



Office of Experiential Education

Employer Resource Handbook

Indigenous Land Acknowledgment

We respectfully acknowledge that UNB stands on the unceded and unsurrendered traditional territory of the Wolastoqiyik, Mi'kmaq, and Peskotomuhkati Nations. The lands of the Wabanaki people are recognized in the Peace and Friendship Treaties which were signed with the British Crown in the 1700s. The river that connects our two campuses is the Wolastoq, along which live the Wolastoqiyik – the people of the beautiful and bountiful river.

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What's Our Role?

The Office of Experiential Education has been created to help grow, strengthen, and support UNB's commitment to experiential education.



The Office of Experiential Education leads university-wide and campus-specific projects including:

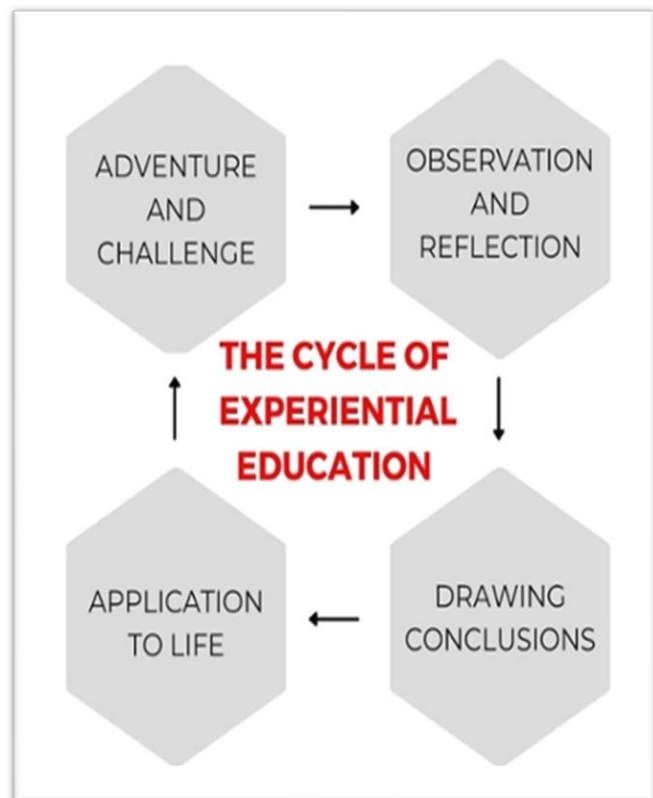
- EngagedUNB Summer Internship Program - pairs a community employer with equity deserving students who have financial needs, ensuring students can gain meaningful job experience in their area of study.
- Nihkanapu UNB/ Nihkanaptmu'k UNB supports Indigenous UNB students academically, financially, etc. ensuring they have access to culturally safe experiential learning opportunities.
- [ExperienceUNB](#) - a central hub for program delivery, data collection, and reporting about experiential learning at UNB.

What is Experiential Learning?

Experiential learning gives students a well-rounded university education that supports both personal and professional pathways to success. Students apply their academic learning through authentic experiences and reflect on their personal and professional learning through those experiences.

The Experiential Learning Cycle:

- Adventure and Challenge:
 - Doing/having an experience
- Observation and Reflection:
 - Reviewing/reflecting on the experience
- Drawing Conclusions:
 - Concluding/learning from the experience
- Application to Life:
 - Planning/trying out what you have learned



A Three-Pronged Approach

Academic Learning: engage students in relevant learning connected to their academic program

Authentic Experience: provide opportunities for students to practice their learning in meaningful ways

Reflective Practice: build knowledge by connecting theory and practice

Defining Experiential Learning

“Experiential learning occurs when carefully chosen experiences are supported by reflection, critical analysis, and syntheses”. - Association for Experiential Education



ExperienceUNB

↳ (Work-Integrated Learning)

- Embedded in the program or course design
- Includes the third-party engagement e.g., employer, industry, or community partner
- Includes co-op education, internships, and practicum/clinical placements

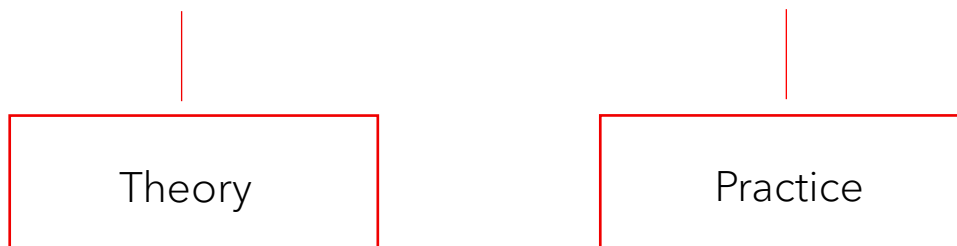
EngagedUNB

↳ (Community-Engaged Learning)

- Can be curricular or co-curricular
- Involves substantial engagement with a community partner
- Related to a student’s academic program and involves reflective practice within the learning opportunity
- Includes some co-op, internships, course-based applied research, and capstone experiences



Experiential Education VS. Experiential Learning



*You engage with Experiential Education through Experiential Learning opportunities



Nihkanapu UNB/ Nikanapmu'k UNB

↳ (Indigenous experiential learning)

- Offers culturally relevant and safe work-integrated learning for Indigenous students
- Provides financial, academic, cultural, and/or organizational support
- Is grounded in Indigenous worldviews
- Provides leadership and training to educate partners about Indigenous culture to ensure culturally safe placement sites
- Reflects UNB's commitment to piluwitahasuwawakon

FutureNB

(Creating a future-focused workforce in New Brunswick



- Support student skill development
- Expose students to career opportunities in NB
- Support employer projects and student hiring
- Create connections between students and prospective employers



Future NB opportunities support:

- Indigenous students (Future Wabanaki)
- Low-income students
- Newcomers/international students
- First-generation students

Types of Experiential Learning at UNB

Co-op: Alternating work and study terms. Students are paid and work directly with employers.

- *Programs at UNB:*
 - UNBF: Engineering, Science, Computer Science, Management
 - UNBSJ: Arts, Computer Science, Business
 - Experience UNB

Internship: Typically, a one-term work placement. >>Can be full or part-time, paid, or unpaid.

- *Programs at UNB:*
 - UNBF: Renaissance College (Canadian or International), Arts 3000/4000, FOREM, Management (BBA & MBA)
 - UNBSJ: ARTS 3005, SOCS 4501, MBA
 - EngagedUNB Summer Internship Program (co-curricular) >> can be ExperienceUNB or EngagedUNB (depending on partner)

Clinical/Practicum: Work experience needed to obtain certification in a professional discipline.

- *Programs at UNB:*
 - UNBF: M.Ed. (Counseling & Adult Education), ABA Certificate
 - Both campuses: Nursing, Education
 - ExperienceUNB

Project-Based Learning: Activities intended to find solutions to real-world problems, which culminate into a concrete end product. >> May or may not involve external partners.

- *Programs at UNB:*
 - Found in all UNB Faculties

Simulation/Case-Based Learning: Using cases, problems, or inquiries to place events in a context that promotes authentic learning. >>Usually does not involve an external partner.

- *Programs at UNB:*
 - UNBF: Management, Engineering, Law
 - UNBSJ: Business

Community-Engaged Learning: Activities designed to promote learning and development, while addressing human and community needs. Engages a community organization as an external partner.

- *Programs at UNB:*
 - UNBF: Arts, Nursing, Renaissance College, Law, Kinesiology
 - UNBSJ: Arts, Nursing, Promise Partnership

Applied Research: Research conducted by a student with guidance from faculty in an academic, industry, or community setting. >>May be conducted independently or as a course project.

- *Programs at UNB:*

- UNBF: Engineering, Forestry, Environmental Management, Management, Business

Community-Based Research: Research that actively involves those affected by the issue being studied, for the purpose of finding useful results to make positive change. >>Engages a community organization as an external partner.

- *Programs at UNB:*

- UNBF: Arts, Renaissance College, Law, Forestry, Environment Management
- UNBSJ: Arts, Science, Applied Science, Engineering

Field Experiences: Students work in an authentic setting to study and apply theoretical or academic knowledge and concepts.

- *Programs at UNB:*

- UNBF: Arts, Science, Engineering, Forestry, Environment Management
- UNBSJ: Science, Applied Science, Engineering

Capstone Courses: Activities that bring together knowledge and learning from students' entire degree programs. Typically asks students to apply this knowledge in a project-based setting with real-world applicability.

- *Programs at UNB:*

- UNBF: Renaissance College, Forestry, Environment Management, Education, and Engineering

Land-Based Education: Recognizes Wabanaki knowledge which fundamentally positions land as a pedagogical framework. Land-based education opportunities engage participants in critical reflection on reciprocal relations and ethical practices while using land as the site and object of learning.

- *Programs at UNB:*

- UNBF: Mi'kmaq Wolastoqey Centre (Education)

Co-curricular Experiential Learning: Activities that are not embedded in course design or a program. >>May or may not be program related. >>Some experiences can be Work Integrated Learning (ExperienceUNB) or Community Engaged Learning (EngagedUNB) depending on the partner engaged.

- Competitions (APEX, Business pitch, etc.)
- Conferences
- Work-Study
- Co-Curricular Program

Why Experiential Education?

Experiential Education is an integral part of what we do at UNB. It has been recognized as an exceptional form of pedagogy, which allows students to apply their academic learning in authentic experiences and reflect on their personal and professional learning through those experiences.

What has Experiential Education been shown to do for students?



Increase Student Engagement



Improve Academic Achievement



Promote Strong Citizenship



Foster Leadership Skills

The Office of Experiential Education works to:

- Develop rich and meaningful partnerships
- Opportunities for students in the public, private, and non-profit sectors
- Serve as a leader in experiential education innovation

Through public and post-secondary education initiatives like [FutureNB](#) we are helping to increase the growth and development of experiential education, to build a stronger New Brunswick.

Benefits of Experiential Education

For Students	For Employers/Partners
Apply academic learning in hands-on situations	Increase diversity, energy, and enthusiasm in the workplace
Develop networks and gain experience	Attract and employ motivated new workers or volunteers
Enhance leadership, technical, civic, and professional competencies	Provide fresh perspectives in non-profit or employer workplaces
Understand different cultures and practices	Retain students in New Brunswick and Canada post-graduation
Contribute to communities	

Employer/Partner Testimonial



(OSCO Construction Group Corporate Recruiter Camila Ugarte)

Prioritizes the development and enhancement of OSCO's relationships with education partners.

"Experiential learning gives students the opportunity to learn about what you do and in addition allow the students to bring some of their creativity and really make it their own."

Student Testimonials



(UNB MBA students Brady Vadervelden, Marc Brown, and Francisco Ponce)

With the knowledge provided from the experiential learning environment offered in the four-semester program; the trio developed a business plan for UNB's 2022 APEX Business Plan Competition.

Brown says UNB's MBA studies offered a forum for each to work on their own idea.

"Since I started my MBA, the experiential learning has been huge, the program also gives students a view from the other side of the boardroom, seeing the role from the venture capitalist's point of view."

For Ponce, the experiential learning while working on their capstone project has shown him how to work with real companies in different parts of the world.

"You are so involved in the real businesses, and it's great for me, especially as an international student to know how businesses are run in Canada."

Vandervelden says that it's beneficial for students as they get to work hands-on with companies in the local atmosphere.

"I think UNB's experiential courses

Are second to none - we're learning how to make these pitches and understand what goes into starting a business."

Funding

1/2

The Office of Experiential Education provides access to several provincial and federal funding programs that support experiential learning. ****Additional information is available through the Office of Experiential Education****

Future New Brunswick / Avenir Nouveau Brunswick/ Future Wabanaki: NB's provincial experiential learning 'movement'.

Future NB SELF (Student Experiential Learning Fund)	Future NB SSF (Student Support Fund)
<p>Provides wage subsidies for experiential learning placements (internships, work experiences).</p> <p>Funding is provided to off-campus employers to hire students through experiential learning programs.</p> <p>**Undergraduate students only**</p>	<p>Provides funds to offset student costs associated with experiential learning opportunities (including course-based opportunities).</p> <p>Can be used for travel, moving expenses, accommodations, equipment, supplies, etc.</p> <p>**Undergraduate students only**</p>

Future NB Co-op	Future NB International
<p>Provides wage subsidies specifically for co-op placements.</p> <p>Funding is managed through co-op offices and provided to on and off campus employers to hire undergraduate or graduate co-op students for work terms.</p>	<p>Provides funding for international students in experiential learning opportunities.</p> <p>Graduate and undergraduate students, working on or off-campus are eligible.</p>

Future Wabanaki
<p>Provides funding for Indigenous students to access culturally relevant experiential learning opportunities.</p> <p>Can be used for placement or project-based opportunities.</p> <p>**Managed by Kate Copage, Indigenous Experiential Learning Coordinator**</p>

Funding cont.

2/2

Federal funding for wage subsidies for experiential learning placement (internship, co-op, work experience) opportunities.

Student Work Placement Program (SWPP)

Provides up to 50% (max \$5,000) in wage subsidies for all qualified domestic students.

Provides up to 70% (max \$7000) for students in an underrepresented group e.g., Indigenous people, persons with disabilities, newcomer, first year student, visible minority, and/or women in STEM.

Only for off-campus employers.

Applications can be facilitated through experiential learning programs and the [Office of Experiential Education](#) but employers may also apply.

Mitacs is a research and innovation funding program that supports industrial and social innovation in Canada.

Business Strategy Internship Program (BSI)

Supports students to undertake Innovation projects to help Businesses and not for profits.

Mitacs provides 50-75% of funding to support 12-16 weeks student internships valued at \$10,000- \$15,000 aimed at helping organizations thrive

National community of practice for work-integrated learning.

Co-operative Education And Work- Integrated Learning (CEWIL)

Innovation Hub (iHub) funding for innovative WIL.

Funding available for curricular course-based) work-integrated learning in the following categories: *applied research, service learning, field placements, and entrepreneurship.*

Focused on:
Expanding access to WIL opportunities, particularly for under-represented students

Removing barriers for students to participate in work-integrated learning.

Leveraging technology to enhance programming or extend access, including the use of technology to support virtual or remote WIL experiences in response to COVID-19.

Innovating work-integrated learning through new partnerships and new models for curricular WIL.

Up to \$1,800 per student enrolled in the course, funds can support student expenses and administrative costs.

****Call for funding each semester****

Motivate. Appreciate. Cultivate



How well do you know the next generation of talent?

Only 1 in 5 employers said they were “very confident” their organizations are ready to manage the next generation of talents!

Values matter to the next generation of talent, especially in the context of work. Understanding the value of their talent is the single most important thing you can do to recruit, motivate, and retain them more effectively. It’s important for organizations and individual employers to examine their own perceptions and cultural priorities - to create a smoother transition for the next generation of talent that enters the workplace.

Common Employer Mistakes

Unclear Expectations: As the employer, you may feel that the job was presented in a clear manner.

- It's best to confirm with the student that they share your understanding.
- Describe what success will look like as concretely as possible.
- Clearly state the specific outcomes the student will be expected to achieve
- Let the student know the criteria by which their work will be judged

Weak Communication: Students may not always reach out when lacking clarity.

- To ensure the student understands what is being asked it's best to err on the side of overcommunication rather than under communication.
- Steer clear of assuming they have a baseline knowledge.
- Ask lots of questions to confirm their comprehension.

Poor Planning: Most success rests on what happens before Day One.

- Create an Onboarding checklist to ensure you as the employer are prepared for the student - before their first day.

Lack of Connection to Learning Goals: Experiential learning is dependent on the ability to connect academic knowledge with workplace experience.

- Take some time to understand the student's aspirations for professional and personal growth.
- When possible, try to align job opportunities with their learning goals.

Incomplete Documentation: Your university partner will require documentation to track the student's learning and progress.

- If you are uncertain about the documentation expectations - speak to the student or your university partner for further clarification.

Insufficient Resources for Supervision and Mentoring: While experiential learning has many benefits, it also requires a commitment of resources.

- Successful placements come from dedicated, hands-on supervision during the onboarding process.
- At the beginning, a supervisor or experienced colleague must be available to coach, answer questions and provide feedback.

Mistaken Assumptions about the Student's Abilities: Some students need more support than others.

- Rather than guessing what their level of competence is - ask questions
- Inquire with the student as to what level of support they feel they need
- Keep an ongoing dialogue as the placement progresses.

Before Day One

- Have one person oversee the onboarding process.
- Set up a workspace for the student - in proximity to other employees.
- Prepare any paperwork (e.g., payroll).
- Familiarize yourself with any documentation required by the university partner.
- Have all the tools/technologies the student will need to complete their tasks.
- Prepare an orientation package.
- Speak to other team members about the student's arrival.
- Organize a meet-and-greet where the student and other staff members can get to know one another.
- Go over the expectations of Day One with the student.

DAY ONE!

- Greet the student when they arrive and go over the agenda for the day.
- Share any documents that will help the student understand their role.
- Provide a document of any important terms, acronyms, or language that is commonly used.
- Review the job descriptions and clarify duties and responsibilities such as reporting requirements and performance expectations.
- Take the student on a workplace tour and introduce them to their new colleagues.
- Discuss the best ways for you and the student to communicate (e.g., email, Teams)
- Have a meeting near the end of the day where the student can ask any questions that remain.

As Their Learning Continues

- Provide frequent feedback to the student.
- Gradually increase task difficulty.
- Provide a document of any important terms, acronyms, or language that is commonly used.
- Coach the student in specific areas of performance where you would like them to improve.
- Track progress toward students' learning goals.
- Continue to fill out documents required by the university partner.
- Continue to provide mentorship.
- Involve the student in team meetings and staff events.

Employer Coaching Tips

Be Intentional:

- Collaborate with the student to set detailed performance goals.

Focus on Strengths:

- Dive into what skills the student brings that could be of benefit to the organization

Explain the Process:

- Be clear about your expectations regarding responsibilities, timelines, etc.

Ask probing questions:

- Ask questions that challenge the student to find the answers they need.

Monitor and Measure Progress:

- Provide ways for the student to track their progress (e.g., weekly tracking) – give direct feedback on the student's performance so they know how they are doing.

Posting Job Ads

Use a Catchy Title

Make the title sound intriguing and inviting. Share some of your organization's mission so students are excited to help achieve your goals.

Why We Need You

Give an overview of the position by explaining how it contributes to the organization's mission. However, avoid HR speak by using language, the student can understand easily.

How They'll Contribute

Describe job duties in a manner that shows their relevance to the organization's goals. Paint a clear picture of what daily work will look like.

What You Bring

Clearly state the job requirements by giving examples of specific tasks the student should be able to perform. Additionally, provide targets they can measure their skills against.

Posting Job Ads cont.

What They'll Gain

Many experiential learning students are pursuing valuable learning opportunities. Showcase the unique experiences that will encourage their personal and professional growth. Additionally, describing what special achievements the student can add to their resume once completed is beneficial.

Position Details

Clarify as many logistical details as possible. Include information such as hours of work, rate of pay, location, equipment needed and even dress code requirements. Make sure, any potential questions the student might have been answered.

Interested?

State the next steps that follow should the student be interested. Provide the contact's name and phone number should they have any further questions.

How to Engage with the Office of Experiential Education

Employers can access the Office of Experiential Education to:

- Access provincial funding
- Coordinate federal funding applications

Employers must:

- Create a job description for the postings they wish to fulfill
- Keep in mind that students have different levels of experience compared to long-standing employees

The Office of Experiential Education will:

- Receive your student's placement information
- Confirm your placement
- Coordinate funding (if necessary)
- Keep documentation of all steps throughout the process
- **It is the employer's responsibility to remain in contact with the Office of Experiential Education

So, You Want to be an Experiential Learning Partner with UNB?

Your responsibilities as the employer are:

1. Place the student on payroll and ensure they are paid regularly.
Ensure the student receives a record of employment and Appropriate T4/ other necessary tax documents
2. Ensure the student is aware of the organization's harassment and discrimination policies and who to contact.
3. Ensure the student is covered under the organization's liability insurance/workplace safety coverage.
4. Properly introduce the student to any safety or workplace specific knowledge.
5. Treat the student as a member of the team - have them integrated in office protocols, opportunities, and cultures.



Frequently Asked Questions

Q: I want to engage students, but I don't know which type of experiential learning works best?

A: No problem! The Office of Experiential Education will work with you to find the best fit for your project and help you find the right students to meet your needs.

Q: The funding outline looks very complex - how do I know what my students are eligible for?

A: That's what we're here for. We can help navigate the complex funding possibilities. The staff at the Office of Experiential Education will guide you through the process and provide detailed information about any applications that need to be filled out.

Q: I don't have time to fill out the account registration or job description in ExperienceUNB - can the Office of Experiential Education do it for me?

A: We can; however, to ensure that all the information being posted is correct, we prefer employers manage their own accounts and job postings.

Q: I want to post my job to different faculties and programs - is there a way I can do that without having to re-post the position to each different co-op or experiential program?

A: Unfortunately, not at this time. One way to help get more students to look at your business is to create an Organizational Profile on the ExperienceUNB platform. This will allow students from various programs to see your business postings.

Q: I want to post a job for students, but I don't need funding. Is that possible?

A: Most definitely. On the ExperienceUNB website, employers can register for an account and once it's approved, they may select a variety of options from career development placements. We're happy to post employer-funded opportunities in any of our programs.

Contact Information

For General Inquiries: experiential@unb.ca

For Additional Support: sarah.king@unb.ca (Director of Experiential Education at the University of New Brunswick)

Visit Our Website: <https://www.unb.ca/academics/experientialeducation/>

Visit Our LinkedIn: <https://www.linkedin.com/company/unb-office-of-experiential-education>

Fredericton Location: 29 Dineen Dr, Fredericton, New Brunswick E3A 0A1, CA
(Beside the Bookstore - enter through the BMO bank machine entrance)

Saint John Location: 100 Tucker Park Rd, Saint John, New Brunswick E2L 4L5,
(Second floor in Hazen Hall)



Office of Experiential Education

Experiential Education Partnerships at UNB