



CO-OPERATIVE EDUCATION



2018 Annual Report

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Our Mission

The mission of the Mount Saint Vincent University Co-operative Education Program is to be a leader in fostering and advancing experiential learning by:

- Developing skilled professionals who will strengthen the workforce in new and innovative ways;
- Leveraging community and alumnae relationships to the Mount through strong employer partnerships;
- Providing students with the support and experiences for career exploration; and
- Promoting an environment where diversity is celebrated and valued in the workplace.

GREETINGS FROM THE *Mount Co-op Team*

It is always nice to have an opportunity to reflect on activities over the past year. With experiential learning being a priority at the Mount, we were pleased to help students secure meaningful work terms this past year. Our team continues to adapt programming to meet the needs of our employers and students. For example, we hosted our inaugural Roadmap to Success conference for new students in January 2018, which included revamped professional development sessions and an opportunity to network with Mount co-op employers. We also launched Career Connects, a new information system to make the application and interview process easier for all.

This annual report identifies program statistics and provides a visual snapshot of student and employer accomplishments throughout the past year. We recognize that the co-op program would not be possible without the commitment from our educational partners. Thank you for creating meaningful learning opportunities for our students.

To acknowledge our employers and students, we instituted the Co-op Student of the Year and Employer of the Year awards.



We were pleased to receive 32 student and 27 employer nominations this year. You can read more about the 2018 award recipients in this report. It is always great to hear about the positive impact our students and employers are having in the workplace.

As we look forward to 2019, we are excited to celebrate the 40th anniversary of the co-op program. With the longest-standing nationally accredited program in the Maritimes, the Mount began offering co-op programs in 1979. Four decades later, more than 8,000 business administration, public relations and tourism & hospitality management students have completed paid work terms. Throughout 2019, we will be sharing stories and photographs of co-op successes via social media channels and on our website with the hashtag #peopleofmountcoop.

We hope you enjoy this new “refreshed” version of our annual report and we look forward to another productive year in 2019.

-The Mount Co-op Team

CO-OP STUDENT *of the year 2018*

The Mount Co-op Student of the Year Award was instituted in 1999 to celebrate the 20th anniversary of the Mount's Co-op Program. The selection criteria included academic achievement, community involvement, contribution to the employer, and the impact co-operative education has had on personal and professional development.



Business Administration

Ploynapas (Ploy) Jirarungroj

nominated by Nicole Johnson Morrison, Manager of Trade Market Intelligence, Nova Scotia Business Inc. for her second work term

“Ploy not only does her job well but she seeks to understand more about the work that she’s doing and how it contributes to the organization and the goals of our clients. Her work has contributed directly to the decisions Nova Scotian businesses are making as they expand into new markets, bolstering our province’s economic growth.”



Tourism and Hospitality Management

Marissa Beckwith

nominated by Jennifer Barss, Retail & Reservations Manager, Murphy’s the Cable Wharf for her first work term

“Marissa always showed up with a positive attitude and a willingness to learn. She would ask intelligent questions and challenge herself to always learn more. With her attitude, she set a great example for the rest of our staff.”



Public Relations

Elizabeth Duff

nominated by Gillian Batten, Director of Communications, University Relations, Mount Saint Vincent University for her third work term

“By the end of her work term, Liz was more than a co-op student – she was a fully functioning member of the team. She could be relied on in any circumstance. She anticipated departmental needs (before we even knew we would need them), and executed her work with a level of judgement and sensitivity that is wise beyond her years.”

EMPLOYER *of the year 2018*

The Mount Employer of the Year Award was instituted in 2009 in recognition of the 30th anniversary. This award acknowledges employers who have displayed commitment, excellence and longstanding support of the program. The selection criteria included the work environment, leadership and mentorship, how the employer supported student learning and a longstanding commitment to co-op.



Business Administration

Hayden Landry

*Vice President of Human Performance at Kinduct
nominated by Connor Hirtle*

“Working at Kinduct has been an absolutely amazing experience. I had a spinal cord injury three years ago that made me a quadriplegic. The team welcomed me with open arms and provided amazing support. They made me feel comfortable in my first job since my injury and helped me become successful. I owe a lot of personal progression to them.”



Tourism and Hospitality Management

Kelly Teschendorff

*Housekeeping Manager at The Barrington Hotel
nominated by Chen Yang*

“As a tourism student, it is very important to apply the knowledge we learn in the classroom to a work environment. Kelly was always focusing on my personal growth and was happy to see me improve.”



Public Relations

Melissa Cooper

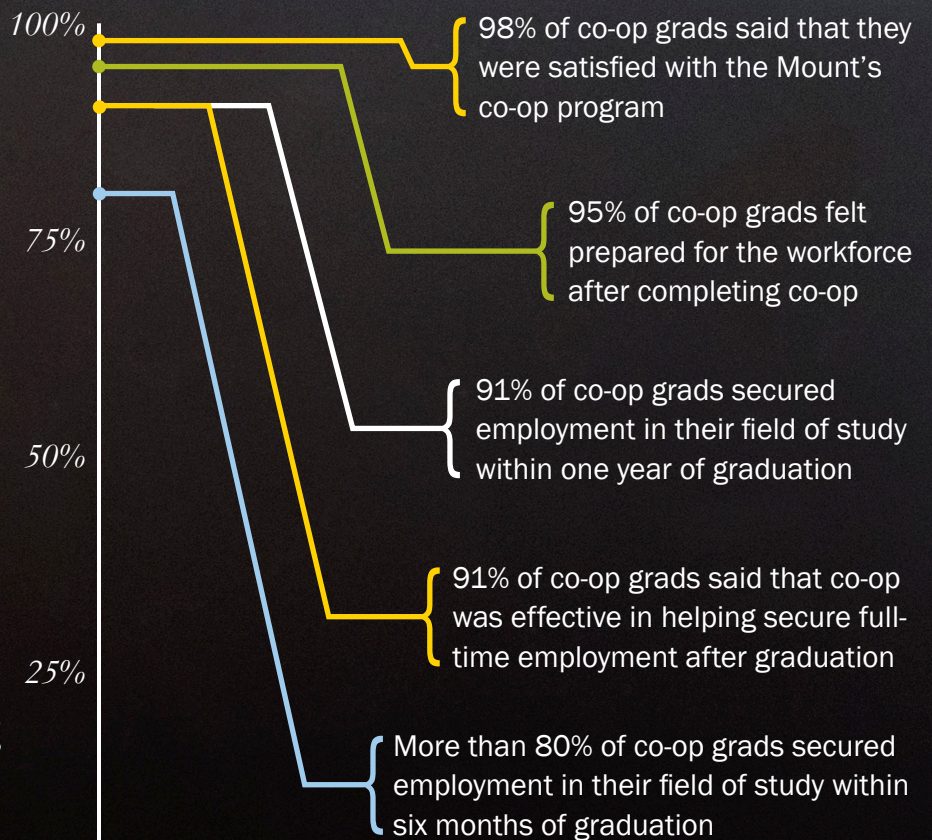
*Marketing and Communications Manager at LifeRaft Inc.
nominated by Emma Colson*

“Melissa has demonstrated leadership by being patient and prioritizing my learning. She has taken me to networking opportunities, linked me with people in the industry and provided both personal and professional advice. Through my work term at LifeRaft, I’m much more ready for the working world.”

Graduate STATISTICS

Here's what our grads had to say:

Since 2010, the Co-op Office has conducted a survey to learn about grad success in the workplace and how co-op contributed to their current level of success. Our business administration, public relations and tourism & hospitality management co-op students are surveyed one year following graduation.



Program STATISTICS

257 students completed
co-op work terms
in 2018

BUSINESS
ADMINISTRATION
32 STUDENTS

TOURISM AND
HOSPITALITY
MANAGEMENT
45 STUDENTS

PUBLIC
RELATIONS
180 STUDENTS

Average Salaries (per hour)

Business Administration

Work Term 1: \$15

Work Term 2: \$16

Work Term 3: \$16

Public Relations

Work Term 1: \$16

Work Term 2: \$16

Work Term 3: \$17

Tourism and Hospitality Management

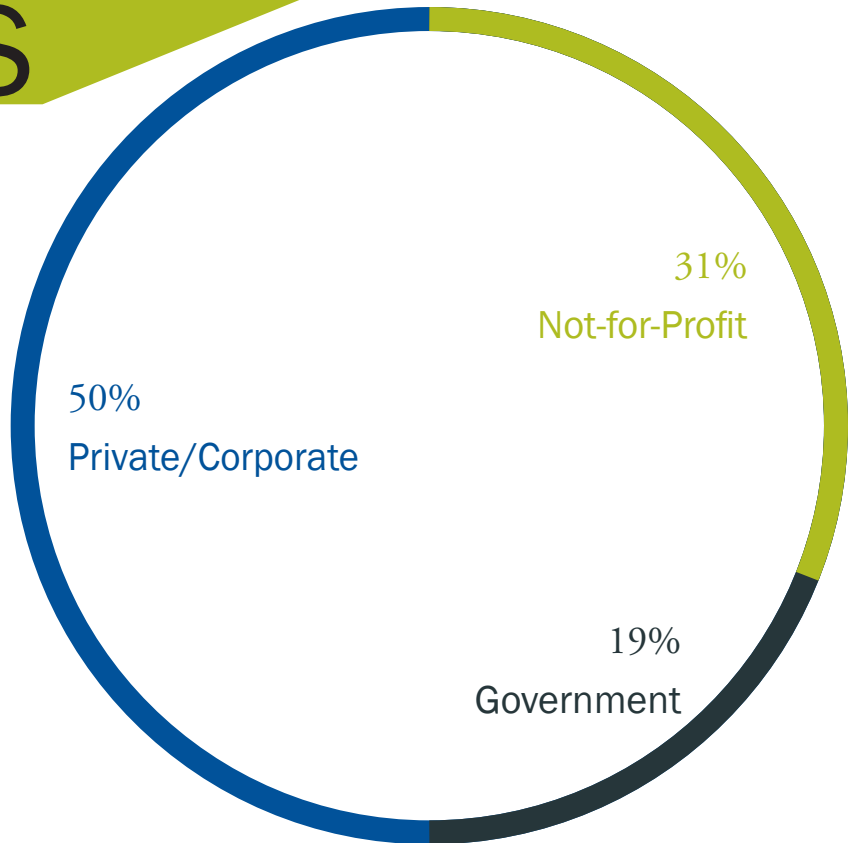
Work Term 1: \$13

Work Term 2: \$13.50

Work Term 3: \$14

Industry STATISTICS

244 employers
posted 570 jobs
in 2018



Geographic STATISTICS

\$2.2 million*
earned by co-op students in 2018

Where they
worked

Atlantic Canada 87%

Central Canada 7%

Western Canada 3%

International 3%

*Based on 16 week work terms; 35 hours per week.

The value of co-op



Going into her last work term Karly Piercy knew she wanted agency experience so she was thrilled to secure a position with National Public Relations in downtown Halifax. “I was drawn to agency work because I love the idea of working with more than one organization. The best part about working in an agency is that you don’t really have an average day. Every day is so different. My favorite days were the ones spent working on request for proposals with tight deadlines and being able to work alongside the creative team.” Karly also worked closely with Mount alumnae who encouraged her to think boldly and to get involved with various members.

Pictured L-R: Emily Seaman (Digital Coordinator), Karly Piercy and Laurel Taylor (Previous Senior Consultant)

Co-op as a recruitment tool

Sean Williams, previous Director of Marketing and Communications at Kinduct values co-op students in the office. “Having co-op students feeds our employment funnel. It’s potentially the future of the company. Students bring a different way of thinking and companies can benefit from new ideas, whether it be product innovation, new ways of doing business, market research or identifying new market opportunities.” Connor Hirtle, business administration student completed two work terms with Kinduct and is currently working part-time in the Marketing Department.

Pictured L-R: Sean Williams and Connor Hirtle





4 years CO-OPERATIVE EDUCATION

Pictured: Tourism and Hospitality Management student, Lauren Snider

Making childhood dreams a reality

“I have wanted to work at Disney since I was 12 years old. I feel like this was my main goal and I’m so happy I have been able to make it happen. It was intimidating at first but it forced me to step out of my comfort zone and to make friends. I have friends now from all over the world. It’s great meeting people from different cultures and hearing about their homes. Some people may think working for Disney takes away the magic, but being here makes it that much more magical.”

Building confidence

“On my work term, I created a communications and a social media plan. It gave me the opportunity to think strategically and to formalize plans for future students. My supervisor, Peter put a lot of trust in me and was always open to talking things out. He made himself available and made me feel more confident in my abilities because he trusted in my work.”

Pictured: Public Relations graduate, Samantha Byard poses with Peter Moorhouse, President and CEO of the Better Business Bureau





Mount Saint Vincent University
Co-operative Education Office
166 Bedford Highway
McCain Centre Room 312
Halifax, NS B3M 2J6

902.457.6493
co-op@msvu.ca
msvu.ca/co-op

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