guidance counselors	1	2	3	4	5	88
5. Teachers	1	2	3	4	5	88
6. Career counselors	1	2	3	4	5	88
7. Parents or other relatives	1	2	3	4	5	88
8. Friends	1	2	3	4	5	88
9. Other _____	1	2	3	4	5	88

8) Using a 5-point scale where 1 means “not ready” and 5 means “very ready”, can you describe how ready you feel to begin planning for each of the following aspects of your post secondary education?

	Not Ready / Very Ready					I Don't Know
1. Choosing a program that fits	1	2	3	4	5	88
2. Choosing a location for study	1	2	3	4	5	88
3. Financing your post-secondary education	1	2	3	4	5	88
4. Accessing support to help you complete your post-secondary education	1	2	3	4	5	88

9) Do you remember having a Learning Clicks presentation at school?

1. Yes
2. No (Skip to Question #18)

10) Did going on to post-secondary education become more important to you after the Learning Clicks presentation?

1. Yes, I feel it is even more important than I had originally thought
2. I have always felt that post-secondary education is important and Learning Clicks reinforced this belief
3. No, post-secondary is not important to me
99. I haven't thought about that at this point

16) Do you think the Learning Clicks program (presentation, CD-ROM and web site) is a good way to encourage students to start thinking about their education after high school?

- 1. Yes
- 2. No
- 88. I don't know
- 99. I haven't thought about that at this point

17) Would you recommend the Learning Clicks program (presentation, CD-ROM and web site) to your friends as a good tool to help them plan for their education after high school?

- 1. Yes
- 2. No
- 88. I don't know
- 99. I haven't thought about that at this point

18) Would you be willing to participate in a follow-up survey at some point in the future?

- 1. Yes
- 2. No

Advanced Education is considering creating a program that will provide school-aged students with a career mentor. The role of the mentor will be to share their work-related experiences and help students plan for their future. We would appreciate your participation in answering the following 3 questions. Your feedback will be considered as we work on creating the program.

1) Using a 5-point scale, where 1 means "not at all" and 5 means "a great deal", how useful would you find a mentoring program that is based **on-line**?

Not Useful					Very Useful	I Don't Know
1	2	3	4	5	88	

2) Using the same 5 point scale, how useful would you find a mentoring program that would help you **find** and **follow** a career path?

Not Useful					Very Useful	I Don't Know
1	2	3	4	5	88	

3) Using the same 5 point scale, how useful would you find a mentoring program that would help you **plan** for a post-secondary education and career.

Not Useful					Very Useful	I Don't Know
1	2	3	4	5	88	

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