

New Features 2009-2010

As you have probably noticed in reading our monthly newsletters, there have been some exciting and significant changes to the program in the last year that we hope are helping you make the most of the career guidance process.

Employment Section

The new Employment section has two primary components: an Employment Guide and a Job Search Tool. If these tools are enabled for your site, you will be able to access the Employment section from the top menu bar on any page in Career Cruising.

Our Employment Guide provides users with a wealth of information on each step in the job search process—everything from searching for work, to refining resumes and cover letters, to developing interview skills. The Employment Guide was developed in partnership with the University of Waterloo's (uWaterloo) Career Services, a recognized leader in university career education, and contains elements of uWaterloo's Career Development eManual.

The Employment section also features our new Job Search Tool. This tool feeds in content from Indeed.Ca, the leading job search aggregator. Users can access the job search directly from the Employment section, or by using the Search for Jobs button that now appears on the career profile page for all occupations.

When users click on the Search for Jobs button, they are provided with several suggested job titles or keywords related to each career profile as a starting point for building a successful query. There is also an advanced search tool that can help users create more focused searches. Search results are drawn from Indeed.Ca's pool of thousands of company career sites and job boards.

The Employment Guide is visible by default for users at high schools, colleges and universities, libraries, career centres, and adult education centres and can be deactivated in the Career Advisor Management System (CAMS). As it was designed for post-secondary users, it may be too sophisticated for middle school users; however, it can be activated in CAMS if a school would like to have access to the content.

The Job Search Tool is only active by default for libraries, career centres, colleges and universities, and adult education centres. High schools can choose to activate this feature in CAMS, but it cannot be activated for middle school or elementary school users.

Assessments

Another of the major changes to the program this year involves the creation of the Assessments section. This section used to be labelled Matchmaker; however, we have renamed it to accommodate the introduction of our new assessment. Now, when users click on the Assessments button on the main navigational toolbar, they will see all of the available assessments—Career Matchmaker, My Skills, and Learning Styles. We have also made some changes to the layout of the Career Matchmaker results page.

New Features 2009-2010

Changes to Career Matchmaker

The new layout has a few key advantages over the old one:

- a progress bar is now provided for the Matchmaker and My Skills questions to make it clear to users where they are in the process
- the level of education used to determine the career suggestions is visible
- the career clusters recommendations have been given a more prominent location.

We have always, by default, listed all matching career profiles as users proceed through Matchmaker, and this continues to be the case. However, schools now have the option of including a Level of Education filter as the first question of the assessment. This filter can help refine Matchmaker results to fit users' post-secondary training plans. Users can select as many levels as they like: high school; community college; university; and all levels. This option is turned off by default, but can be enabled by logging into CAMS and changing the "Level of Education Question" to active on the Assessment Options page. You must have Career Cruising Administrator level access to change this option.

Matchmaker Printer-Friendly and Mass Print Options

When users complete Matchmaker, they now have the option to produce a printer-friendly report of their career suggestions. The printer-friendly report includes a list of the user's top 40 career suggestions and all of the relevant information from the Career Suggestions page in a properly formatted printable page. The link to the printer-friendly report appears in the top right-hand corner of the Career Suggestions page.

We have also added a mass print option for Career Matchmaker results in CAMS. This report is accessed by clicking on the Mass Print Options button in the left-hand navigation and then selecting the Mass Print Career Matchmaker Results link.

Learning Styles Inventory

The Learning Styles Inventory helps users understand which method of learning works best for them and provides strategies and tips for each learning style. This is great information for users to have both for their formal education and their everyday lives. From a career planning perspective, it is important for them to be aware of their preferred learning style as they explore post-secondary education and training options, and as they try to identify work settings in which they will thrive.

For more information on the Learning Styles Inventory, download our one-pager (PDF): http://www.careercruising.com/newsletters/10_Feb/lis.pdf

In addition to the new Assessments and Employment sections, we have made some changes to the other sections of Career Cruising as well.

Explore Careers

We have added several new career profiles this year and as always, feel free to pass along any career suggestions that you may have.

Career Cluster Changes

Career Cruising supports a number of career cluster options. Users with Career Cruising Administrator level access can find out which cluster system is set as the primary cluster system for their site by looking at the Career Cluster Options section of the Site Settings page in CAMS.

New Features 2009-2010

Until recently, users were able to change the primary cluster system at their site from this page in CAMS. To change their primary cluster system, users will now need to contact us. We made this change because some staff were inadvertently changing their primary cluster system, which can create confusion for users and cause problems with CAMS reports. Users can continue to make changes to their site's secondary cluster system directly from CAMS.

Career Selector Improvements

We have aligned the career clusters used in Career Selector with each site's primary cluster system. In the past, the cluster options portion of Career Selector always included the Career Cruising cluster system. This change ensures consistent career clusters throughout the program.

We have also added a warning pop-up when you click the Start Over button, to help prevent users from losing their work accidentally. In addition, we have removed the People/Info/Things options, which many users found confusing. As a result, Activity #6 was removed and replaced with a new activity (see below).

New Activity – Comparing Careers

Our writers have added a new activity that teachers and counsellors may find helpful if they are conducting a workshop on career choices. The activity helps users understand the criteria that are important to them as they make career decisions. In a side-by-side comparison of two career options, users evaluate their interest in each career based on the following criteria: work tasks, working conditions, potential earnings, and education and training requirements.

Explore Schools

We have added some useful information for individuals looking towards post-secondary education and training and have enabled them to save this information to their Portfolios.

Program Admission Requirements Now Available

Admission requirements are now included in the program profiles for Canadian college and university programs. We hope the addition of this information will make it easier for users to plan their education and compare the requirements for the programs they are interested in. Admission requirements are available for all of the approximately 11,000 post-secondary programs that are direct-entry from high school, including most university undergraduate and college programs.

Admissions information is collected by our staff using data that comes directly from the schools. It is important to note that the admission requirements listed are for in-province students, so users considering applying to schools out-of-province will need to contact schools directly to confirm the relevant requirements. Like all of the information in Career Cruising, the admission requirements will be carefully maintained, but it is always good practice for prospective students to contact schools directly to ensure they have the most accurate and up-to-date information when applying.

Career Services Contact Added to School Profiles

As part of our update of the Canadian school information during the spring and summer we have added contact information for schools' career services offices to the Key Contacts section of the school profiles.

New Features 2009-2010

Links to GlobeCampus Site and Survey Results

We have also added links to school data and survey results from GlobeCampus to the bottom of many of the Career Cruising university profiles and some college profiles. GlobeCampus is a post-secondary planning website produced by The Globe & Mail.

The GlobeCampus school profiles add the perspective of student satisfaction to the planning process. Each full school profile includes a report card that covers everything from teaching quality, to academic experience, to the physical environment, based on data from their annual survey. This year's survey included responses from over 40,000 students at more than 50 institutions.

Saving Programs to Portfolios

In addition to saving schools of interest, users can now save individual programs to their portfolios. Saved programs appear under a new tab in the Schools that Interest Me section of the Portfolio called Your Saved Programs. Once a program is saved to their portfolio, users can maintain their own notes on the program.

Advisors can view users' saved programs in two new reports in the Portfolio Reports section of CAMS. The Programs of Interest: View by Program Group report shows the users who are interested in particular types of programs (for instance, biochemistry, commerce, or business administration). The Programs of Interest: View by School report shows the users who have saved programs offered by particular post-secondary schools. Both reports give advisors the ability to message groups of users who have expressed interest in the same program type or school.

Saving Apprenticeships to Portfolios

Users now have the option of saving apprenticeships to their portfolios. Apprenticeship profiles can be accessed from the Explore Education & Training section of the program or by clicking on the links under the Related Apprenticeship Programs heading in the Education section of the occupation profiles.

Saved apprenticeship programs will appear in the Schools that Interest Me section of the Portfolio, under a separate tab called Your Saved Apprenticeships.

Saving programs and apprenticeships to the Portfolio can also be included in Portfolio Completion Standards.

Portfolio

We have also made some important additions to the Portfolio, in addition to the navigation change under the Assessment Results button and the ability to save programs and apprenticeships.

My Journal

My Journal gives users the ability to maintain an ongoing log of their reflections as they build their portfolios. Users will find a link to the My Journal feature directly under the My Files section on the Portfolio Homepage. Adding a new entry is simple—users enter a subject for their journal entry and type in their thoughts. Users can also add search tags to their journal entries so they can be organized into categories and more easily searched. Teachers and counsellors can view journal entries and generate reports in CAMS.

New Features 2009-2010

Relocation of the Resume Builder

In an effort to make the Resume Builder more visible, it will now be accessible through a new blue button in the left-hand menu of the Portfolio Homepage. The button appears under a new menu subheading called Special Tools.

New References Sheet in Resume Builder

After receiving feedback from career professionals on the references section of the Resume Builder and researching current practices for the Employment Guide, we re-evaluated how references are handled. As many of you already know, it is not advised that job seekers list their references directly on their resumes, since references should not be contacted before candidates meet with prospective employers. Additionally, it is no longer necessary or recommended to include "References available upon request," since it is assumed by the employer that references will be provided.

Instead, job seekers should be instructed to list their references and contact information on a separate sheet that they can provide to the employer upon request. They can now do this from Career Cruising by printing or exporting a sheet listing their references on the Print/Export page. The References Sheet allows users to print or export a separate page with reference contact information in the same style they have selected for their resume.

The References Sheet draws the user's contact information from the Personal Profile section of the Resume Builder and their references' contact information from the References section.

Assignments & Activities

Assignments & Activities allows you to share template files, such as worksheets and forms, with your students, and to organize and track the completed documents they upload to their portfolios.

You can manage assignments in CAMS by clicking the Assignments & Activities button in the left-hand menu on the Advisor Homepage. From this page, you can add new assignments, review students' submissions for each assignment, and message students based on whether or not they have uploaded a file for a specific assignment.

Your students can view and download all of their assignments and activities by clicking on the Assignments & Activities link in the My Files section of the Portfolio Homepage. Students can submit a completed assignment by uploading a new file or attaching a file that they have already uploaded to their portfolio.

CAMS

Finally, in addition to the options already mentioned, we have added some new functionality to CAMS to help advisors work with groups of users.

Manage Advisement Logs

This new section, accessed by clicking on the Manage Advisement Logs link on the Advisor Homepage in CAMS, allows users to search for, view, and add to individual users' Advisement Logs quickly and easily. Advisors can search for Portfolios using any combination of grade level, username, name, or advisor.

New Features 2009-2010

Group Advisement Entries

This new section, accessed by clicking on the Manage Group Entries link on the Advisor Homepage in CAMS, allows users to create single entries that can be saved to the Advisement Logs of multiple users. For example, an advisor could use a group entry to record attendance at a workshop related to university applications or a group discussion on careers in health care.

Mass Print Portfolio Improvement

When mass printing student portfolios, users can now select the specific sections they wish to print. This new feature allows advisors to print just the portfolio content they need, making the print-outs easier to read and reducing paper waste.

Other Important Updates

Changes to the Career Cruising Main Page

We have made some minor adjustments to the Career Cruising Main Page to make it easier to find important features such as the Portfolio Login and the new Employment section.

The Portfolio Login section is now located in the top left corner of the Main Page to increase its visibility and encourage users to access their Portfolio at the start of their session. A link to the Employment section has been added to the bottom of the left-hand navigation. Please note that the link to the Employment section will not appear if this feature has not been activated for the site in CAMS under Site Settings.

Follow Career Cruising on Twitter!

As you can see, there have been plenty of new additions and changes to the program over the past year. The Career Cruising team is always looking for new ways to communicate with you. We recently joined Twitter, a social media service many of you may be aware of, to keep you up-to-date on important program improvements, training options, and other news, as well as to share tips and suggestions, and to support you. You'll find us at:

<http://www.twitter.com/careercruising>

If you're a Twitter user, please follow us and feel free to tweet any comments, questions, or suggestions!

Webinar Training Calendar

Earlier this year, we added an online training calendar, where you can find and register for all of our webinar training sessions. Whether you're looking for a general overview of the site or instruction on a more advanced topic, we've got training options for you. You can visit the calendar by clicking on the link on the Helpful Documents page within CAMS, or by clicking the link below:

<http://www.careercruising.com/trainingCanada>