



LearningClicks

Year End Report 2009/2010

Contents

- LEARNING CLICKS: PROGRAM OVERVIEW 3
- EXECUTIVE SUMMARY 4
- PROGRAM SUCCESS HIGHLIGHTS 5
- IMPROVEMENTS AND DEVELOPMENTS FOR THE 2010/11 SEASON 6
- PROGRAM RESULT AND ANALYSIS 7
 - Survey Methods 7
 - Provincial Student Survey Results..... 8
 - Survey of Student Participants..... 8
 - Regional Student Survey Results..... 13
 - Survey of Teachers 13
 - Survey of Parents and Other Adult Participants 14
- Appendix A: Youth Survey 15
- Appendix B: Teacher Survey..... 16
- Appendix C: Adult Participant Survey 17

LEARNING CLICKS: PROGRAM OVERVIEW

Why Learning Clicks?

With more than 750 occupations and nearly 200 post-secondary education and training schools in Alberta alone, the opportunities for learners are endless. Learning Clicks was developed in 2003 as an interactive, fun way for Alberta students to learn about these opportunities and start to engage in planning career and learning pathways.

Learning Clicks is a program designed to support Strategy 2.4 in Alberta Advanced Education and Technology's 2007-10 Business Plan.

Enhance parents' and learners' knowledge and awareness of Alberta's advanced learning system, planning tools, and financial support options through a collaborative raising-awareness program.

What is Learning Click?

Learning Clicks, now progressing into its seventh year, is an awareness program to help students in junior and senior high, their parents and other interested adults learn about the importance, long-term benefits, and opportunities of post-secondary education. The main objective is to engage the students and adults in a dynamic presentation that leads them to current, quality and up-to-date resources, motivating them to start planning for a post-secondary transition. The priority short-term outcomes for the program are that presentation participants have a(n);

1. Better understanding of what post-secondary education is.
2. Better awareness of what post-secondary education options are available in Alberta.
3. Increased understanding of what costs are associated with post-secondary education.
4. Increased knowledge on how and where to access good information on post-secondary education.

The long-term outcomes are that more presentation participants are attending post-secondary education and training and participating in Alberta's economy helping to move forward a knowledge driven future.

As multimedia has become a predominant communication tool among young Albertans, Learning Clicks offers a CD and website to support the program. While the CD assists students in planning and preparing for post-secondary education, the website (learningclicks.ca) is a marketing tool and provides information for educators and other interested parties to help plan their Learning Clicks presentation(s) and provide feedback on the presentation and program. It is also used as an Ambassador recruitment tool on a yearly basis.

The adult program consists of power point presentations for education planning, another for students finance titled *Student Funding Basics 101* and can provide Apprentice and Industry Training awareness presentations. This component of the program also attends more than 30 conferences throughout the province providing presentations, exhibit booths and one-on-one conversations.

Ambassador Component

The Ambassador component gives Learning Clicks a unique face in Alberta's education system. Enthusiastic individuals are recruited to present the Campus Alberta system on a peer-to-peer level. By sharing their own unique post-secondary planning and experiences, Learning Clicks Ambassadors help motivate Alberta youth and adults to think about planning their own or their children's post-secondary pathway. By showing the plethora of opportunities here in Alberta and the various planning tools available, it simplifies the process and enables students and adults to easily access resources and the post-secondary system.

Presentations to Youth Post-Secondary Learning Clicks Ambassadors with diverse backgrounds and experiences deliver presentations in junior and senior high schools across Alberta. Our reach extends province-wide, these current post-secondary students work out of six provincial regional areas: Edmonton, Calgary, Central, South, Northeast, and Northwest.

Presentations to Adults Adult Learning Clicks Ambassadors, who have completed a post secondary credential, deliver the presentations, resources and information to adult audiences in schools, community organizations and various conferences and events across the Province.

Both groups of Learning Clicks Ambassadors participated in a comprehensive training program that is comprised of pre-module self directed learning and a three day training event that involves expert sessions from the various aspects of Alberta's post-secondary system including Alberta Students Finance, Alberta Apprenticeship & Industry Training, Alberta Learning Information Service (ALIS), and the Alberta Council on Admissions and Transfer.

EXECUTIVE SUMMARY

The 2009/10 season was the sixth year of the Learning Clicks program and was the most successful since inception. The program provided 1057 presentations or activities that reached approximately 22,000 students and 1,965 Adults across Alberta. A total of 10,551 student surveys, 112 adult surveys, and 226 teacher surveys were completed throughout the province resulting in:

- 91% of students somewhat to completely agreed to have a better understanding of the post-secondary options available to them.
- 91% of students somewhat to completely agreed to have a better understanding of where to find helpful information on post-secondary education.
- 88% of students somewhat to completely agreed to be encouraged to attend post-secondary education.
- 85% of students somewhat to completely agreed to have a better understanding of the cost of post-secondary education.
- 90% of students somewhat to completely agreed that the CD was useful in exploring post-secondary options.
- 83% of students somewhat to completely agreed that they would use the CD after the presentation to plan for their post-secondary education.

- 91% of students were somewhat to completely satisfied with the content of the presentation.

Many improvements were implemented following the 2008/09 program year through collection of feedback and recommendations from Ambassadors, new program staff and other stakeholders. Changes such as a revitalized recruitment and training strategy, better regional coverage, and a marketing strategy that lead to enhanced training and communication processes resulting in a substantial improvement in the program’s performance.

Following this year’s success, Learning Clicks plans to continue improvements on the operational side, by on-going recruitment and training model enhancements, implementation of long-term participant surveys, solidify the partnerships between AIT and Students Finance, and continue the alignment of the adult program including the centralization of that model.

PROGRAM SUCCESS HIGHLIGHTS

Ambassadors successfully distributed over 24,000 CDs during their presentations throughout the province, reaching approximately 22,000 students across Alberta. Our 2009/10 season saw successes in the following areas:

- **Ambassador Recruitment and Training** – In 2009/10, Learning Clicks redesigned its recruitment and training strategy after a challenging 2008/2009 campaign. Changes to the recruitment strategy allowed the operational team to increase the quantity and quality of its applicant pool, and also commence training earlier in the school year. As a result, Learning Clicks was able to guide an exceptional ambassador team to the program’s most successful year.
- **Presentations! Presentations! Presentations!** – In 2009/10, Post-Secondary Ambassadors marked a 72% increase, delivering 990 presentations across Alberta, establishing the sixth year as Learning Clicks most successful. In 2008/2009, only 572 presentations were delivered.
- **Team Performances** – Based on the targets established earlier in the year (Figure 1) four of six *team regions* performed exceptionally well, delivering at least 100% of the targeted number of presentations (Edmonton: 125%, Calgary: 148%, Central: 106%, Northwest: 184%).

Figure 1

Youth Ambassadors Targets 2009-2010			
Region	Target # of Presentations	Acceptable Range per Ambassador	Regional Achievements
Northwest	50	30-50	92

Northeast	50	30-50	28
Edmonton	325	40-55	412
Central	50	30-50	53
Calgary	250	40-50	370
South	100	30-50	34
Grand Totals	*825	620-900	990

*targets are established by the operational team based on the number of Ambassadors representing the region and the number of presentations that were delivered in previous years.

- **Enhanced Marketing Strategy** – After implementing a marketing plan by using article writing, postcards and an ezine regularly, Learning Clicks saw an increase in presentation requests, particularly from urban centers. ezines have been added to our marketing efforts along with our traditional mail outs and conference attendance. ezines are electronic newsletters that are sent to subscribers of our list serv describing notable events, or products from Campus Alberta Awareness.
- **Expanded Regional Coverage** – The 2009/10 campaign continued last year’s successful coverage across the province. With expanded regional coverage, increases in penetration in Edmonton, Calgary, Central, Northwest and Northeast regions were achieved. Based on 2009/10 targets established by the operational team (Figure 1), Learning Clicks *region penetration* were as follows: Edmonton: 109%, Calgary: 144%, Central: 176%, Northwest: 176%, Northeast: 110%, South: 33%.
- **Connecting and Partnering with AIT** – In 2009/10, Learning Clicks partnered with AIT to diversify the types of presentations being delivered.

IMPROVEMENTS AND DEVELOPMENTS FOR THE 2010/11 SEASON

In reviewing the challenges and successes of the 08/09 season, some administrative changes were implemented to improve program processes. The following changes took place for the 2009/2010 season:

Continue with the Recruitment Strategy and training:

- After the success of the new recruitment and training strategy in 2009/10, Learning Clicks will continue with the changed processes, yet refine this component. Major changes to the 2009/10 recruitment and training were as follows:
 - Recruited applicants in March '09 as opposed to August '09 which positioned Learning Clicks to utilize current ambassadors as a recruitment tool and allowed the team to recruit from a larger applicant pool.
 - Training in August '09 as opposed to October '09 positioned ambassadors for World Skills and hit the road running in the beginning of September.

- By providing additional pre-training modules to build their knowledge base and review their roles and responsibilities prior to the actual training weekend allow Ambassadors to come to training prepared to implement the information. This again provided skilled up and ready Ambassadors at the beginning of September.

Long-term survey process implemented:

- Long-term participant surveys were created this year for student participants. The survey allow Learning Clicks to track the transition rate from grade 12 into Post Secondary education of students who have received a Learning Clicks presentation, and compare it to the general transition rate amongst all Alberta students.

Furthering AIT component:

- Piloting an AIT component of the Learning Clicks program in 2009/10 took place, whereby Learning Clicks Ambassadors present on subjects related to trades and apprenticeship training. Learning Clicks plans to continue this partnership, improve the presentation model, and further market AIT and other presentation topics to schools across Alberta.

Contracting and centralizing adult program:

- After operating for three years, the Learning Clicks Adult program will be centralized to Edmonton and Calgary, compared to previous years of having ambassadors representing the North and South regions. By centralizing the adult program to Edmonton and Calgary, Learning Clicks sees the change as an opportunity to focus on building the awareness of the adult program in the larger urban areas, as well to control operating costs. Adult program will continue to serve rural areas on a by-request basis.

PROGRAM RESULT AND ANALYSIS

Survey Methods

At the end of each Learning Clicks presentation, participants (students, teachers, parents) were administered a survey to gauge their satisfaction with the presentation, CD, and presenter. Results from these surveys were averaged and used in this report. Please see Appendices A, B, C for a sample of each survey.

While provincial results are provided for the adult and teacher group, provincial and regional results are provided for the student group.

A total of 10,551 student surveys, 112 adult surveys, and 226 teacher surveys were completed throughout the province.

Youth Program						
	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010
Youth Ambassadors	10	12	16	16	13	14
Target	1000	1000	1000	1000	1000	825
Presentations	800	875	922	905	571	983
% Increase/Decrease	-	9%	5%	-2%	-37%	72%
Students Reached	N/A	N/A	16,500	19,200	13,000	22,000
Adult Program						
	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010
Adult Ambassadors	N/A	N/A	N/A	4	5	5
Presentations	N/A	N/A	N/A	64	70	74
Activity Total	N/A	N/A	N/A	N/A	N/A	124
Adults Reached	N/A	N/A	N/A	605	627	1,965
Learning Clicks (ALL)						
	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009	2009/2010
Total Presentations	800	875	922	969	641	1057
% Increase/Decrease	-	9%	5%	5%	-34%	65%

Provincial Student Survey Results

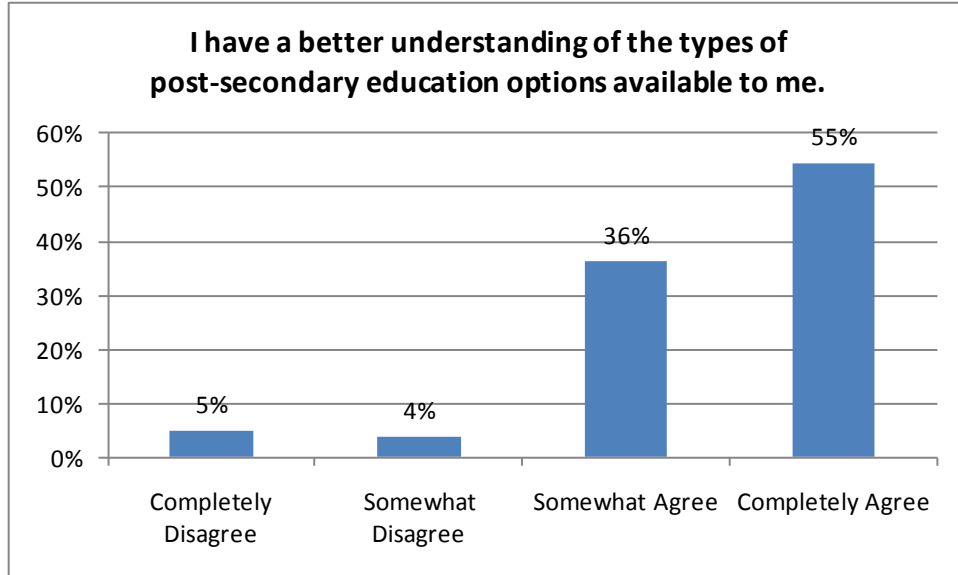
The following graphs demonstrate the provincial results of the 2009/10 student satisfaction survey for each of the five questions from students who completed the survey:

1. I have a better understanding of the types of post-secondary education options available to me.
2. I know where to find helpful information on post-secondary education.
3. This presentation encouraged me to plan for and attend post-secondary education.
4. I have a better understanding of how much post-secondary education costs.
5. I think the CD is useful for exploring my post-secondary education options.
6. I will use the learning clicks CD after this presentation to plan my post-secondary education.
7. I am satisfied with,
 - a) The content of this presentation,
 - b) The presenter.

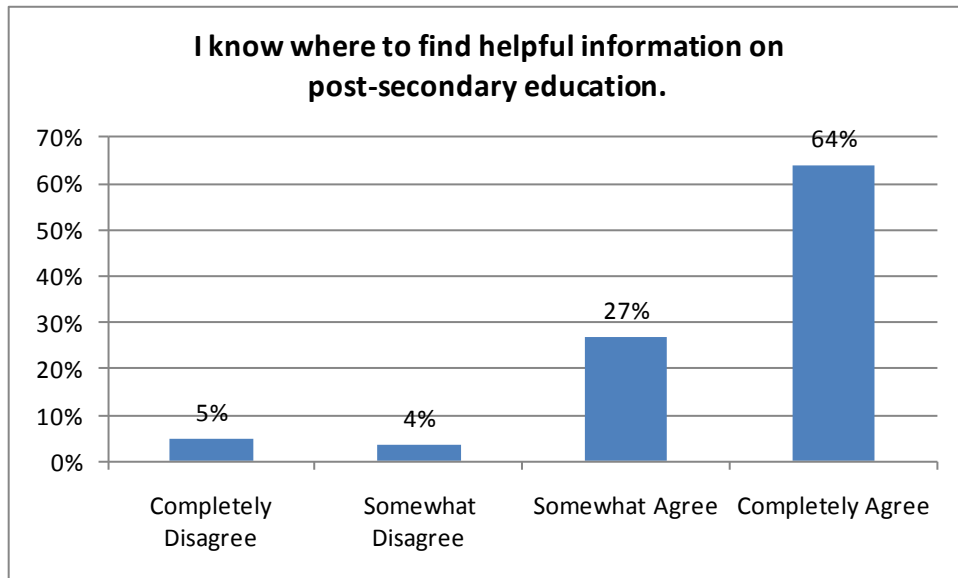
Survey of Student Participants

Due to changes in the student satisfaction survey, a year to year comparison to last year's statistics on questions could not be presented. The question changes reflect our short term outcome measurement more accurately than the previous questions that mainly evaluated the presenter and resources.

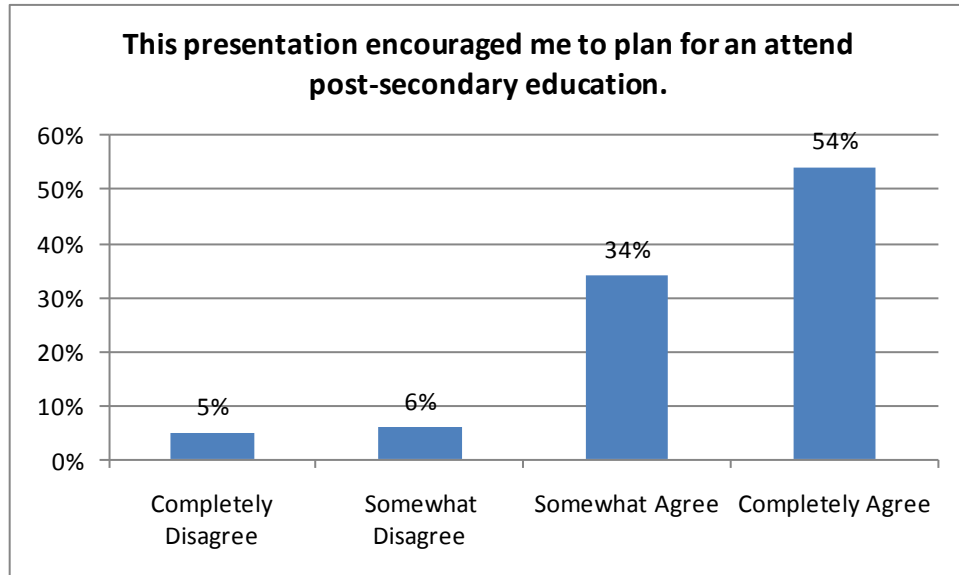
According to Alberta students who responded to the Learning Clicks survey:



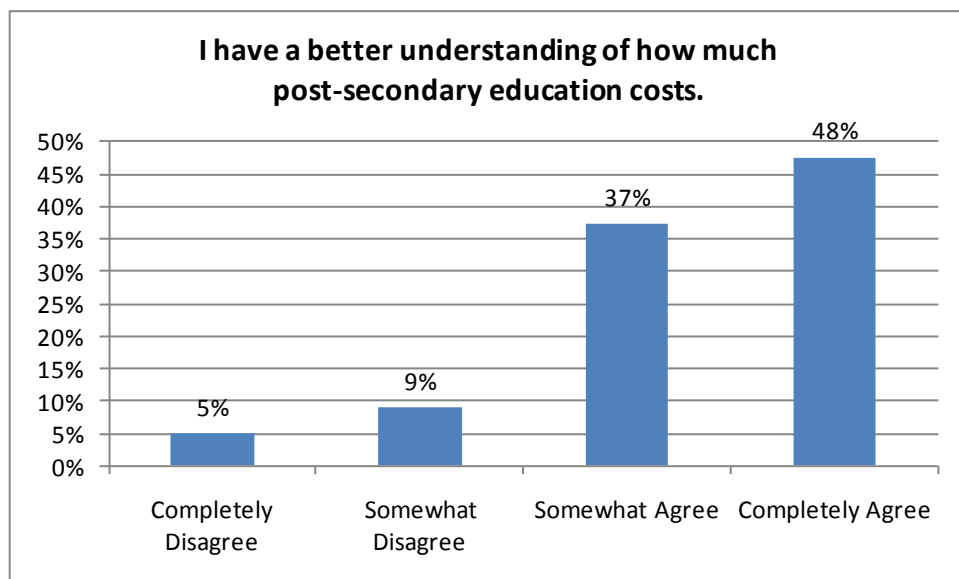
91% of students agreed to have a better understanding of the post-secondary options available to them.



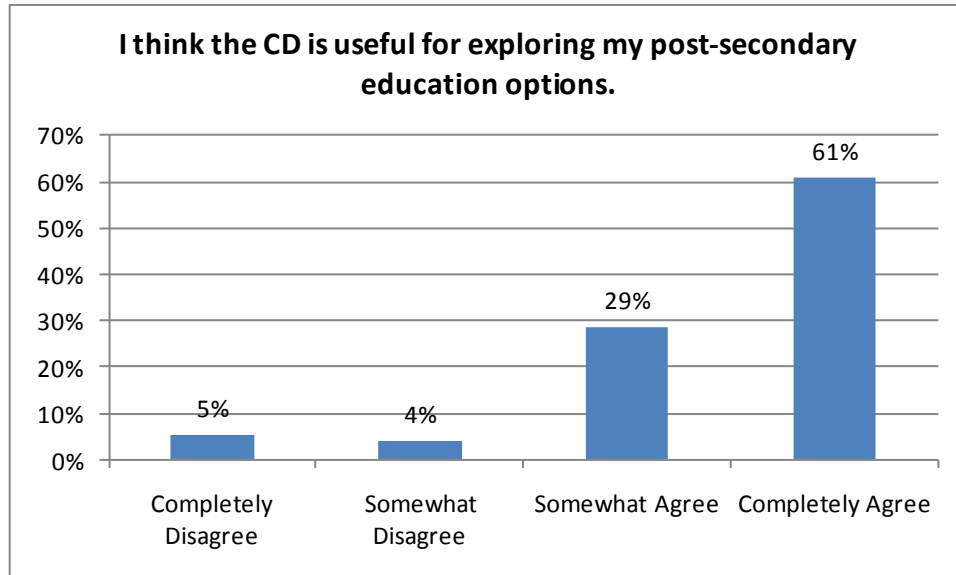
91% of students agreed to have a better understanding of where to find helpful information on post-secondary education.



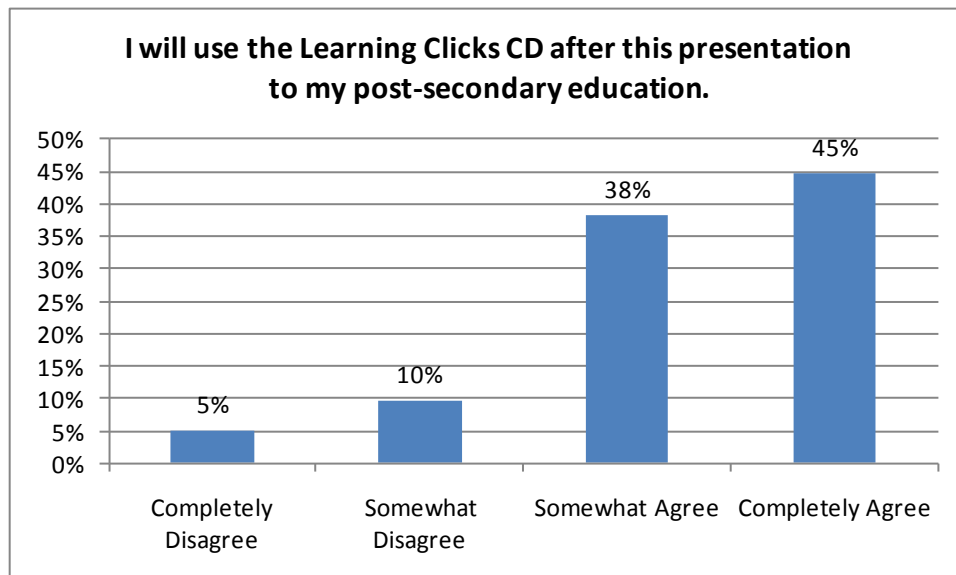
88% of students agreed to be encouraged to attend post-secondary education.



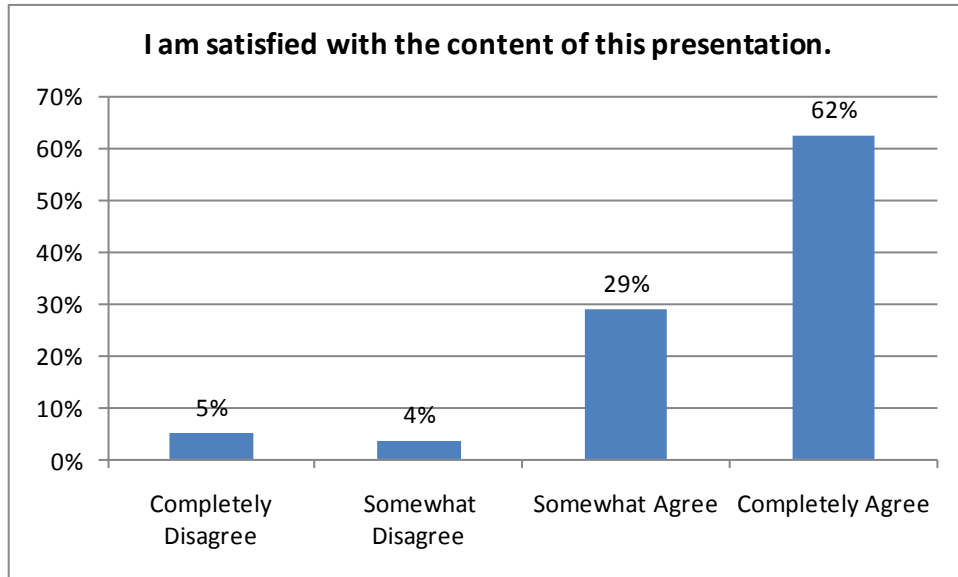
85% of students somewhat to completely agreed to have a better understanding of the cost of post-secondary education.



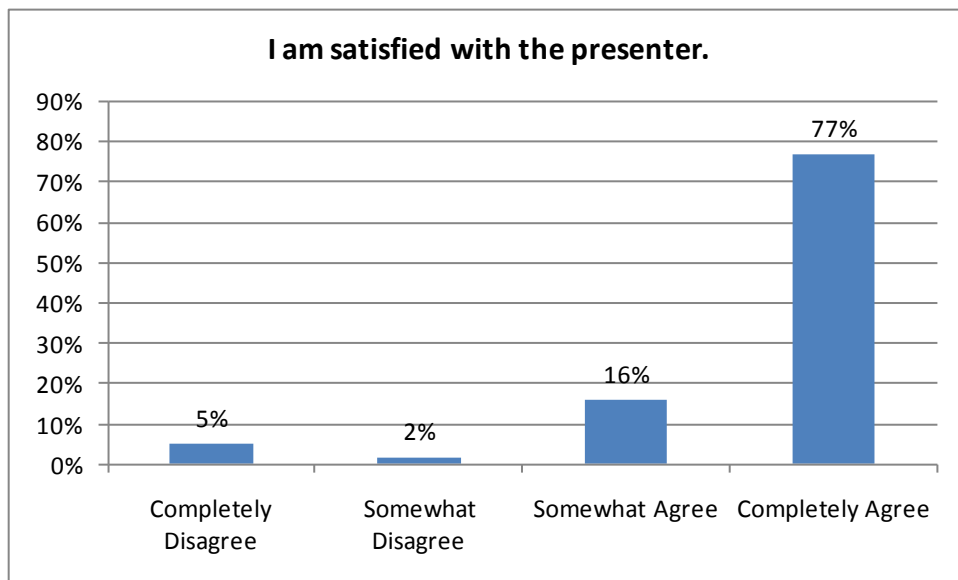
90% of students agreed that the CD was useful in exploring post-secondary options.



83% of students agreed that they would use the CD after the presentation to plan for their post-secondary education.



91% of students were satisfied with the content of this presentation.



93% of students were satisfied with the Learning Clicks presenter.

Regional Student Survey Results

The information below provides a regional breakdown of the survey question completion results from students who completed the survey:

	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6	Question 7a	Question 7b
Edmonton	92%	92%	89%	85%	90%	82%	91%	92%
Calgary	92%	92%	90%	88%	91%	86%	92%	93%
Central	91%	90%	88%	85%	88%	80%	90%	92%
Northwest	91%	92%	89%	83%	92%	83%	93%	93%
Northeast	90%	96%	87%	84%	88%	78%	90%	91%
South	72%	71%	70%	68%	72%	78%	90%	91%
Average	88%	89%	85%	82%	87%	81%	91%	92%

What Students Told Us:

"Thank you for all the useful information. This will come in handy when I am looking for a post - secondary school."

"The presenters were helpful and answered all of my questions about post-secondary. I feel that this presentation helped better prepare me for post-secondary and I would definitely recommend it to other schools if I had the chance."

"This was a good presentation that made me realize just what I wanna be and how much it will cost to be it. The presentation was amazing."

"This was very informative, and enjoyable. It was a great way to show and explain information, and clarified many questions I had. It made applying for post-secondary actually look possible (and almost easy)."

"I have a bigger interest in what career I want. It helped me choose what courses I would take in high school to help with post- secondary."

"It's awesome. I actually got to know what is required for the occupation that i want. Thank you so much."

Survey of Teachers

According to teachers who completed the survey after receiving a Learning Clicks presentation:

- 61% of teachers received presentations booking information from a colleague, 17% from Ambassador contact, and 14% from previous presentations.
- 98% of teachers agreed that it was easy to accommodate a Learning Clicks presentation in their classroom.
- 98% of teachers agreed to have a better understanding of where to access good information on post-secondary education for their student.
- 98% of teachers agreed that the Learning Clicks presentation motivated their student to start thinking about planning for their post-secondary education.

- 95% of teachers agreed they would use the Learning Clicks CD in the class.
- 99% of teachers agreed they were satisfied with the content of the presentation.
- 99% of teachers agreed they were satisfied with their Learning Clicks Ambassador.

What Teachers Told Us

"This presentation was very informative to our students. The information was relevant and eye catching. Will definitely invite back."

"Awesome! [Ambassador] had awesome rapport with the kids and could answer all their questions! Would definitely recommend it to other teachers and do this again with a Gr 9 Health class! CD was fabulous!"

"The presenter was fantastic! He kept my students really engaged and excited to learn. Thank you!"

"My students were very engaged and empowered by this presentation. The program and presentation were of high quality."

Survey of Parents and Other Adult Participants

According to parents and other adults who received a Learning Clicks presentation:

- 98% of adults agreed their awareness of the planning process for post-secondary education has increased.
- 99% of adults agreed to have a better understanding of the variety of post-secondary education opportunities that exist in Alberta.
- 97% of adults agreed their knowledge of where to access useful information on post-secondary education has increased.
- 87% of adults agreed to have a greater awareness of the costs that are associated with post-secondary education.
- 98% of adults have a better understanding of what types of financial resources are available for attending post-secondary education.
- 95% of adults agreed the presentation encourage them to take the next step towards attending post-secondary education/or help their children do so.
- 98% of adults were satisfied with both the content of the presentation, as well as their Ambassador.

What Parents and Adults Told Us

"Thank you for putting my dreams in perspective."

"Thank you for the presentation, is helpful information for myself and even for my 13yr old daughter. Excellent!"

"This was absolutely fantastic!! Thank you for all the information. This is going to help me prepare both my kids with preparing post secondary and help with choosing what field they would go in."

Appendix A: Youth Survey

Youth Participant Survey



We're always looking at ways to make the Learning Clicks program better for you. Please tell us about your recent presentation, and return this sheet to your Ambassador when you're finished.

School: _____ Presentation Date: _____
 Town/City: _____ Presentation ID: _____
 Grade: _____

The following questions can be answered on a scale of 1-4, with 1 being the lowest and 4 being the highest.

	Completely Disagree	Somewhat Disagree	Somewhat Agree	Completely Agree	
	1	2	3	4	
1. I have a better understanding of the types of post-secondary education options available to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
2. I know where to find helpful information on post-secondary education.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
3. This presentation encouraged me to plan for and attend post-secondary education.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
4. I have a better understanding of how much post-secondary education costs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
5. I think the CD is useful for exploring my post-secondary education options. If you did not find the CD useful, how would you improve it?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/> N/A, did not use the CD
6. I will use the Learning Clicks CD after this presentation to plan my post-secondary education. If you disagree, please explain why?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
7. I am satisfied with:					
a) the content of this presentation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
b) the presenter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

Comments:

Planning for Post-Secondary is Just a  Away

Appendix B: Teacher Survey

Teacher Satisfaction Survey



We're always looking at ways to make the Learning Clicks program better for you. Please tell us about your recent presentation, and return this sheet to your Ambassador when you're finished.

School: _____ Grade(s): _____
 Town/City: _____ Presentation Date: _____
 Your Name: _____ Presentation ID: _____
 Email: _____

1. How did you hear about the Learning Clicks Program?

- Website School mail out Postcard, poster Colleague
 Listserv (e-mail advertisement) Previous presentation Other print advertisement Ambassador contact

The following questions can be answered on a scale of 1-4, with 1 being the lowest and 4 being the highest.

Completely Disagree	Somewhat Disagree	Somewhat Agree	Completely Agree
1	2	3	4

2. It was easy for me to accommodate a Learning Clicks presentation in my classroom.

3. I have a better understanding of where to access good information on post-secondary education for my student.

4. The Learning Clicks presentation motivated my students to start thinking about planning for their post-secondary education.

5. I will use the Learning Clicks CD again in my class.

6. I am satisfied with:

a) the content of this presentation.

b) the presenter.

Comments:

If you would like to discuss your experience in detail, please feel free to contact the Learning Clicks Coordinator at Learning.Clicks@gov.ab.ca

Note: your personal contact information, if provided, may be used by Alberta Advanced Education and Technology to verify the Learning Clicks Ambassador's performance and attendance, and/or to discuss your comments or suggestions as provided on this form. The collection, use and disclosure of your personal information are compliant with Alberta's Freedom of Information and Protection of Privacy Act. If you have questions about how your personal information is collected and used, please contact the Learning Clicks Coordinator at Learning.Clicks@gov.ab.ca.

Planning for Post-Secondary is Just a  Away



Appendix C: Adult Participant Survey

Adult Participant Survey



We're always looking at ways to make the Learning Clicks program better for you. Please tell us about your recent presentation, and return this sheet to your Ambassador when you're finished.

School: _____ Presentation Date: _____
 Town/City: _____ Presentation ID: _____

	Completely Disagree	Somewhat Disagree	Somewhat Agree	Completely Agree
	1	2	3	4
1. My awareness of the planning process for post-secondary education is increased. Comments:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I have a better understanding of the variety of post-secondary education opportunities that exist in Alberta. Comments:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. My knowledge of where to access useful information on post-secondary education is increased. Comments:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I have a greater awareness of the costs that are associated with post-secondary education. Comments:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I have a better understanding of what types of financial resources are available for attending post-secondary education. Comments:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. This presentation encouraged me to take the next step towards attending post-secondary education/or help my children do so. Comments:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I am satisfied with:				
a) the Content of the presentation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
b) the presenter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Planning for Post-Secondary is Just a **Click** Away

