

# Communicating the Power of WIL: Tools, Techniques and Structures for Success

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Presented May 13, 2021

# Today's Goals

- Learn more about the BC WIL Communications Plan and the reasoning behind the approach taken
- Learn about the project's accomplishments
- Understand how this work will complement your own marketing and communications efforts

# Summary

## The project:

- ACE External Relations #112 and Co-op and WIL Communications #130

# Summary

## The project goal:

- To develop a BC-wide WIL communications plan to enhance the understanding of WIL and to promote WIL to increase outreach to employers and sector/industry partners.
- To implement key strategies to be identified in the Communications plan, including development of WIL promotional material, advertising and regional events, and work to enhance industry and professional association partnerships.

Phase 1 – Create the plan

# Considerations for the Plan

- Implementation supports
- Strategic alignment
- Situational analysis
- Target audiences
- Outcomes

# Implementation supports

- Implementation through ACE-WIL
  - Public presence
  - Existing communication channels
  - Infrastructure with directors, committees, volunteers and members

# Strategic alignment – ACE-WIL

## VISION

- ACE-WIL BC/Yukon is committed to leading excellence in post-secondary experiential learning through Co-operative Education and Work-Integrated Learning experiences.

## MISSION

- ACE-WIL BC/Yukon is a non-profit organization whose purpose is to:
  - promote Co-operative Education and Work-Integrated Learning to students, employers and key stakeholders;
  - provide high-quality professional development for our members;
  - facilitate a forum for the exchange of ideas and experience;
  - liaise with other organizations involved in related interests; and,
  - maintain a leadership role provincially, nationally and internationally in the field of Co-operative Education and Work-Integrated Learning.

# Situational analysis

- It's clear that a **Communications plan will be of great value in focusing the efforts** of the ACE-WIL Board of Directors and committee volunteers to ensure external communications initiatives are strategic and will lead to the desired outcomes.

# Situational analysis

- Compared to the strength of the Co-op program and branding, much **work needs to be done to bring WIL to the forefront**, both provincially and at the individual institutions.
- In order to increase brand awareness with workplace partners, more **comprehensive materials are needed** to demonstrate value to the workplace partners and to fully explain what's required of them for the various types of WIL.

# Situational analysis

- There are **challenges with resourcing communications projects consistently**, which can lead to an overlap in terms of roles/deliverables, challenges working collaboratively due to the timing of available resources, and stretches of time where few or no resources are available to maintain/sustain initiatives.
- The **passion and commitment of the ACE-WIL volunteers and membership community will be key to the success** of the Communications plan and initiatives over the long term, as will some much-needed tools to help support their hard work.

# Target Audiences

- Workplace partners (existing, new, prospective)
- Industry partners and stakeholders
- BC WIL Council
- ACE-WIL BC/Yukon volunteers and members
- Post-secondary institutions

# Outcomes

- Increased brand awareness, knowledge and understanding of WIL amongst employer, industry and community partners and key stakeholders
- Increased student opportunities
- Improved access to workplace partners for smaller post-secondary institutions and those not in the Lower Mainland
- Enhanced knowledge base to support employer, industry and community partners
- Enhanced knowledge base to support ACE-WIL practitioners

# Communications Strategy

- Harness the passion, commitment and expertise of volunteers to focus efforts on activities that have the greatest chance of making progress towards desired outcomes.
- Promote an understanding of WIL through a variety of channels, including digital media, advertising and events.
- Ensure that WIL branding, key messages and content are consistent, complete and current across all channels.

# Communications Strategy

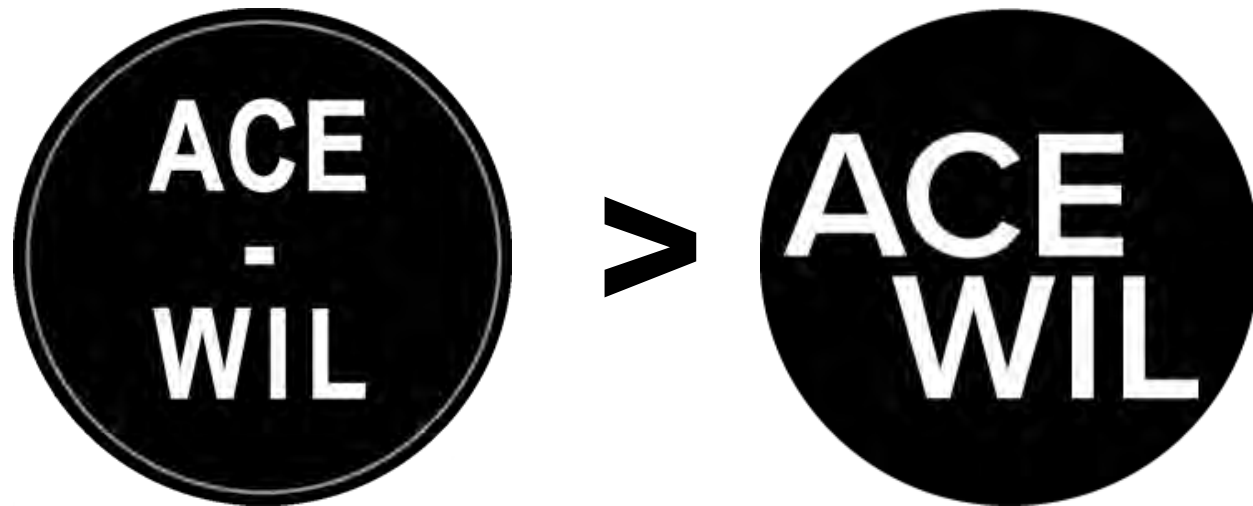
- Ensure that resources are easily accessible and easy to use for members, post-secondary institutions and workplace partners.
- Leverage WIL research and expertise to deliver value-added content.
- Support and leverage employer, industry and community partnerships.
- Prioritize and provide supports for communications activities that can be sustained by volunteers.

Phase 2 – Implement the plan

1. Develop a clear brand for WIL

# BRANDING REVIEW

- ACE-WIL is the publicly visible source for WIL information in BC/Yukon
- Updated URL: [www.co-op.bc.ca](http://www.co-op.bc.ca) > [www.acewilbc.ca](http://www.acewilbc.ca)
- Updated logo:



2. Increase brand awareness of WIL with key audiences

# PRINT ADVERTISING



## ignite your business

Bring in the best and brightest emerging student talent to ignite your business with new perspectives, energy and the latest skills.

With access to 25 public, post-secondary institutions with 300+ programs that integrate work experience into student learning, ACE-WIL BC/Yukon is your first stop.

Find funding and post a job at [acewilbc.ca/employers](http://acewilbc.ca/employers)



The Association for Co-operative Education and Work-Integrated Learning BC/Yukon brings workplaces, students and post-secondary institutions together to build a skilled workforce and a brighter future for our communities.



## ignite your business

Bring in the best and brightest emerging talent to ignite your business with new perspectives, energy and the latest skills.

With access to 300+ work-integrated learning programs at 25 post-secondary institutions, ACE-WIL BC/Yukon is your first stop.

Find funding and post a job at [co-op.bc.ca/employers](http://co-op.bc.ca/employers)



The Association for Co-operative Education and Work-Integrated Learning BC/Yukon is committed to leading excellence in post-secondary experiential learning through Co-operative Education and Work-Integrated Learning experiences.

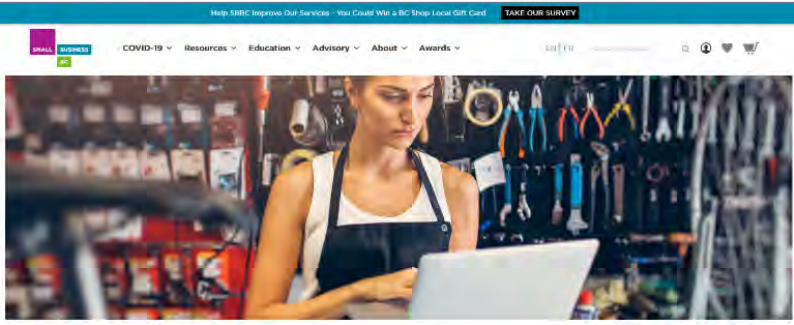


**BIV  
Magazine:**  
Feb 2020  
Feb 2021  
**\$4,800**

**PeopleTalk  
Magazine:**  
April 2021  
**\$2,300**

**\*Full page ads**

# CONTENT ADVERTISING



## WAGE SUBSIDY PROGRAMS: BOOST YOUR BUSINESS AND REDUCE YOUR COSTS

If you're a small business owner who dreams of having the capital needed to expand your team, or a temporary or part-time basis, you can stop dreaming. Several wage subsidy programs are available to employers who want to benefit from the talent, knowledge and training that post-secondary students can bring to a workplace.

- RELATED ARTICLES:**
- Why Financing Carholder This is Good for Business
  - What's Happening This May at Small Business BC?
  - How to Secure Early Stage Financing

These small business expenses  
Students develop and help  
Group that last year talents at  
Asked 11 Buchanan that som  
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## WHAT WILL STUDENTS CAN DO FOR YOUR BUSINESS

Work-Integrated Learning is taking a cross-industry social media campaign, and the Association for Co-operative Education (ACE) will be often near about. But don't take our word for it, students positively contribute achieving this.

**How WIL Student**  
The past year has impacted many that felt its great uneven: online and in-person versus large workdays. She managing the social media otherwise had the cho

Responding to the emphasis mandatory practicum as a Unikers by Together, they o particular areas and creat

Asian, on international stu successfully completed an management skill with the worked on numerous enter posts, website redesign, c working for a small th ghe work in a he is showi



## HOW TO HIRE A STUDENT TO HELP YOU EXPAND YOUR BUSINESS

As a small business, you may consider whether hiring a post-secondary student is a decision of your time. After all, it takes time to recruit and onboard a student. Is it worthwhile as compared to hiring a regular employee?

There are three advantages to working with a student. First, one (100%) is not after graduation in the fact that students are a temporary commitment with also aside.

For example, you can find a short-term project that doesn't have the capacity to take on anything (20% have you set limited a contract and need to bring in someone to assist with the additional workload) or make you be more efficient and need to be someone to be in the workplace.



## How businesses can capitalize on B.C.'s hot deals market

As British Columbia moves toward economic recovery, 2021 is shaping up to be a busy year for mergers and acquisitions.

[LEARN MORE](#)

Special Edition

## Remaining competitive: Why diverse teams are a business asset

April 13, 2021



**Matching the right person to the role has always been the goal of employers that are recruiting talent, at least in theory. Yet, bias - embedded or assumed - has often been a barrier, and the best person was not always the one that got the job.**

Statistics Canada found that between 2006 and 2007, close to 10 per cent of university-educated immigrants were unemployed following graduation, compared with less than three per cent unemployment among their Canadian-born peers.

Increasingly though, Canadian society has a firmer grasp of what equality, diversity and inclusion means and why it's not only



## PeopleTalk

HOME | RECRUIT & RETAIN | LEADERSHIP | WORKPLACE WELLNESS | TECHNOLOGY | NEWS

Training & Teambuilding | Footnote | 7 Time-Saving Tips to Maximize the Potential of Students You Hire

## the Potential of Students You Hire

It never seems to be enough time to tackle everything, it can be hard to find the time to supervise a post-secondary student on a co-op, internship or placement. You know your business and they're still acquiring skills, so how can they learn, mentor and monitor their work?

Students in the workplace are well known. Students are eager to apply their skills and take on new initiatives, day-to-day tasks and can even tackle those projects that have been on the list for months or years.

Workshops have brought on students and can offer tips to save time and money. Webinars hosted by the Association for Co-operative Education (ACE), panels with HR and supervisory experience shared their insights with a work-integrated learning (WIL) student.

Commitment in order to get started. For co-op students, it's only four to six weeks. And, you're not limited to summer placements. By assigning a specific project and timeframe, you're more likely to have a positive impact.

## Create a How-To Manual For The Next Student

For a while, task them with creating an orientation and how-to guide for the student to capture and reinforce their learning while working with you. Start with the help of a peer who likely shares similar levels of technical skills and their supervisor.

## Student When You Recruit The Next Student

When you conduct when hiring your next student, not only is it a great way to learn from the HR process in action, they're also able to provide first-hand knowledge about the job and can offer their perspective on who may be a good fit.

## 4. Overlap Students So One Can Mentor The Next

If you plan on having students for longer placements, overlap the start and end dates of your students so that one can mentor and train the next. This is common with organizations that have students year-round. For example, hire co-op students on eight-month placements and stagger them so that a new student starts every four months, with the current student helping to onboard the new student.

## 5. Hire Students At The Same Time Every Year

**SBBC: 3**  
**BIV online: 2**  
**PeopleTalk: 1**  
**\$7,200**

# LINKEDIN PAGE

**ACE WIL**  
Association for Co-operative Education and ...  
Leading excellence in post-secondary experiential learning through Co-operative Education and Work-Integrated Learning  
Higher Education · All of BC, BC · 272 followers

**Analytics**  
Last 30 day activity

63	▲ 6%
14	▼ 30%
1.4K	▼ 95%
7	▼ 30%

Unique visitors  
New followers  
Invite connections to follow  
Post impressions  
Start a post  
Custom button clicks

Start a post

Photo Video Document Poll

Updates

Filter by: Page updates

Get more impressions by notifying coworkers. [Notify Employees](#)

Posted by Carmen Wright · 5/3/2021

**ACE WIL** Association for Co-operative Education and Work-Integrated Lea...  
272 followers  
4d · 🌐

It's true - supervising a [#workintegratedlearning](#) student is a great opportunity for that person on your team looking to expand their leadership skills.

manage

Events [Show all events](#)

Hashtags

- [#wilworks](#) 3 followers
- [#getwilpowered](#) 1 follower
- [#wilpower](#) 31 followers

[Show posts about Association for Co-operative Education and Work-Integrated Learning BC/Yukon \(ACE-WIL\)](#)

Avg #Posts/Month: 6.5  
Organic page impressions: 12k  
Total Followers: 272

**ACE WIL** Association for Co-operative Education and Work...  
272 followers  
3w · Edited · 🌐

Congratulations to the 5 student winners and 3 honourable IMPACT 2020: WIL Student Story Showcase! These stories contribute greatly to workplace COVID-19 recovery through

"After a couple weeks, I became specialized machines and was in steady communication doctors in hospital for specimen ex

"I coordinated and facilitated over 50 colleague training session on "Reconciliation". With the p the United Nations Declaration on the Right Peoples, learning what reconciliation is and h our everyday lives is vital to achie

"Our system will help our Food Bank partner supply and demand of food as well as better of food to minimize food was

6

# LINKEDIN ADVERTISING

## #GetWILPowered

Campaigns: 16

Ads: 26

Impressions: 16k


Clicks: 1.1k

Follows: 30

Total spend: \$5,555

**ACE WIL** Association for Co-operative Education and Work-Integrated Learning... Promoted

January has kicked-off with co-op students across BC starting new work placements. However, for co-op employers, things aren't the same as they normally would be given COVID-19. We've learned a few things about working with students during the pandemic and are happy to share them in this toolkit developed earlier in 2020. <https://lnkd.in/gcvwCCD> #coopstudent #getwilpowered #covid19 #toolkit



**Do you have a student starting work during the pandemic?**

**ACE WIL COVID-19 toolkit**

**We have tips for you**

- + managing students during COVID-19
- + students working remotely
- + students in the workplace
- + plus tips for students

[www.acewilbc.ca/covid-19-resources](http://www.acewilbc.ca/covid-19-resources)



Association for Co-operative Education and Work-Integrated Learning... 272 followers Promoted

March is National WIL Month, celebrating work-integrated learning - or WIL - across Canada. We're proud that all 25 public, post-secondary institutions in BC offer work-integrated learning programs for their students, and they're eager to partner with businesses and organizations willing to offer work placements to help these students

win-win: students are better prepared for the workforce, employers benefit from new skills, energy and labour support, and post-secondary institutions gain insights on how to improve program offerings.

ACE WIL has launched two new advisory services to help you get started: Talent Scout <https://lnkd.in/gTdfWay> and Talent MATCH [https://lnkd.in/gYXp7\\_a](https://lnkd.in/gYXp7_a). OR, if you're ready to go, post your opportunity through our portal <https://lnkd.in/gTdfWay>

#GetWILPowered #InnovativeWIL #WILmonth #StudentTalent



**Celebrating WIL Month**  
and the many ways a work-integrated learning student can contribute to your organization

Applied Research Projects Apprenticeship  
Co-operative Education Entrepreneurship  
Field Placement Internships Mandatory  
Professional Practicum/Clinical Placement  
Service Learning Work Experience

#GetWILPowered #InnovativeWIL

Member Townhalls hosted through BCcampus: 15



**BCcampus**  
Learning. Doing. Leading.

## ACE-WIL MEMBER TOWNHALLS

During the COVID-19 Pandemic, ACE-WIL began to offer townhalls as a way to stay connected and provide support to members. Each townhall is centered around a specific theme and offers unique resources and professional development to aid members in WIL practice across BC. This resource pack includes the webinar recordings and slides of each townhall.

### ACE-WIL BC/YUKON COVID-19 TOWNHALL #1 - SUMMARY

Summary of the key topics discussed at the first ACE-WIL BC/Yukon virtual coffee/townhall on COVID-19, held March 31, 2020. Hosted by BCcampus. [Learn more >](#)

### ACE-WIL BC/YUKON COVID-19 TOWNHALL #1 - VIDEO

Video recording of the first ACE-WIL BC/Yukon virtual coffee/townhall on COVID-19, held March 31, 2020. Hosted by BCcampus. [Learn more >](#)

### ACE-WIL BC/YUKON COVID-19 TOWNHALL #2 - VIDEO

Video recording of the second ACE-WIL BC/Yukon virtual townhall on COVID-19, held April 15, 2020. Guest panelists from Employment and Social Development Canada (ESDC), Innovate BC, and the BC Public Service Agency. Hosted by BCcampus. [Learn more >](#)

### ACE-WIL BC/YUKON COVID-19 TOWNHALL #3 - SLIDES

Slides from "Let's talk about Virtual Internships", the third ACE-WIL BC/Yukon virtual townhall on COVID-19, held April 29, 2020. Guest panelists Breanne Stoudt (Human Resources Advisor at BCI), Jennifer Husband (Campus Program Manager at QuadReal Property Group), and Darelle Odo (Co-op Coordinator, Simon Fraser University). Hosted by

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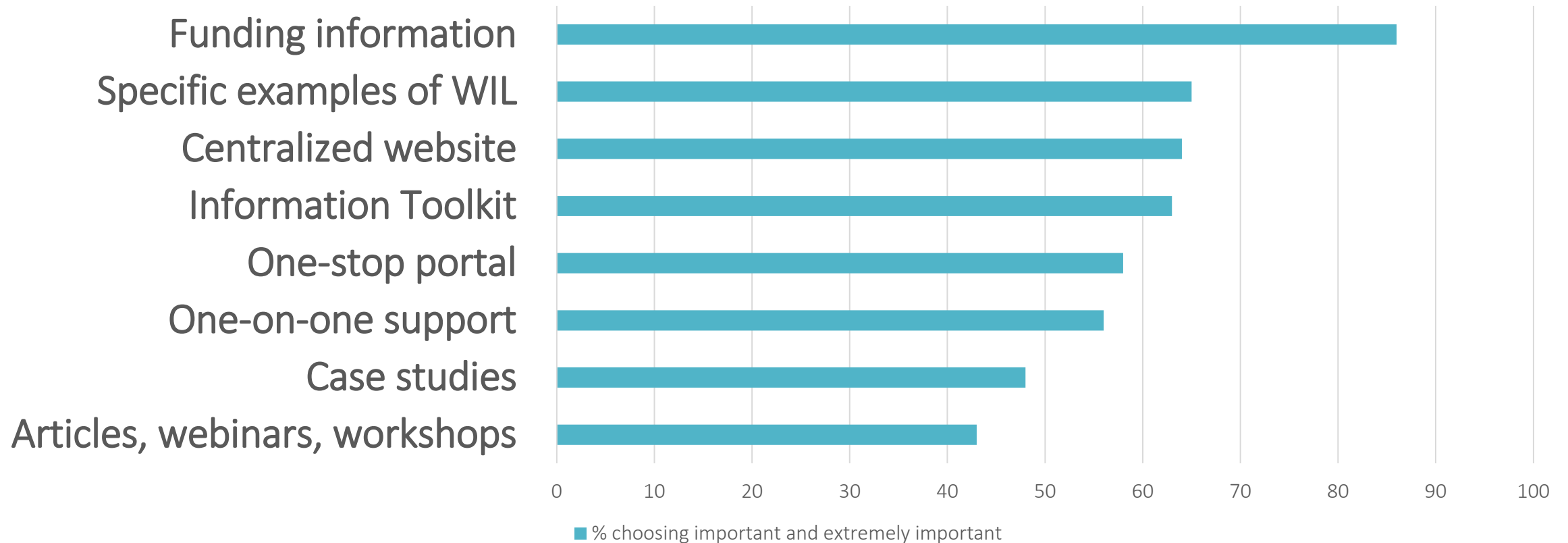
### ACE-WIL BC/YUKON COVID-19 TOWNHALL #4 - SLIDES

Slides from "Let's talk about Student Wellness", the fourth ACE-WIL BC/Yukon virtual townhall on COVID-19, held May 12, 2020. Guest panelists Dawn Schell (Counsellor, University of Victoria), Claire Clark (Community Manager, CALM), and Robynne Devine (Project Manager, BCcampus). Hosted by BCcampus. [Learn more >](#)

3. Develop tools to better engage with workplaces

# RESEARCH WITH WORKPLACES

## Resources to help make a decision to engage a WIL student



# INDUSTRY PARTNERSHIPS



## TALENT FORWARD

The **Talent Forward** program helps businesses find the right student talent for their business needs. They offer free one-to-one advising services as well as other informative resources and events to support hiring student talent across BC. This program is open to BC businesses and is funded by the Ministry of Advanced Education, Training, and Skills in partnership with ACE-WIL and the BC Chamber of Commerce.

[Learn more about Talent Forward](#)



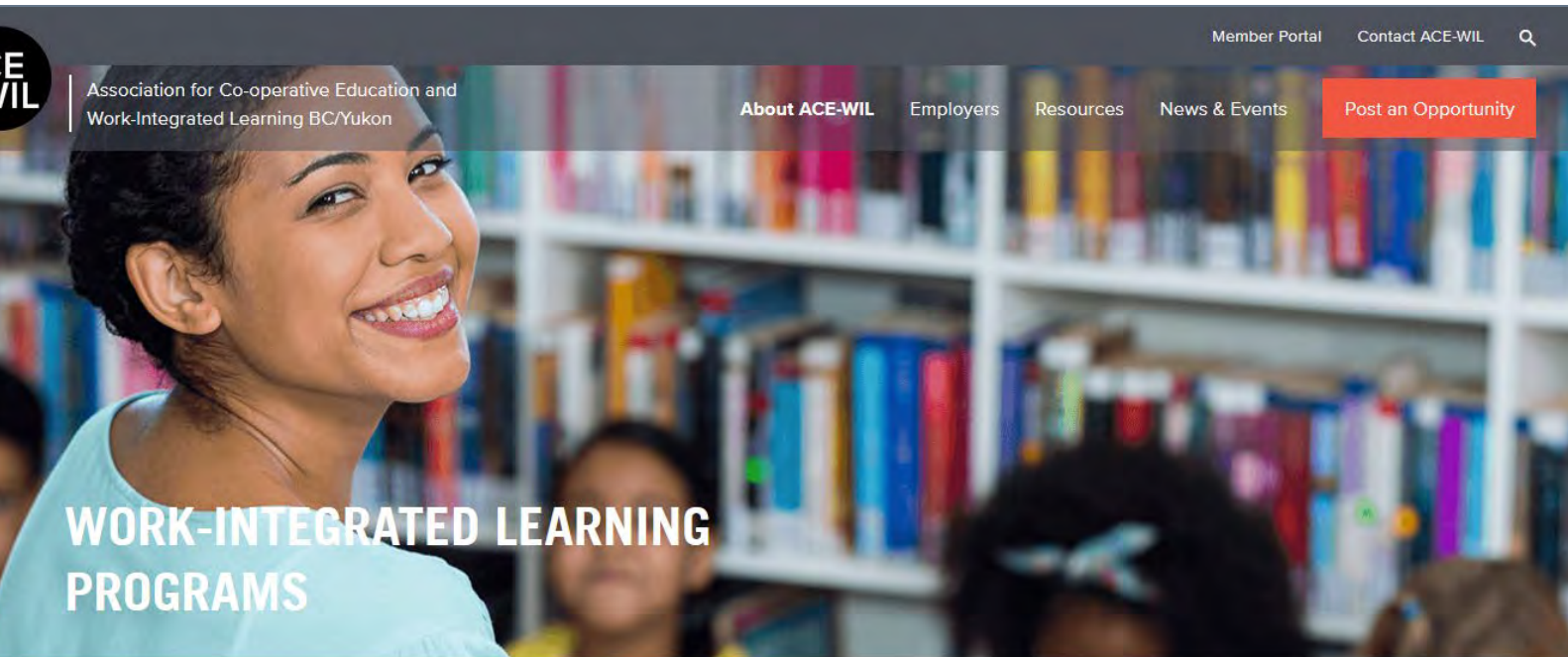
## TALENT MATCH

The **Talent MATCH** program helps members of the BC Alliance for Arts + Culture, the BC Museums Association, and go2HR: BC's tourism human resource association. This free program is funded by the Ministry of Advanced Education, Training, and Skills in partnership with ACE-WIL.

[Learn more about Talent MATCH](#)



# WEBSITE UPDATES



- New Resource Hub
- Enhanced Employer section
- Improved Post an Opportunity
- New ways to search for WIL programs
- New IA

Filter by Program Category

Filter by Institution



## FIND THE RESOURCES YOU NEED

ACE-WIL and the BC WIL Council are leaders in research, programming, development and the growth of work-integrated learning (WIL). Through partnerships with BC post-secondary institutions, national and international WIL partners, and community stakeholders, there are a myriad of resources available to WIL practitioners, faculty, employers, stakeholders and students.



### RESOURCE HUB

Check out the ACE-WIL Resource Hub for



### EMPLOYERS

For a deep dive into our resources, visit our



### STUDENTS

If you're looking for information designed for

4. Connect directly with workplace partners at in-person or online events

# EMPLOYER EVENTS



Access emerging student talent to revitalize your organization and build diversity

## OCTOBER 29

Panelists: 5  
Attendees: 98  
Cost: \$2,000  
Advertising: \$500



How BC businesses are using students to help them remain vital during the recovery

## NOVEMBER 26

Panelists: 4  
Attendees: 28  
Cost: \$450  
Advertising: \$500



Opportunities for healthcare sector organizations looking to add student talent

## JANUARY 14

Panelists: 4  
Attendees: 64  
Cost: \$450  
Advertising: \$2,650

5. Demonstrate value to external stakeholders by sharing valuable content

# BRANDED MATERIALS

ACE  
WIL

## Get WIL powered

### What is WIL?

- work-integrated learning (WIL) brings post-secondary students into the workplace
- students benefit by gaining quality work experience and a chance to apply what they've learned in a practical setting
- workplaces benefit by bringing in skilled talent eager to help you meet your business objectives
- use WIL to build your talent pipeline
- WIL is an academic requirement that students must complete in order to graduate
- nine types of WIL provide flexibility and options for different workplaces and programs



### Explore WIL funding options

- Federal and Provincial governments are actively supporting WIL by offering funding to small and medium-sized businesses
- funders will work with you to optimize your submission
  - visit our website to learn about current funding programs
  - research funders to find a match
  - visit funder websites to submit your application for funding
  - recontact the WIL student with the best fit
- with COVID-19, funding programs are offering more flexibility and quick processing of applications

### Find a WIL student

- consider how you want the WIL student to help
  - what is the goal you hope to achieve?
  - what is the type of work and work environment?
  - what is the timing/duration?
- learn more about our 25 post-secondary institutions and their programs through our website
- post your opportunity through our portal for automatic distribution to the institutions you select

### Grow future talent through WIL

- mentor WIL student entrepreneurs
- apprentice trades workers
- develop professionals through practicums and internships
- partner on a research project with a post-secondary institution and WIL students
- partner with WIL students to tackle community-based and social innovation projects



### Invigorate your business with WIL

- WIL students can help you:
  - pivot to online platforms
  - research new business opportunities
  - design, test and launch new products
  - analyse data and field research
  - create and implement marketing and communications plans
  - develop recommendations and business plans
  - monitor and survey ecological and wildlife environments

Get started here:

acewilbc.ca

Association for Co-operative Education and Work-Integrated Learning BC/Yukon

## Tips for WIL students: working remotely

ACE  
WIL

COVID-19  
toolkit

### Be clear about expectations

- with your manager/supervisor, establish:
  - your core work hours and any flexibility
  - the frequency and schedule for check-ins and other meetings
  - if needed, how to address or report interruptions to your availability
- with your team:
  - respect hours of work
  - handle interruptions
  - share the load



200+

### Keep your schedule

- have a clear beginning and ending to your workday
- establish a routine that balances your commitments
  - core work hours
  - meeting schedule
  - non-work responsibilities
- adapt your schedule if you need to, and be sure to let your manager/supervisor and your team know of any changes



### Be intentional about connecting

- keep a running list of questions you can ask at your regular one-on-one meeting with your manager/supervisor
- arrange one-on-one video meetings with team members when collaborating on tasks and ask them to share any tips
- take advantage of opportunities to connect with colleagues socially
- continue to build your professional community beyond the workplace

### Prepare your workspace

- set up a workspace that supports your productivity
- create an ergonomically safe and comfortable workspace for your desk, computer, seating, and other equipment
- pay attention to lighting, sound, and the right room temperature
- limit distractions
- stay organized
- work outside for a change of scenery

### Take care of yourself

- prepare yourself for your workday
  - clear your mind of clutter
  - reflect on your intention for the day
  - step up in appropriate attire
- take small breaks throughout the day to move around
- use mindfulness to calm the mind and reduce stress
- understand your rights and responsibilities and advocate for yourself if necessary

## Get Funding

ACE  
WIL

### Funding, grants and wage subsidies for community partners offering work-integrated learning opportunities

Work-integrated learning is an engaged partnership between community partners, post-secondary institutions and students that better equips students with practical experience and also benefits the community. Community partners can use funding to create, build capacity and fill any gaps in their workforce. If you're a community partner, you may be eligible for funding.

700+

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The Co-op Placements program assists with cultural organizations that have previously received grants through the BC Arts Council or are an Indigenous Government, Friendship Centre, or Metis Chartered Community offering dedicated arts and culture programs or projects where the scope of work of the Co-op or Work-Integrated Learning student would focus on these activities. The assistance level for Co-op Placements is up to \$10,000 per work term of up to 16 weeks, or for two consecutive placements for the same student and request up to \$20,000 for up to 32 weeks. Applications are accepted annually in December.

### Columbia Basin Trust – School Works

<https://ourtrust.org/giants-and-programs-directory/school-works>

Through the School Works Co-op and Apprentice Wage Subsidy programs, businesses, non-profit and First Nations organizations, and public bodies with business headquarters located within the Columbia Basin Trust region can apply for wage subsidies. Apprentice Wage Subsidy supports hiring apprentices for full-time employment to complete their first-level work-based training requirements with an \$8/hour wage subsidy, and will also support the retention of participating apprentices through their second-level requirements with a \$4/hour wage subsidy. Co-op Wage Subsidy support is also available for the hiring of students participating in a recognized co-op program, for an \$8/hour wage subsidy. Employers are expected to top up wages to the market wage rate for the position. Applications are accepted on first-come, first-served basis.

### Innovate BC – Tech Co-op Grant

<https://innovatebc.ca/what-we-offer/get-funding/co-op-hiring-grant>

Get up to \$20,000 per year in funding to hire co-op students through the Tech Co-op Grant, which is available for technology-based companies looking to grow or a non-tech company, organization or non-profit hiring for a tech role. Each employer is eligible to receive a maximum of four grants each per program year valued at \$5,000 each, to recruit and train between one to four distinct co-op students. Employers must be BC-based with less than 500 employees. Eligible student must be hired through an accredited co-op program in B.C. Applications are accepted year-round.

As of April 2021

Association for Co-operative Education and Work-Integrated Learning BC/Yukon

acewilbc.ca

acewilbc.ca

Association for Co-operative Education and Work-Integrated Learning BC/Yukon

Illustrations by Pheasant Studios

Illustrations by Pheasant Studios

## PROJECTS

### WIL EDI RESOURCES – ADDRESSING DISCRIMINATION AND BARRIERS TO INCLUSION

This project examines the barriers in WIL specifically faced by marginalized student groups such as international, refugee students with disabilities, and students from low socio-economic status backgrounds. The project explores tools and strategies for employers and staff effectively address student barriers around discrimination and inclusion.

### ACE-WIL COMMUNICATIONS AND EXTERNAL RELATIONS

The combined ACE-WIL External Relations and WIL Communications project involved the creation and implementation of a BC WIL Communications Plan to increase brand awareness, and a knowledge and understanding of WIL amongst employers and community partners. Tactics included advertising, website updates, events and developing legacy tools to assist ACE-WIL volunteers.

[View Project →](#)

### IMPACT 2020 WIL STUDENT STORY SHOWCASE

The main goals of this project were to celebrate student success stories, promote WIL to members, and promote high-quality WIL opportunities to students to employers. The project generated interview videos featuring winning students and the employers, as well as an inventory of all WIL submissions.

## RESOURCE PACKS

### STUDENTS FROM INTERNATIONAL PATHWAYS

Students from International Pathways bring diverse and global perspectives to the workplace that can lead to an increase in revenue, innovation, and productivity. This Resource Pack includes a curated package of resources to help you discover how to access this untapped talent pool to fill work-integrated learning (WIL) opportunities in your organization.

[View Resource Pack →](#)

### FUNDING RESOURCES FOR EMPLOYERS

### COVID-19 RESOURCES FOR EMPLOYERS

### ACE-WIL MEMBER TOWNHALLS

During the COVID-19 Pandemic, ACE-WIL began to offer townhalls as a way to stay connected and provide support to members. Each townhall is centered around a specific theme and offers unique resources and professional development to aid members in WIL practice across BC. This resource pack includes the webinar recordings and slides of each townhall.

[View Resource Pack →](#)

[View All Resource Packs →](#)

## RESOURCE TOPICS

### ENGAGING WITH EMPLOYERS

Engaging with Employers includes a wide range of resources, tipsheets, funding options, toolkits, videos, webinars, checklists and more, that have been created to assist employers looking to work with a WIL student.



### ENGAGING WITH ACE-WIL MEMBERS

Engaging with ACE-WIL Members includes special resources developed for members, WIL practitioners and faculty, and includes townhalls, special events and member outreach.



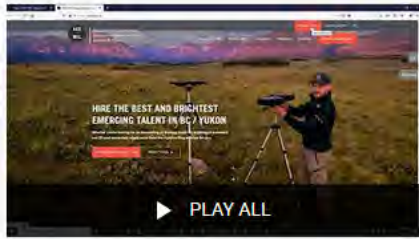
### ENGAGING WITH STUDENTS

6. Develop tools to help ACE-WIL volunteers implement tactics over the long term

# VOLUNTEER TOOLS

My Drive > ACE-WIL Communications Resources

Name
2021 Bylaw Changes
ACE-WIL Analytics
ACE-WIL Branding, logos, templates, advertising
ACE-WIL Resource Hub forms for uploads, edits, projects, resource packs and launch plans
ACE-WIL Resource Hub Project documents 2020-2021
Active e-Newsletter Content
External Relations committee documents
Handbook Updates
IMPACT 2020 Project Docs
Member Communications committee documents
PD Committee
Symposia 2021 Project documents
Talent Forward program
Volunteer tools and how-to documents
ACE-WIL Content Calendar (Multi-Tab).xlsx
ACE-WIL Key External Contacts - media-associations-channels-stakeholders.xlsx



**ACE-WIL How-to tips**

11 videos • 6 views • Updated 5 days ago

Unlisted

No description

ACE-WIL BC / Yukon

- ACE-WIL tips: How to use Google Drive**  
ACE-WIL BC / Yukon  
WATCHED 21:09
- Analytics1 LinkedIn**  
ACE-WIL BC / Yukon  
11:17
- Analytics2 Google**  
ACE-WIL BC / Yukon  
7:11
- Analytics3 LinkedInPosts**  
ACE-WIL BC / Yukon  
1:47
- Analytics4 SponsoredContent**  
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WATCHED 3:50
- Analytics5 PostOpportunity**  
ACE-WIL BC / Yukon  
WATCHED 4:57
- Resource Hub - How to add to and edit a resource in the Resource Library**  
ACE-WIL BC / Yukon  
WATCHED 10:59
- Resource Hub - Tips for Project pages and Resource Packs**  
ACE-WIL BC / Yukon  
WATCHED 15:23
- Resource Hub - Tips for Resource Managers**  
ACE-WIL BC / Yukon  
WATCHED 1:04:19

## Outcomes: accomplished ✓

- Increased brand awareness, knowledge and understanding of WIL amongst employer, industry and community partners and key stakeholders
- Enhanced knowledge base to support employer, industry and community partners
- Enhanced knowledge base to support ACE-WIL practitioners

# Outcomes: time will tell

- Increased student opportunities
- Improved access to workplace partners for smaller post-secondary institutions and those not in the Lower Mainland

# Tips for post-secondary institutions

- Optimize your info on ACE-WIL website  
~1400 institution and program pageviews per month
- Leverage ACE-WIL resources
- Develop process that allows you to take advantage of any employer leads that come your way

Any questions?

Thank you!