

Rural Roots

Work-Integrated Learning Initiative

Presented in partnership with
Strathcona County Economic Development & Tourism

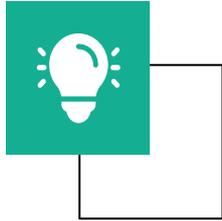


AGENDA

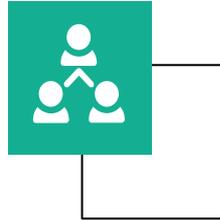
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RURAL DEVELOPMENT NETWORK

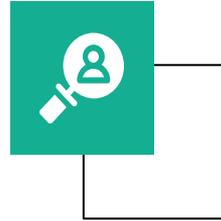
A strong sustainable network that **empowers rural communities** by facilitating and providing access to trusted **rural development expertise, information and services**



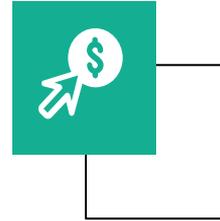
**Innovative
tools &
resources**



**Expertise &
capacity**



**Advocacy to
amplify the
rural voice**



**Help to access
funding**

The Rural Development Network



**SUSTAINABLE
HOUSING**



**HEALTH &
WELLNESS**



IMMIGRATION



HOMELESSNESS



**REACHING
HOME**



**AGRICULTURE &
FOOD**



TRANSPORTATION



**RURAL
REVITALIZATION**

An Intro to WIL

What is work-integrated learning and how can employers benefit from student talent

What is Work-Integrated Learning

A placement that combines academic programs or fields of study with practical, hands-on experience. These placements can be paid or unpaid (for credit).

The most common types of WIL are:

- Research based projects
- Internships
- Apprenticeship
- Clinical and practicum placements



Emerging types of WIL

There are several other types of WIL that are more flexible and innovative. These emerging trends offer shorter-term or virtual placements and target different demographics or institutions that don't have established WIL programs.

Includes options like:

- Hackathons/datathons
- Micro-placements
- Consulting
- Field schools or interdisciplinary research



WIL Trends

Where are we seeing a lot of postings?

- Marketing & Communications
- Human Resources
- Business Consulting
- Graphic Design (including web and app design)
- Equity, diversity, and inclusion (social policy)



Sample Project – Hackathon

The COVID-19 Global Hackathon is an opportunity for developers to build software solutions that drive social impact, with the aim of tackling some of the challenges related to the current coronavirus (COVID-19) pandemic.

We're encouraging YOU - innovators around the world - to #BuildforCOVID19 using technologies of your choice across a range of suggested themes and challenge areas - some of which have been sourced through health partners including the World Health Organization and scientists at the Chan Zuckerberg Biohub.

Presented solutions: <https://covidglobalhackathon.com/>



Sample Project – Nonprofit Grant Writing

Participant Roles & Responsibilities

- Assist with outlining the affordable housing crisis for grant proposals
- Develop a needs statement that characterizes the housing crisis and justifies the need for funding
- Identify potential sponsors and funding opportunities that are a good fit for our organization
- Interpret a request for proposal (RFP)
- Research, plan, write, edit, and revise grant proposals
- Improve the clarity and persuasiveness of orgs grant proposal writing

Final Project Goals/Deliverables

- Submitting 5-10 grant proposals
- Securing (at least) \$150k+ in funding

What is Rural Roots?

Information about the program and how you can get involved.

About the Initiative

We've partnered with the **Business + Higher Education Roundtable** to raise awareness about work integrated learning. Work integrated learning builds the capacity of rural and remote communities through:

- knowledge exchange,
- meaningful relationships,
- Increased awareness of the benefits of working, living, and supporting community development.



RBC Future Launch



Who is eligible?

1. Rural and remote employers of all types - includes privately owned businesses, nonprofits, municipalities, etc
2. Urban-based organizations with programs and services that predominantly serve rural and remote communities

Rural = anything outside of the main metropolitan areas in your province or territory.



What's in it for employers?

1

Engage the future workforce and **showcase** the benefits of your sector or industry

2

Meet business goals or objectives

3

Get **projects off the back burner** & build human resource capacity

4

Access new, unique or innovative talent

I'm interested, but unsure where to start

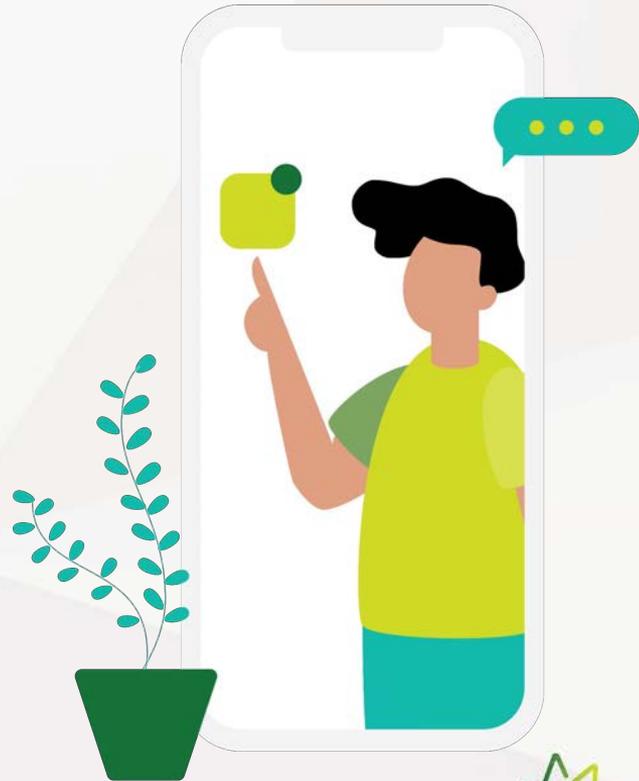
1. Assess your organization's current capacity to host a student or post a project.
2. Connect with the WIL team at RDN to talk about your needs and interest areas

danielas@ruraldevelopment.ca
hayleyc@ruraldevelopment.ca



Share or sign up

1. Help us promote the program & share our social media communications and landing page with your networks.
2. Sign up as an employer and post a project to match with a student.
3. Connect with the WIL team to match with a local post-secondary partner.



The process for signing up



Watch an onboarding video

View three quick tutorials for an overview of the Riipen Platform, including some tips & tricks for getting your project noticed



Sign up on the Rural Roots Landing Page

<https://learn.riipen.com/ruralroots/>



Post a project

Create a project for Rural Roots and begin searching for potential courses or institutions.

The process for signing up



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Match with students

Find a match and start working on your project



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Speak with educators

Talk to educators or Community Service Learning partners to align with specific course objectives and refine your project



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Support and provide feedback

Make this a meaningful experience and provide mentorship, guidance and feedback to help students develop their skills

Riipen for Rural Roots – Tips & Tricks

- Project Titles **must** include Rural Roots! Rural Roots: Nonprofit Grant Writing
- Have well thought out projects with clearly defined deliverables.
- You **can only match with Canadian post-secondary institutions**, so filter by location when looking for relevant courses.
- **Project requests expire within 21 days, so be active!** Riipen encourages employers and educators to communicate with one another!

Common Pain Points & Solutions

Here are some common barriers employers face when engaging a student or creating a WIL project

How do we craft a suitable project?

We've heard:

- The courses use a lot of academic terms and I don't know if my project fits.
- How do we align with the course outcomes & objectives?

Solutions:

- Keep it simple - start with defining what you need done (e.g. social media content).
- Once you identify the problem or the product, talk with career services or educators about how you can align with their course outcomes.

How do we craft a suitable project?

We've heard:

- My business needs a lot of support for various projects, how can I create multiple project postings?

Solutions:

- Create an elevator pitch & use this for each project intro.
- Then, build from an existing template. The only items you'll need to change are the deliverables and the project outcome.

Need a template? Try the [Riipen Marketplace](#) for some pre-existing options that can be slightly modified to reflect your needs.



My project has multiple components

We've heard:

- Our project is complex; it has multiple components and won't be completed in a single, short-term project.

Solutions:

- Identify the order of completion for each component to reach the final outcome/product.
- Determine the scale of these individual components - do they also require smaller projects?
- Lastly, assign priority tasks and deliverables to each project.

Sample of a complex project – Rebrand

- 1. Internal Research** – includes a survey of staff & leadership, gather information about core services and programs, understand current strategic directions and future goals.
- 2. External Research** – survey participants and board, understand the value of the organization to external stakeholders, understand what external folks identify as future directions.
- 3. Evaluation & Recommendations** – evaluate data gathered to date, organize by common themes, create recommendations.
- 4. Research (part 2) & Final Recommendations** – present your recommendations on strategic directions, mission/vision/values, taglines, key messages and future goals to all participants and gather feedback. Refine recommendations.
- 5. Create a brand identity**
 - a. Creation of colours, logos, fonts, and brand guidelines
 - b. Creation of taglines, elevator pitches, and key messages about the rebrand
 - c. Creation of core templates – presentations, letterheads, social media graphics
 - d. Creation of a marketing strategy for launching your brand
 - e. Creation of a new website

We have limited funds

We've heard:

- My business has limited funds to hire students for the spring/summer.

Solutions:

- Most WIL opportunities are free for employers!
- Work with institutions who have a community service learning component. These short-term projects are entirely volunteer-based!

Suggestion: Apply during core academic semesters (September through March) to access virtual, course-based projects. These are often free.

Looking to offset costs?

Apply for funding

- [Student Work Placement Program](#)
- [Canada Summer Jobs](#)
- [Alberta Construction Association](#)
- [BioTalent Alberta](#)
- [Tech Alberta](#)

Need additional information? Check out the [funding supports catalogue](#) from our partners at BHER.

We have limited capacity

We've heard:

- We have limited staff capacity. How can we mentor a student & create meaningful engagement.

Solutions:

- Choose one staff person to be the primary report.
- Discuss mandatory dates or expectations with the educator.
- Share supporting documents with the students to help prepare or answer questions.
- Create a communication schedule.

Suggestion: Course-based projects are often virtual placements! Most feedback or support can be done over phone and email.



What are some of your pain points?



Thank you! Questions?

Daniela Seiferling
Project Manager
danielas@ruraldevelopment.ca

Hayley Cressall
Project Assistant
hayleyc@ruraldevelopment.ca