

# YOUR ARTS CAREER STARTS HERE

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Career Advisor, Undergraduate Students  
Centre for Career Action (CCA)



# FACILITATORS

## **Brent Thornhill**

- Faculty Relations Manager, Co-operative & Experiential Education
- Support co-op programs across the Faculty of Arts
- 10+ years experience at Waterloo
- Loves golf, history, and dogs

## **Vanya Gnaniah**

- Career Advisor, Centre for Career Action
- Supports all pre-first work term students navigate through the co-op process.
- Supporting UG students in Career Development
- PhD Student, Faculty of Arts
- Loves reading, cooking & anime

## **Josée-Claire Malenfant**

- EDGE Program Assistant, Centre for Work-Integrated Learning
- Supports students enrolled in the EDGE Program
- Faculty of Arts & EDGE Graduate
- Loves hiking, kayaking, road cycling

# Territorial Acknowledgement

*We acknowledge that much of our work takes place on the traditional territory of the Attawandaron, Anishinaabeg and Haudenosaunee peoples. Our main campus is situated on the Haldimand Tract, the land granted to the Six Nations that includes six miles on each side of the Grand River. Our active work toward reconciliation takes place across our campuses through research, learning, teaching, and community building, and is coordinated within the Office of Indigenous Relations*

[UWaterloo Indigenous Peoples in Canada Reading List](#)

# Housekeeping Items

- Session will be recorded
- How to participate
- How to process the information we are sharing today
- Keeping this space safe

# Agenda

- What the future of work needs from Arts Students
- What can you do about it?
  - Self-awareness
  - Information Seeking
  - Active Engagement
- UWaterloo's WIL programs
  - Co-op (Brent)
  - EDGE (Josee-Claire)

# **THE FUTURE OF WORK**

What the future needs from you

What are your summer plans/priorities?

What major questions/concerns do Arts students have when it comes to finding work?



# THE NEW WORLD OF WORK

**Increased Automation**

**Battling Climate Change & other  
disruptions**

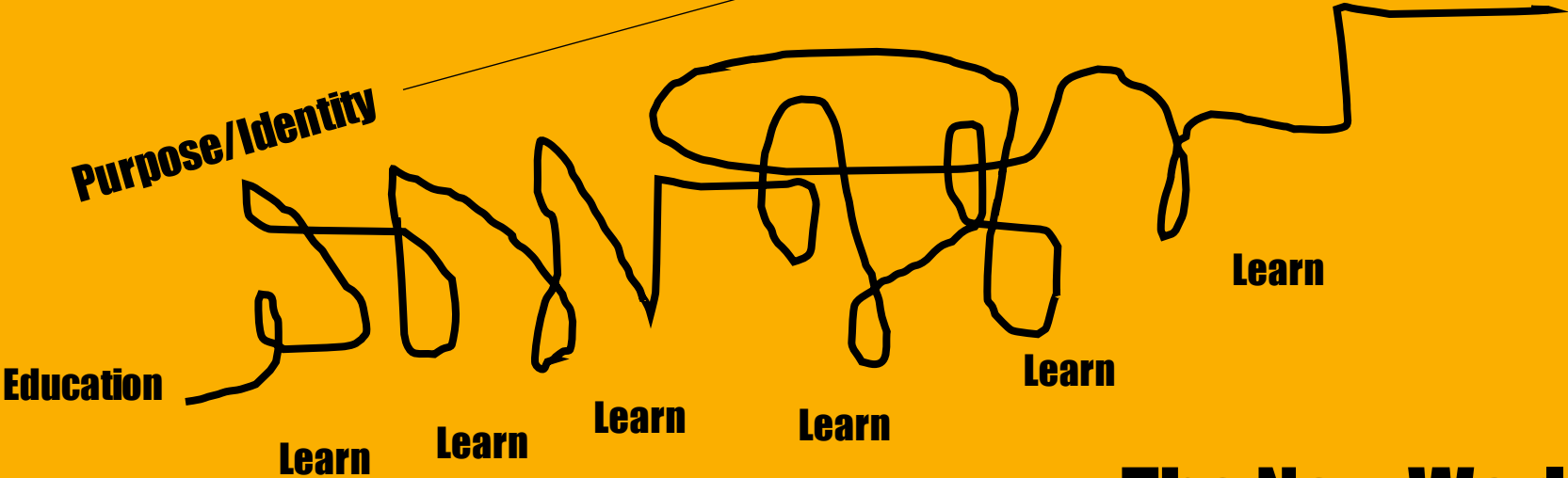
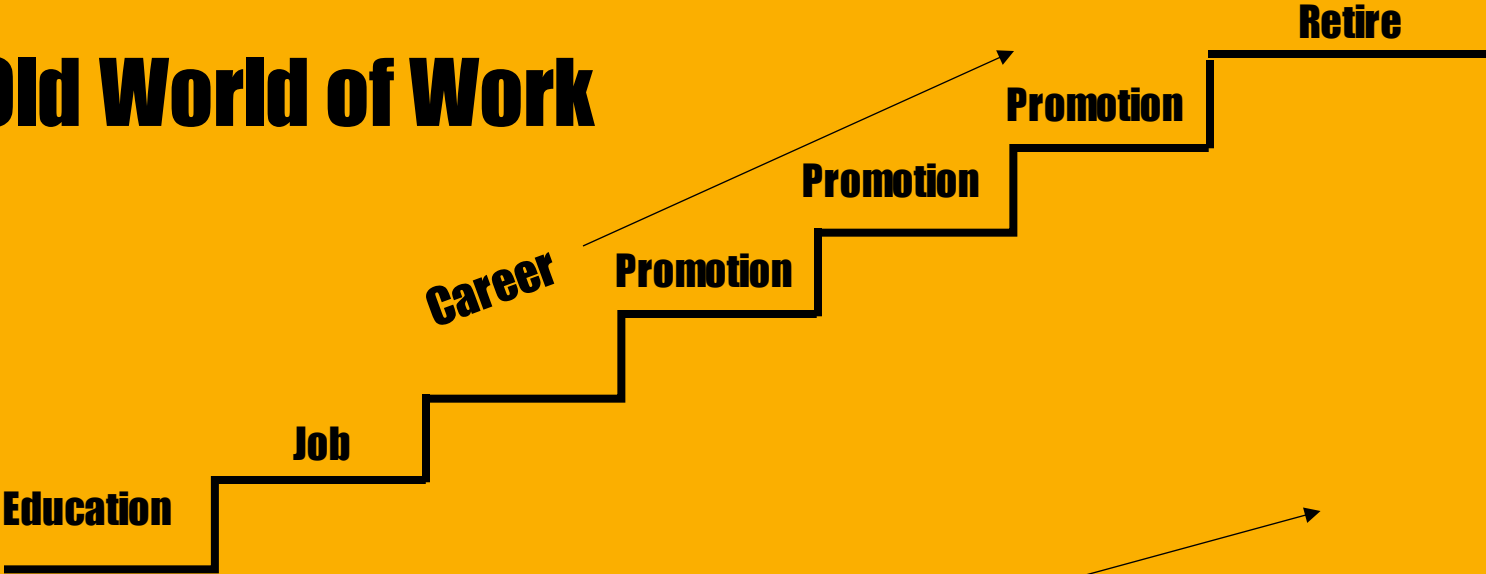
**Digital Literacy is essential**

**Need for Skilled Workforce**

*\*data from OECD & RBC Future Launch*

YOUR ARTS CAREER STARTS HERE

# The Old World of Work



# The New World of Work

# Future-proofing- Arts Student Edition

**Increased Automation**



Highly Skilled Workers

**Battling Climate Change & other disruptions**



Flexibility, Problem Solving, Critical Thinking

**Digital Literacy is essential**



Harnessing technologies into your work and understanding its use & impact.

**Need for Skilled Workforce**



Continual Learning

\*<https://uwaterloo.ca/future-students/missing-manual/careers/careers-arts-students-age-automation>

YOUR ARTS CAREER STARTS HERE



# LEARNING & GROWING

- Lifelong learning and importance of adaptability and flexibility
  - “Hire for the propensity to learn” - IBM CEO, Ginni Rometty
  - Recent Waterloo study shows that those who adopt a lifelong learning mindset see greater performance, more promotions, and higher job satisfaction
- Degree **≠** career path
- View career as a web not a ladder
- There is no “right” choice, career, pathway

**WHAT** (job/role) → **HOW** (skills/strengths) → **WHY** (drives/motivators)

**TO**

**WHY** (drives/motivators) → **HOW** (skills/strengths) → **WHAT** (job/role)

# APPLYING YOUR ARTS EDUCATION IN THE WORKPLACE

Arts Skills	What You Can Do For Employers	
Research	<ul style="list-style-type: none"> <li>✓ Literature reviews</li> <li>✓ Identify best practices</li> </ul>	<ul style="list-style-type: none"> <li>✓ Industry trends/competitor analysis</li> <li>✓ Utilize CRM software tools</li> </ul>
Communication	<ul style="list-style-type: none"> <li>✓ Writing – reports, proposals, grants, project updates</li> <li>✓ Compile information into charts and graphs</li> <li>✓ Instruct/educate others</li> </ul>	<ul style="list-style-type: none"> <li>✓ Update and maintain records, processes and projects</li> <li>✓ Adapt info/communication pieces for a variety of audiences</li> </ul>
Data analysis and interpretation	<ul style="list-style-type: none"> <li>✓ Review financial reports, models and policy</li> <li>✓ Analyze data such as client satisfaction, staff survey responses</li> </ul>	<ul style="list-style-type: none"> <li>✓ Identify and summarize key findings</li> <li>✓ Utilize MS Excel, Power BI and other data tools</li> </ul>
Creativity	<ul style="list-style-type: none"> <li>✓ Storytelling – share product/services in a compelling way</li> <li>✓ Content generation and digital marketing</li> </ul>	<ul style="list-style-type: none"> <li>✓ Photo, video and website design</li> <li>✓ User experience</li> <li>✓ Staff wellness and engagement</li> </ul>
Problem Solving	<ul style="list-style-type: none"> <li>✓ Apply various perspectives and considerations to work challenges</li> <li>✓ Troubleshoot and find solutions</li> </ul>	<ul style="list-style-type: none"> <li>✓ Upskill through independent learning and micro-courses</li> <li>✓ Track projects, identify gaps, needs, next steps</li> </ul>
Interpersonal Skills	<ul style="list-style-type: none"> <li>✓ Build and manage client/customer relationships</li> <li>✓ Customer engagement campaigns</li> <li>✓ Training and development for staff</li> </ul>	<ul style="list-style-type: none"> <li>✓ Customer/client service and support</li> <li>✓ Sales</li> <li>✓ Interviewing candidates</li> </ul>

# GETTING STARTED

# 1. SELF-UNDERSTANDING

- Values, strengths, personality, interests and areas of curiosity
- Stronger application documents
- More persuasive interviews
- Provides direction and tangible work search identifiers (e.g., use skill and interest keywords to search for and narrow down job postings)
- Boosts feelings of self-worth and confidence
- Knowing and applying your strengths leads to better engagement, productivity and well-being (Seligman, 2002)

## 2. INFORMATION SEEKING

- Making decisions about where to spend time/energy (learning, work, volunteer, clubs, hobbies, etc.)
- Commitment to life-long learning and skill development
  - What skills are important for me to have?
  - How can I find ways to develop and apply my skills?
- Seeking out and evaluating information
  - Conducting labour market research
  - Networking (leveraging existing connections and building new ones)



# 3. ACTIVE ENGAGEMENT AND APPLICATION

- Continuous reflection of skills, interests and motivations
- Learning new things – self-taught, micro-courses
- Effectively searching/using job boards
- Creating and constantly improving application documents and online presence
- Refining approach to formal and informational interviews

# **WORK-INTEGRATED LEARNING (WIL)**

# WIL OPTIONS IN ARTS

Co-op

EDGE

# WHAT IS CO-OP?

# WHY CO-OP AT WATERLOO?



# IS CO-OP RIGHT FOR ME?

## Yes

I understand that being in co-op demands more of me during academic terms

I am capable of balancing multiple priorities

I enjoy change and regularly trying new things

I'm flexible and adventurous

Building professional skills is essential while I'm a student

I'm ready to put effort into my work search

## Maybe Not

I like consistency and predictability

I'm focused on completing my undergrad degree as quickly as possible

I'm interested in other non-co-op experiential education programs like EDGE!

I would like to have my summer breaks

Sometimes regular is a better fit – and that's okay!

# WHEN CO-OP BEGINS

	<b>Honours Arts All majors (except Economics, English and Fine Arts)</b>	<b>Arts &amp; Business plus Economics, English and Fine Arts</b>
<b>Work terms</b>	5 work terms spread out over the program	
<b>First work term</b>	Second spring term of studies (after 2B)	Second winter term of studies (after 2A)
<b>Fees</b>	6 co-op fees (start in 2A)	
<b>Access to jobs</b>	Access to all WaterlooWorks co-op postings	

# INTERNATIONAL CO-OP STUDENTS

- You will need a co-op work permit to accept a co-op job
- You can not work on a study permit
- Processing times can be lengthy, apply as soon as possible
- SSO Immigration Consultants:
  - Book an appointment
  - Review application instructions online





# ARTS CO-OP ELIGIBILITY

To be admitted to Arts co-op before the start of your second year (2A/Fall), you must meet the same criteria as mentioned earlier:

- 70% Honours average in major subject, and one or two courses completed (depending on major)
- If you want to combine Arts & Business with your Honours major, a 70% Arts & Business average is required
- Cumulative average of at least 60%
- Minimum 8 courses (4.0 units) completed
- **Maximum 13 courses (6.5 units) completed before Fall term begins**

# ARTS CO-OP DEGREE REQUIREMENTS

- In order to be eligible to receive a co-op designation on the Bachelor of Arts (BA) degree, Arts students are required to successfully complete:
  - A minimum of **four** work terms
  - A minimum of **four** professional development (PD) online courses
    - Including PD1 taken prior to the first work term
    - Including PD12 taken during the first work term

Source: [Undergraduate Studies Calendar | University of Waterloo \(uwaterloo.ca\)](#)

# WHAT IS EDGE?

# WHAT IS EDGE?



Academic certificate program

Regular-stream students

Strong focus on career readiness

Opt in, free, flexible

# WHAT IS EDGE?



6

Milestones

3

Experiences

1

Certificate

Register for EDGE online at [www.uwaterloo.ca/edge](http://www.uwaterloo.ca/edge)

# **JOBS FOR ARTS STUDENTS**

# ARTS JOB CATEGORIES

- Marketing and communications
- Research and analysis
- Human resources/services
- Administration and support services
- Policy and Government services
- Business development and sales
- Education and training

# SAMPLE ARTS EMPLOYERS

- ApplyBoard
- CGI Group Inc
- Clearpath Robotics
- D2L
- Deloitte
- Flipp
- Manulife Financial
- National Research Council Canada
- Nissan Canada
- Ontario Ministry of Finance
- Ontario Ministry of Children, Community and Social Services
- Peel Regional Police
- RBC Financial Group
- Scotiabank
- Sheridan College
- The New Quarterly
- Toronto District School Board
- Treasury Board Secretariat
- United Way
- Waterloo Region Museum



# HIDDEN JOB MARKET

- Reconnect with people you already know
- Polish your LinkedIn Profile
- Ask for coffee chats
- Reach out to employers even if they don't have advertised jobs

# COMMUNICATE, CONNECT & RESONATE

## Technical Writer

Writes manuals, media releases, brochures and websites for new software products.

## Marketing Assistant

Uses data to inform research trends and coordinates email campaigns.

## Communications Coordinator

Develops blogs, product information, articles and social media content.

# BUILD STRONGER COMMUNITIES

## Program Facilitator

Plans and tracks programs, as well as assists with new ideas to educate stakeholders.

## Social Development Co-op

Supports development programs including video production and more.

## Community Engagement Co-op

Coordinates community events and volunteer opportunities.

# DEVELOP POLICIES & PROCESSES

## Legal Assistant

Prepares client documents and maintains filing systems.

## Legislative Learner

Produces written reports, charts and graphics for research presentations.

## Junior Policy Analyst

Gathers and interprets data, creates and analyzes models to improve findings.

# SOLVE PROBLEMS FOR IMPACT

## Technology Operations

Executes the operation of day-to-day systems and services.

## Quality Assurance Analyst

Assists with technical troubleshooting for new software and products.

## Financial Operations Analyst

Analyzes financial materials to drive customer satisfaction.

# CONTRIBUTE TO CHANGE

## Teaching Assistant

Assists instructors with student learning and provides quality feedback.

## Learning Associate

Supports initiatives for performance, engagement, learning and wellness.

## Employment Counsellor Co-op

Provides support and counselling to clients, assesses barriers and provides vocational training.

# INSPIRE ACTION

## Web Developer

Contributes to content strategy and leverages trends for online growth.

## Graphic Designer

Produces engaging videos, images and graphics.

## Campaign Coordinator

Builds relationships with stakeholders and promotes awareness.

# **MAXIMIZE YOUR SPRING OFF TERM**

# HOW CAN I PREPARE?

- Build your résumé – gain as much experience as you can!
- Practice mock interviews with family, friends or current employers.
- Develop workplace skills through micro courses (e.g., Excel, marketing, graphic design).
- Utilize Waterloo's resources (e.g., Centre for Career Action, LinkedIn Learning).
- Research and prepare well for the jobs you're interested in.
- Be flexible in the type of job and location.

# LOOKING FOR JOBS

- Don't underestimate a personal approach!
- WaterlooWorks external job board
- Common job boards:
  - Indeed Canada (<https://ca.indeed.com/>)
  - Job Bank (<https://www.jobbank.gc.ca/home>)
  - Talent Egg (<https://talentegg.ca/>)
  - Ziprecruiter (<https://www.ziprecruiter.com/>)
  - Career Builder (<https://www.careerbuilder.ca/>)
  - Eluta (<https://www.eluta.ca/>)
  - Glassdoor (<https://www.glassdoor.ca/index.htm>)
  - Simply Hired (<https://www.simplyhired.ca/>)
  - LinkedIn Jobs (<https://www.linkedin.com/jobs/>)

# SKILL DEVELOPMENT AND MICRO COURSES

- Free self-directed Digital Skills Fundamentals courses (<https://uwaterloo.ca/co-operative-education/supports-and-resources/skill-development-transition-digital-workplace>)
- Free courses through LinkedIn Learning as UW student (<https://uwaterloo.atlassian.net/wiki/spaces/ISTSERV/pages/42582769897/LinkedIn+Learning>)



# SUMMER 2023 ARTS CAREER ACTION PLAN

Activity	Research	Reflection	Action
Browse Jobs	Read through several job postings.	What interests you about the positions? What skills are they looking for? What skills do you have and/or need to develop?	List 10-15 entry level job titles you may be interested in (either for summer or co-op, or later on).
Informational Interviews	Find someone doing work you are interested in.	What do you want to know about this person's career and work?	Ask for 30 minutes to learn about their role/organization/industry. Prepare 5-8 questions and conduct the interview and take notes. Send a follow up thank you!
Build Resume, Cover Letter, Interview Practice	Explore how to get started in Career Hub.	What skills do I have? How can I show examples of these skills?	Write/update your documents. Meet with a Career Advisor for feedback.
Skill Development	Explore the range of free online courses.	Based on the jobs you're interested in, what micro courses would be beneficial to take?	Complete 2-3 Micro Courses. Add these to your resume!
Attend Info Sessions and Workshops	Visit WaterlooWorks to see current offerings.	What companies do you want to learn more about or network with? What skills or knowledge do you want to develop or learn?	Register for Employer Info Sessions and/or CCA Workshops.

# **SUPPORTS & RESOURCES**

## Career Advisors



**Co-op + WaterlooWorks**  
**Arranging your own Job**  
**Finding Opportunities**  
**(jobs, volunteer, etc.)**  
**Networking**  
**Résumé**  
**Cover Letter**  
**Interview Prep**  
**Career Exploration**

## Academic Advisors



**Co-op Sequence**  
**Course Selection**  
**Co-op Degree**  
**Requirements**  
**[Find my Academic Advisor](#)**

## Immigration Consultants



**Co-op Work Permits**  
**Study Permit**  
**Electronic Travel**  
**Authorization (eTA)**  
**Social Insurance Number**  
**Creating a Bank Account**  
**[Find an Immigration](#)**  
**[Consultant](#)**

# RESOURCES: CCA APPOINTMENTS, WORKSHOPS/EVENTS



**Job Search Tactics**  
**Résumé**  
**Cover Letter**  
**Interview Prep**  
**Career Exploration**



**Individual Appointments**  
**Drop-ins**  
**Workshops**  
**Online Resources**

[uwaterloo.ca/career-action](http://uwaterloo.ca/career-action)

# LINKS TO EXPLORE



HOME

You are currently logged in as

Dashboard

Hire Waterloo Co-op

Hire Waterloo

Full-time Jobs

Other Jobs

External Job Boards

Employer Information Sessions

Career Centre Events

Additional Networking & Professional Events

**APPOINTMENTS**

Drop-Ins

Appointments - Further Education/Alumni

Appointments - Graduate  
Students/Postdocs

Appointments - Undergraduate Students

Help

Logout

## Appointment Modules



### Same-day, virtual drop-ins (for ALL students) –

15-minute conversations about **résumés, cover letters, interviews, work search, career consults, or further education support.**



### Same-day virtual co-op consults (for students in their FIRST recruitment term) -

Have a co-op question? Connect through our Live Chat or phone 519-888-4047 to book a conversation. After your first recruitment term, please send a message through WaterlooWorks to your Student Advisor.



**Further Education** – Support for planning, applying and interviewing for professional school (Medical School, Physiotherapy, Optometry, Law School, etc.) This includes personal statement reviews and any documents contained in your application. *\*If you are looking for graduate school prep, please start with CareerHub and then book a drop-in if needed. To request Further Education support, please complete this **form**.*



**Undergraduate Students** – Appointments for career planning, résumé building, cover letter development, interview prep and work search strategies.



**Master's/PhD Students** – Appointments for career planning, résumé building, cover letter development, interview prep and work search strategies.



**Postdoctoral Fellows** – Appointments for career planning, résumé building, cover letter development, interview prep and work search strategies.



**Alumni** – Appointments for career planning, résumé building, cover letter development, interview prep and work search strategies. Access 3 free, individual appointments (non-transferrable) and discounted rates (\$40/appointment) after the third appointment.



**UWaterloo Employees** – Appointments for career planning, résumé building, cover letter development, interview prep and work search strategies.



**RD: Career Fundamentals** – TA meetings for résumé and mock interviews. \*Only for students currently enrolled in the course.

# QUESTIONS