



## **Seneca Career Recharge – Growing Community and Alumni Engagement**

Ben Rogers – Dean, Seneca Innovation

Imran Mouna – Director, Strategic Partnerships (InStage)

Chris Dudley – Director, Entrepreneurship (Seneca)

May 18, 2022

---

# Problem

**52%**

of mid-career Canadians did not feel very confident that their current skillset will equal long-term success\*

*\*based on a 2017 TD survey of 1,500 mid-career individuals*





**THE  
READY  
COMMITMENT**

- TD established the TD Ready Challenge to identify and support scalable solutions to a specific issue identified within the drivers of The Ready Commitment
- In its inaugural year, the TD Ready Challenge encouraged organizations across North America to create scalable solutions to help increase income stability and give people the skills they need for the economy of the future
- In total, TD awarded CAD \$10 million for the 2018 Challenge

Launched in June 2019, Seneca HELIX's Career Recharge is a series of interactive workshops and networking events designed to change individuals career DNA



**Seneca**

# 2022

## Career Recharge Workshops and Themes

Series Theme	Date	Workshop
<b>Personal Growth for the Workplace</b>	January 11, 2022	Growth Mindset
	January 25, 2022	Critical Thinking & Decision Making
	February 8, 2022	Personality: You and the Workplace
	February 22, 2022	Building Resiliency
<b>Diversity and Inclusion: Building Stronger Workplaces</b>	March 8, 2022	Women in Leadership
	March 22, 2022	Emotional Intelligence
	April 5, 2022	Understanding Intersectionality in the Workplace
	April 19, 2022	Dismantling Barriers to Inclusion
<b>Career Foundations</b>	May 3, 2022	Resume & Cover Letter Writing
	May 17, 2022	Interviewing
	May 31, 2022	You.com - a Guide to a Strong Online Presence
	June 14, 2022	Networking Fundamentals
<b>Management Skills</b>	June 28, 2022	Conflict Resolution
	July 12, 2022	Collaborating for Success
	July 26, 2022	Negotiation Skills
	August 9, 2022	Management 101
<b>Intrapreneurship: Innovating from Within</b>	August 23, 2022	Imagination & Ideation
	September 6, 2022	Personal Branding
	September 20, 2022	Making a Connection – Virtual Presentation Skills
	October 4, 2022	Problem Solving with Design Thinking
<b>Financial Literacy</b>	October 18, 2022	Financial Basics – Having a Personal Plan
	November 1, 2022	Budgeting & Saving
	November 15, 2022	Investing 101
	November 29, 2022	Bitcoin, Blockchain – Understanding Digital Currency

---

# Impact

# Career Recharge

WORKSHOPS. EVENTS. MENTORSHIP.

Prepare for the future of work.

June 2019 to May 2022

80 workshops delivered

16,500+ total participants



## Demographics of Participants\*

46% visible minority

73% female participants

82% over the age of 29

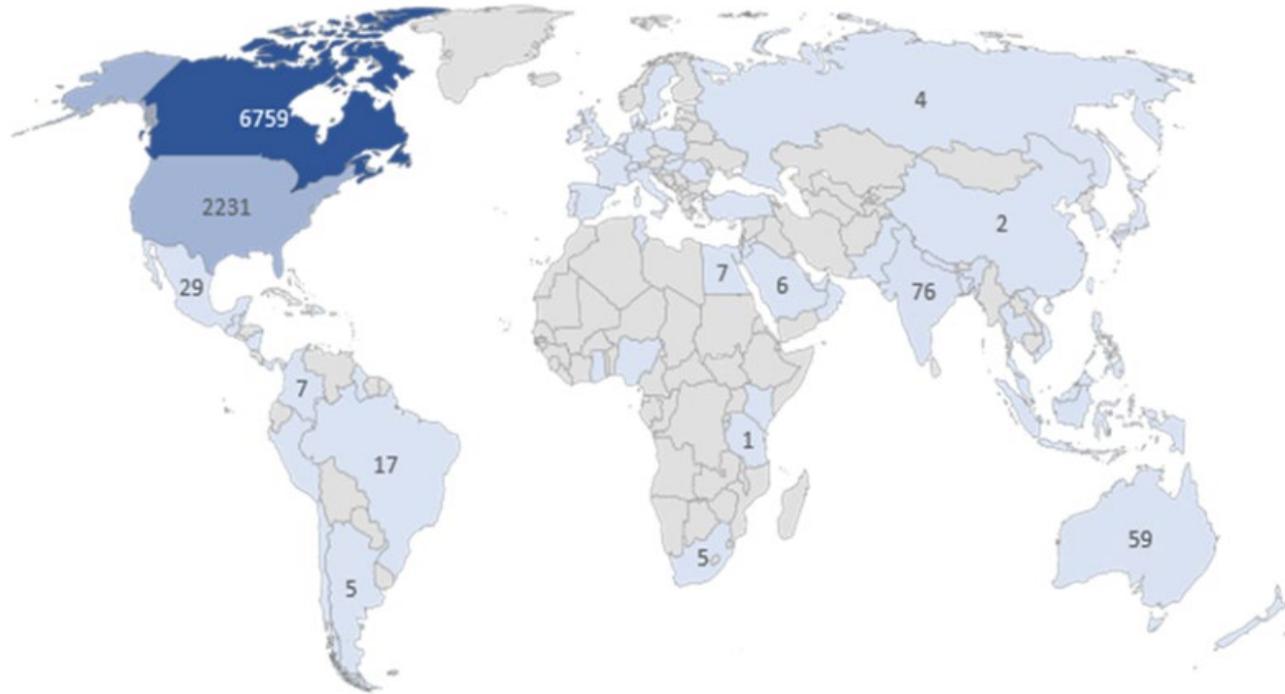
31% unemployed

14% working in contract positions

8% self employed

16,500+ total participants

*\*based on 2,860 survey responses*



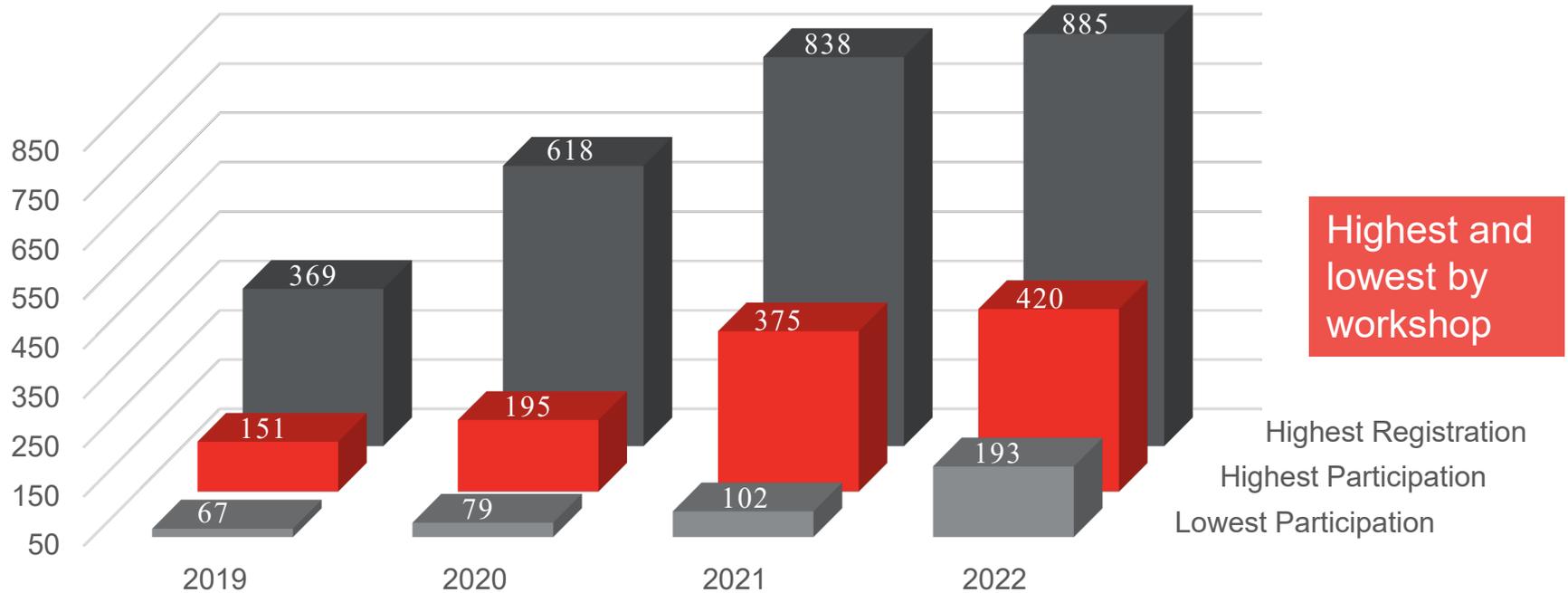
## International Audience Participation

Participants from 79 countries

Top five:

1. Canada
2. United States
3. United Kingdom
4. Australia
5. India

# Registration and Participation (2019-2022)





## Satisfaction Rates\*

98% of participants would recommend Career Recharge to friends or family

94% of participants are “Completely Satisfied” or “Satisfied” with the workshops

*\*Based on 2,860 survey responses*

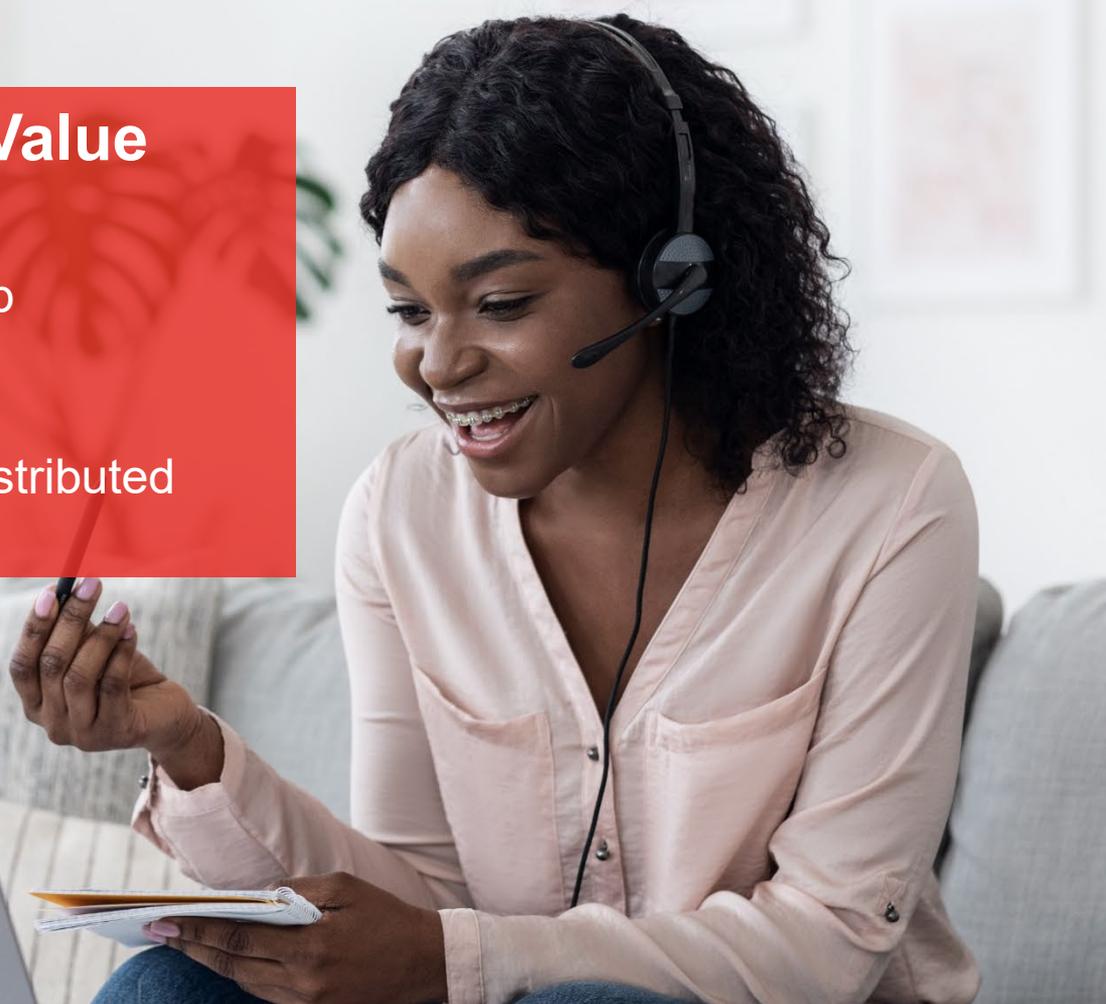
# Customer Loyalty and Value

Repeat Workshop Attendees:

**74%** have attended one workshop

**26%** have attended two or more

**320+** certificates of completion distributed since January 2021



10,500,000+

Digital ad impressions from  
June 2019 to March 2022



Seneca

Sponsored · 🌐



Develop your emotional intelligence with the Diversity and Inclusion series by Career Recharge. Register now for free virtual workshops.



**Free Virtual  
Career Workshops**

REGISTER NOW

**Seneca** HELIX  
CAREER RECHARGE

PRESENTED BY



Seneca

# On-Demand Content

Recharge your career 24/7 with these free online resources.

**27,000+** page views  
of Career Recharge  
on-demand content from  
**June 2019 to April 2022**

## Past Workshop Modules

All live Career Recharge workshops are recorded and converted into on-demand modules. These modules provide an interactive lesson based on the content of the workshop, as well as a full recording of the session. Recordings can be found linked on the last page of each module.

You and the Workplace

Career Search Skills

Innovation and  
Entrepreneurship

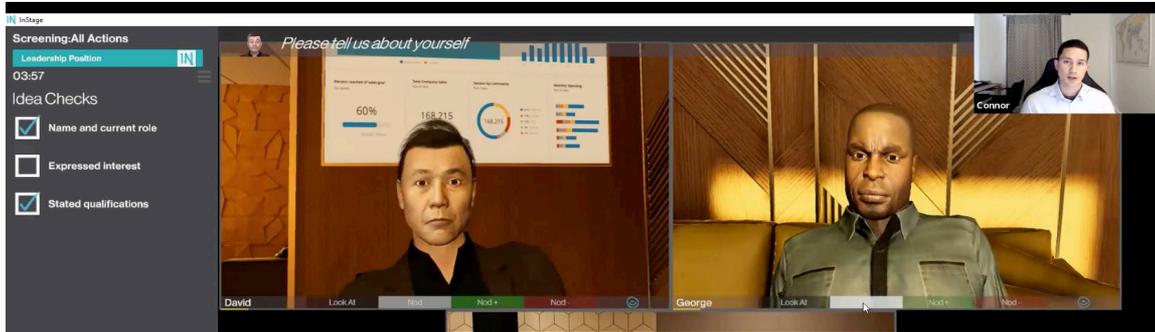
Diversity and Inclusion

Communication Skills

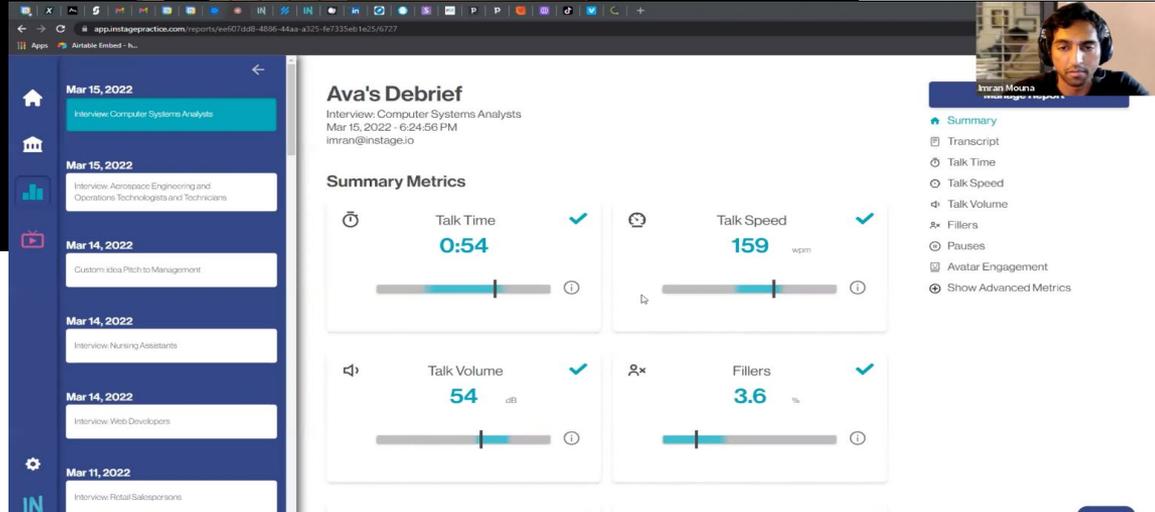
## You and the Workplace



 Chat with Sam!



**InStage LIVE**  
21 workshops  
3,500+ participants



# InStage



William



Please tell us about yourself



Name and current role



Expressed interest



Stated qualifications



0:51

Finished

"My response is done"

(1)

# Seneca

# Welcome InStage!

Millions of instructors provide communication training **content**. InStage provides **practice**.

Use InStage Practice for things like interviews, presentations, ESL exams, or just about any instance where you need to speak out loud.

## Getting Started



### New here?

Try a practice interview

Start



### Quick practice

Practice an elevator pitch

Start



### Start hosted session

Start any scenario and select "Invite Host"

Start

## Reports



(May 12, 2022) - Presentations: Business Pitch



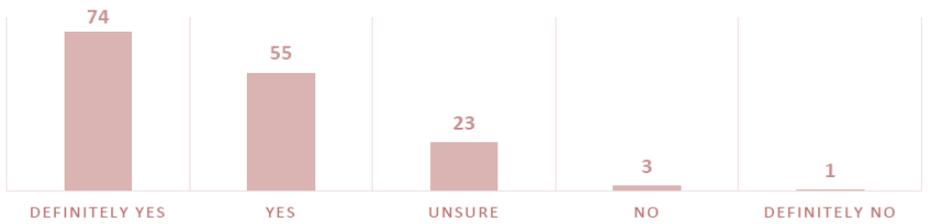
(May 12, 2022) - Presentations: Business Pitch

# InStage College Students Anonymous Survey

N=156 (2021)

These survey results were collected anonymously from college students following their InStage online experience.

1. Would access to these types of practice simulations help improve your confidence?



2. How likely would you be to recommend this training to a friend? (0-10)



3. Compared to how you usually practice, how would you rate InStage? (0-10)



4. Would you want to use InStage again?



## Comments From Students

“This is a really great software to practice speaking and answering questions. I would really like to continue using this program in the future to improve my confidence.”

“I really liked the virtual experience. Having the opportunity to do the runs several times helped me to improve my presentation each time. Thank you.”

“It was really fun and a great learning experience. I had no idea of the types of filler words, so I can change by cadence and correct my fillers and perhaps how loud I speak.”



Who can see your viewing activity?

instagepractice.com/simulation-stream/5589087

David Anita Imran Mouna, InStage...

Mark

Employer Introduction 1

- Acknowledge
- Name & role
- Something interesting about you
- Something you're looking forward to

Finished "My response is done"

Repeat Question "Could you repeat the question?"

0:18

2022-02-15 18:23:11

Audio Transcript Chat Messages

Search transcript

chance to just tell them a bit about who you are and what you're excited about so whenever you're ready, you can introduce yourself.

**Sukanya Mukherjee**

00:22:52 Okay.

00:22:55 i'm ready.

**Imran Mouna, InStage**

00:22:56 Okay, go ahead.

**Sukanya Mukherjee**

00:22:59 **First of all, good morning everyone, my name is savannah Mukherjee and i'm currently studying business analytics at Seneca college.**

00:23:09 i've always been very passionate about computers and since childhood, I was always digging into technology and digging into all all the new things which are coming up within technology and also other than technology I love.

00:23:28 adventures, and I love to you know be around music and I look forward to having a good time at your company and also having new learning opportunity as well, thank you.

Powered by Otter.ai™

# Partners

---



Government  
of Canada

Gouvernement  
du Canada



Peter Gilgan  
Foundation



MARKHAM PUBLIC LIBRARY



HUMBER



Kingston  
Morale & Welfare Services



COLLEGE OF  
THE ROCKIES



YORK U

Seneca

# #IWD 2022

**Women in  
Leadership**  
Tuesday, March 8  
@6pm

**Seneca**

## Our Panelists



**Mary Anne Chambers**  
Former Ontario Minister of  
Training, Colleges and  
Universities and Minister of  
Children and Youth Services



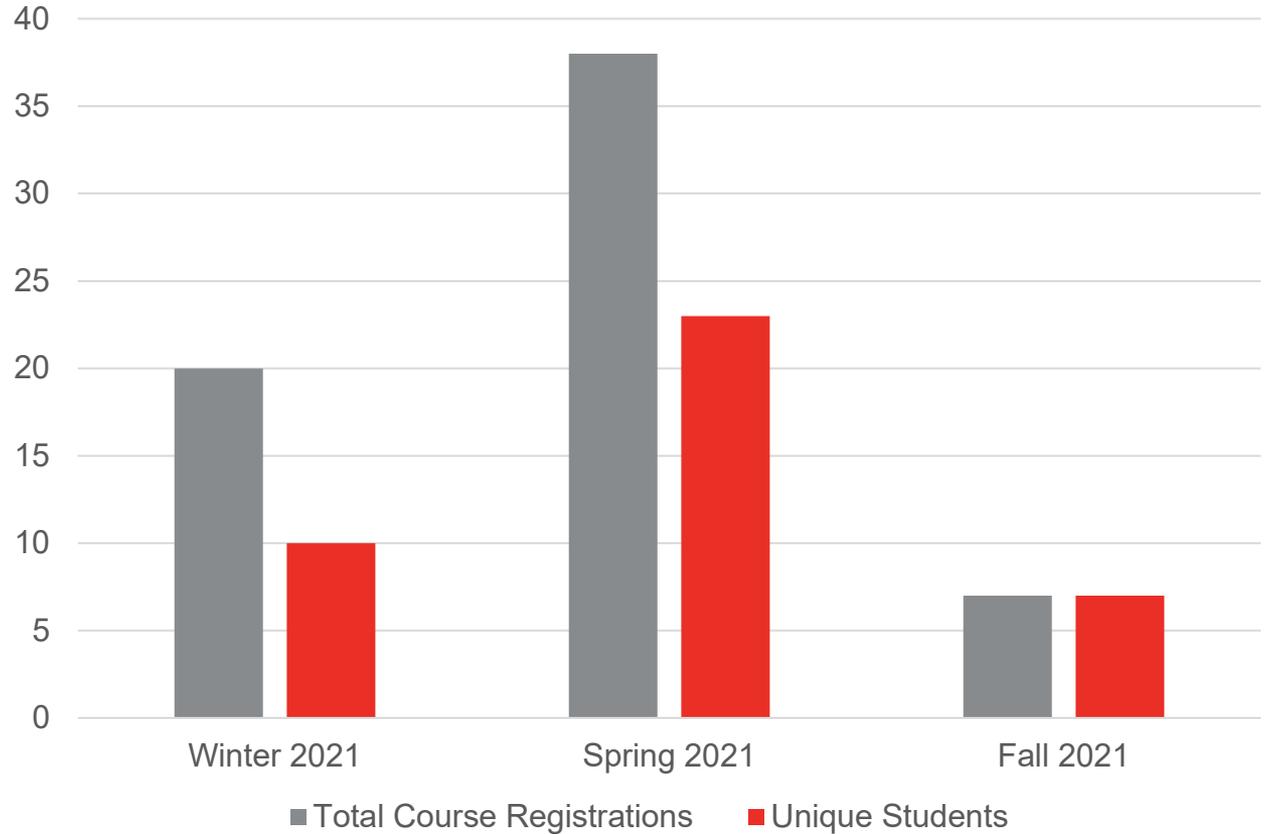
**Marianne Marando**  
Vice-President,  
Academic,  
Seneca

Photo Credit: Durham College



**Eleanore Fang**  
Associate Vice President,  
Business Management  
and Governance, TD

# Career Recharge Participants Registering for Seneca Continuing Education Courses



## Seneca Alumni Engagement

---

- 20% of Career Recharge participants state that they are Seneca alumni
- Seneca Alumni provides financial support for Career Recharge
- Seneca alumni participate as experts in Career Recharge InStage Live sessions

# Career Recharge Moving Forward: 2022-2024 Goals

- 72 workshops
- 36 InStage Live sessions
- 15,000+ total participants
- Annual one-day networking event
- 90%+ Satisfaction rate
- 90%+ Recommendation rate
- 18 Million+ social media impressions

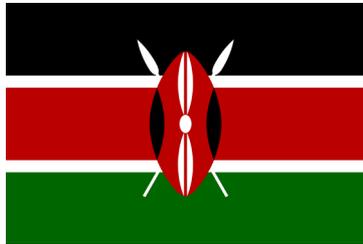
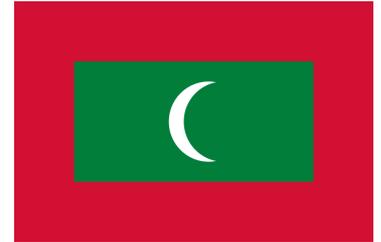


# International Initiatives

---



**THE WORLD BANK**



Young  
Africa  
Works



COLLEGES &  
INSTITUTES  
CANADA



**The Kisumu National  
Polytechnic**  
*Industry Succeeds*



# Women's Employment Readiness Pilot Program

An inclusive economic recovery for women

**Seneca**

**Seneca receives  
\$2 million from the  
Government of  
Canada to help  
women prepare for  
new careers**



**Seneca**

# HERizons Deliverables

---

- Development and execution of:
  - Workshops
  - Math and literacy essential skills programming
  - Networking events
  - Mentorship/coaching
  - Career development support
  - Wrap-around supports
  - InStage supports

---

# Questions

---

# Thank you

Ben Rogers – Dean, Seneca Innovation

[ben.rogers@senecacollege.ca](mailto:ben.rogers@senecacollege.ca)

Imran Mouna – Director, Strategic Partnerships (InStage)

[imran@instage.io](mailto:imran@instage.io)

Chris Dudley – Director, Entrepreneurship (Seneca)

[chris.dudley@senecacollege.ca](mailto:chris.dudley@senecacollege.ca)