

**PLANNING FOR POST-SECONDARY  
IS JUST A **CLICK** AWAY!**

**LEARNING CLICKS**  
Final Report  
2007/2008 School Year

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# EXECUTIVE SUMMARY

Learning Clicks is a program under the provincial department of Advanced Education and Technology's *Raising Awareness about Planning for Post-Secondary (RAPPS)* umbrella; an initiative that supports Strategy 2.4 in Alberta Advanced Education and Technology's 2007-10 Business Plan to

*Enhance parents' and learners' knowledge and awareness of Alberta's advanced learning system, planning tools, and financial support options through a collaborative raising-awareness program.*

The Learning Clicks Ambassador Program, CD-ROM and website were developed in 2003 to communicate with young Albertans about the long-term benefits of post-secondary education and the importance of early planning. In 2007, a new component was launched as a pilot to provide information to parents of youth looking to pursue post-secondary studies. A new set of Learning Clicks Ambassadors with children of their own were recruited for this component.

In the 2007/2008 school year, sixteen Post-Secondary Learning Clicks Ambassadors visited 531 schools and delivered nearly 950 presentations to over 19,200 students all across Alberta. Four additional Adult Learning Clicks ambassadors reached over 600 parents from across the province. Together, Learning Clicks Ambassadors handed out resources to teachers, students, parents and adults at over 55 education/career fairs and conferences.

After receiving the Learning Clicks presentation, all participants were asked to complete a satisfaction survey. A sample was taken from these surveys to determine overall satisfaction levels of the program, demonstrating consistently high ratings of the program and Learning Clicks Ambassadors among all participants. These results, as well as further analysis, are provided in this *Learning Clicks 2007/2008 Final Report*.

## New Developments

- Learning Clicks program staff are currently working on development of a completely redesigned CD-ROM and website. Both are expected to be launched for the 2008/2009 school year.
- Learning Clicks program staff are developing more strategies to further enhance the adult component of the program to benefit mature learners as well as parents.

# LEARNING CLICKS: **A HISTORY**

## Why Learning Clicks?

With over 500 types of occupations and nearly 200 post-secondary education and training schools in Alberta alone, the opportunities for learners are endless! Learning Clicks was developed in 2003 as an interactive, fun way for Alberta students to learn about these opportunities.

## What is Learning Clicks?

Now progressing into its fifth year, Learning Clicks is an interactive, dynamic, and informative program to help students in junior and senior high, their parents and other interested adults learn about the importance, long-term benefits, and opportunities of post-secondary education.

As multimedia has become a predominant communication tool among young Albertans, Learning Clicks developed a CD-ROM and website to support the program, which are currently being redesigned for the 2008/2009 year. While the CD-ROM assists students in planning and preparing for post-secondary education, the website ([www.learningclicks.ca](http://www.learningclicks.ca)) provides supporting information on steps to take for a smooth post-secondary transition.

## Ambassador Program

The Ambassador Program gives Learning Clicks a unique face in Alberta's education system. Enthusiastic individuals are recruited to present the Learning Clicks program on a peer-to-peer level. By sharing their own unique experiences, Learning Clicks Ambassadors help motivate Albertans to think about planning for post-secondary studies and provide them with the tools to get there.

*Presentations to Youth.* In the 2007/2008 school year, Learning Clicks recruited 16 motivated Post-Secondary Learning Clicks Ambassadors with diverse backgrounds and experiences to deliver the program in junior and senior high schools across Alberta. So that the program can operate province-wide, these current post-secondary students worked out of Edmonton and Calgary, as well as the Central, South, Northeast, and Northwest regions of Alberta.

*New this Year: Presentations to Adults!* In January 2007, Learning Clicks introduced a new component to its program: delivering presentations to parent groups. Four dynamic adults served as Adult Learning Clicks Ambassadors in Edmonton and Calgary, as well as the Central and South regions of Alberta. Each of these Ambassadors held a post-secondary credential and had one or more children of their own. Using the same interactive CD-ROM plus a package of high-quality materials geared to this audience, parents were provided with motivation, post-secondary information, and resources to help their child(ren) plan for post-secondary education and training.

Both sets of Learning Clicks Ambassadors participated in a comprehensive training program where they heard from experts from all aspects of Alberta's post-secondary system including Alberta Students Finance, Alberta Apprenticeship & Industry Training, Alberta Learning Information Service (ALIS), and the Alberta Council on Admissions and Transfer.

Learning Clicks staff also provided an in-depth look into the Learning Clicks website and CD-ROM. Through this comprehensive training program, Ambassadors were given the tools and resources to help students discover and initiate the post-secondary planning process.

With 99% of participants in a Learning Clicks presentation reporting satisfaction with their Learning Clicks presenter, the peer-to-peer model has made Learning Clicks extremely successful!



**Learning Clicks Ambassadors: 2007/2008 School Year**

Sixteen Post-Secondary Learning Clicks Ambassadors and Four Adult Learning Clicks Ambassadors delivered nearly one thousand presentations between October 2007 and May 2008.

## PROGRAM **SUCCESS** HIGHLIGHTS

The 2007/2008 school year was the fourth year of the Learning Clicks program and its most successful to date. Sixteen Post-secondary Learning Clicks Ambassadors visited 531 schools and delivered nearly 950 presentations to over 19,200 students all across Alberta. Together, they travelled over 85,000 kilometers in eight months. That’s almost two times around the earth! Other key success points include:

- More than 19,800 Learning Clicks CD-ROMs were distributed throughout the province
- 98% of students and 99% of teachers indicated satisfaction with their Learning Clicks presentation
- Over 25 presentations were made in Aboriginal communities, reaching more than 280 Aboriginal students
- 605 adults received the presentation, and 100% of participants were satisfied with the presentation.
- Overall presentations to youth and satisfaction ratings increased or remained the same from the previous year, as demonstrated in the following table:

	2004/2005	2005/2006	2006/2007	2007/2008
<b>Ambassadors</b>	10	12	16	16
<b>Presentations</b>	800	875	922	949
<b>Student Satisfaction</b>	88%	98%	95%	98%
<b>Teacher Satisfaction</b>	99%	99%	99%	99%

# SURVEY RESULTS **AND** ANALYSIS

## Research Methods

At the end of each Learning Clicks presentation, participants (students, teachers, parents) were administered a survey to gauge their satisfaction with the presentation, CD-ROM, and presenter. Results from these surveys were used in this report. *Please see Appendices A, B, C for a sample of each survey.*

While provincial results are provided for the parent and teacher group, provincial and regional results are provided for the student group.

A total of 15,955 participant surveys were completed. A random sample from each region was selected for data analysis with a total sample size of 1020 entered. This sample was used for both provincial and regional student survey results. The margin of error at 95% confidence is  $\pm 0.5\%$ .

Due to the fewer number of teachers and parents who received the Learning Clicks presentation, all survey results received from these two groups were entered and analyzed for reporting.

## Survey of Student Participants

According to a random sample of Alberta students who responded to the Learning Clicks survey:

- 98% of students were satisfied with the Learning Clicks presentation
- 96% of students were encouraged to think about planning for post-secondary studies after the Learning Clicks presentation
- 94% of students found the CD-ROM useful in providing information about planning for post-secondary studies
- 99% of students were satisfied with the Learning Clicks presenter
- 85% of students plan to use the CD-ROM for planning for post-secondary studies

### *What students told us:*

*This program is a lot easier to use than any previous things we've previously been shown and it was very informative. I enjoyed it.*

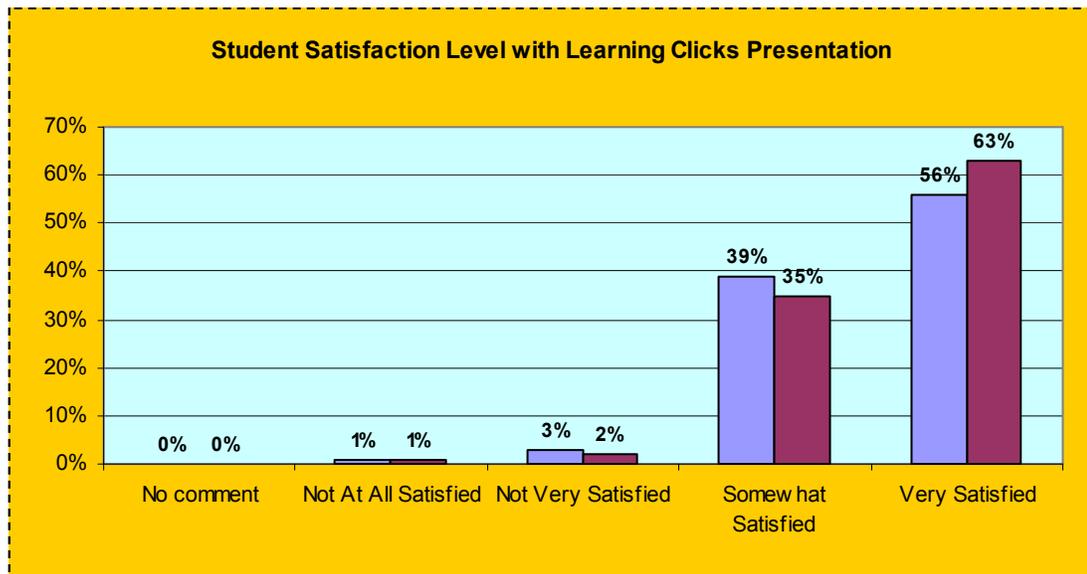
*The information about scholarships was useful.*

*I found exactly what I wanted.*

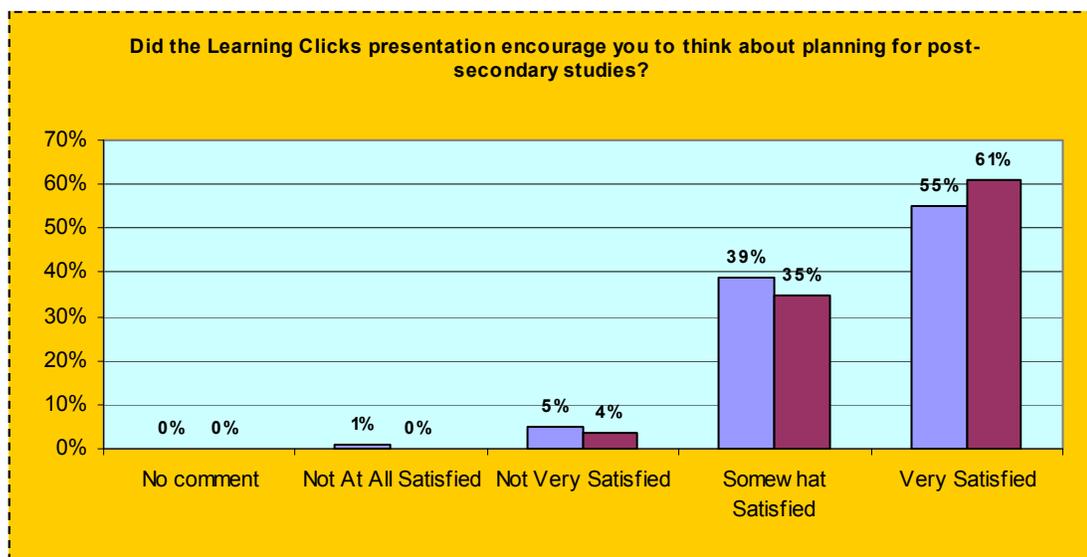
*It helped me stay in school so I can get through life and do the job I wanna do.*

## Provincial Student Survey Results and Comparison with Previous Year

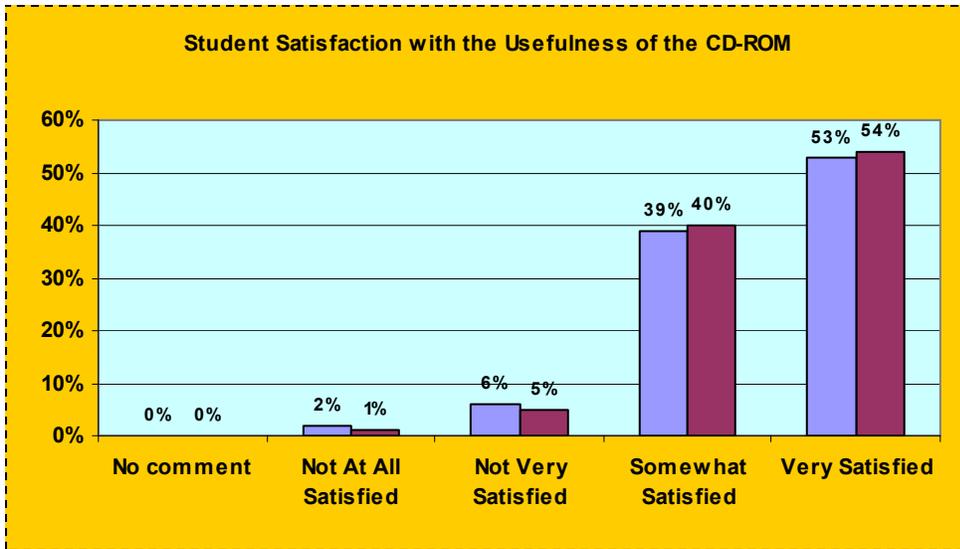
The following graphs demonstrate overall provincial results for the student satisfaction survey. Comparative bars represent 2006/2007 results (first bar, violet colour) and 2007/2008 results (second bar, maroon colour)



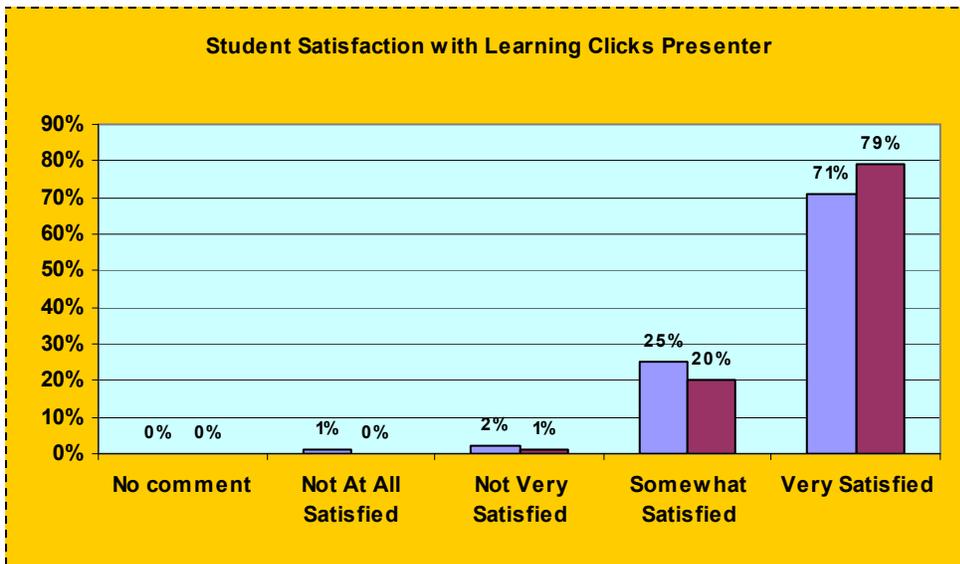
**98% of students** reported satisfaction with the Learning Clicks presentation, an **increase of 3%** from the previous year.



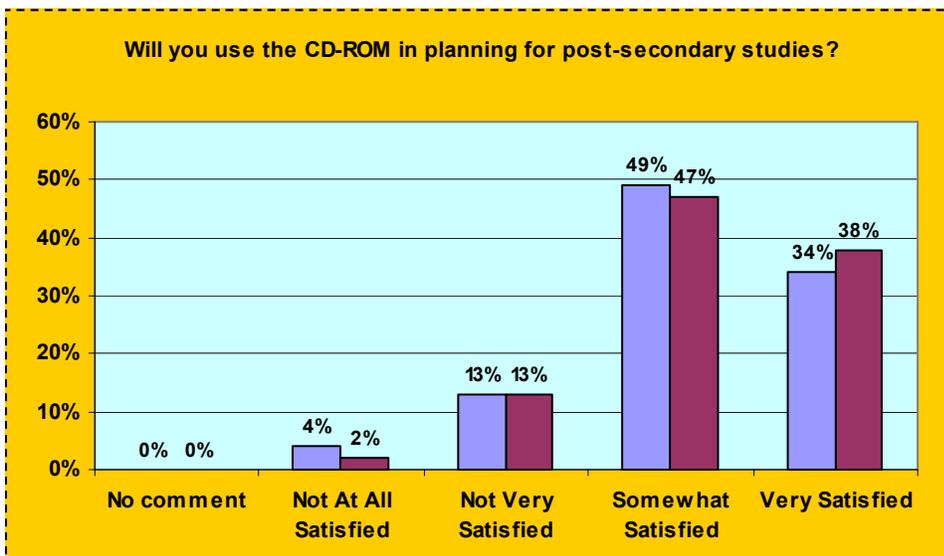
**96% of students** were encouraged to think about planning for post-secondary studies after the Learning Clicks presentation, an **increase of 2%** from the previous year.



**94% of students** found the CD-ROM useful in providing information about planning for post-secondary studies, a **2% increase** from the previous year.



**99% of students** were satisfied with the Learning Clicks Presenter, a **3% increase** from results in the previous school year.



**85% of students** reported they would use the CD-ROM in planning for post-secondary studies.

## Regional Student Survey Results

The information below provides a regional breakdown of the satisfaction level of students with the Learning Clicks program across the following five questions:

1. How satisfied were you with the Learning Clicks Presentation?
2. Did the Learning Clicks presentation encourage you to think about planning for post-secondary studies?
3. How useful did you find the CD-ROM in providing information about planning for post-secondary studies?
4. Overall, how would you rank your Learning Clicks presenter?
5. Will you use the CD-ROM in planning for post-secondary studies?

	Question 1	Question 2	Question 3	Question 4	Question 5
<b>Edmonton</b>	98%	96%	96%	99%	85%
<b>Calgary</b>	97%	97%	96%	99%	90%
<b>Northwest</b>	98%	98%	88%	100%	90%
<b>South</b>	98%	96%	91%	99%	86%
<b>Northeast</b>	96%	89%	90%	99%	77%
<b>Central</b>	100%	97%	97%	100%	83%
<b>Total</b>	<b>98%</b>	<b>96%</b>	<b>94%</b>	<b>99%</b>	<b>85%</b>

## Survey of Teachers

According to teachers who received a Learning Clicks presentation, survey results demonstrate:

- 99% of teachers were satisfied with the Learning Clicks presentation
- 99% of teachers found the Learning Clicks presentation encouraged students to think about planning for post-secondary studies
- 99% of teachers found the CD-ROM useful in providing information about planning for post-secondary studies
- 99% of teachers were satisfied with their Learning Clicks presenter
- 98% of teachers found it easy to plan a presentation at a convenient time for their lesson planning

### *What teachers told us:*

*Awesome, easy to use resource*

*The presentation was very good... kept the focus of the students. They were interested in finding occupations/locations to study at.*

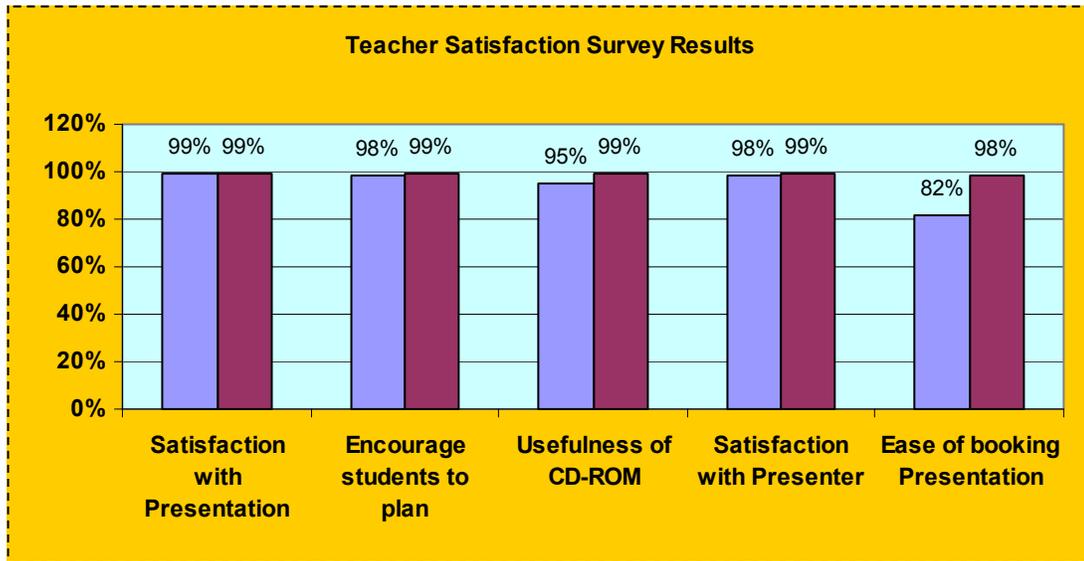
*Well done. Great presentation. We appreciate the program*

*Excellent adaptation from problems that arose and excellent knowledge of subject by the presenter*

*Very user friendly!*

## Provincial Teacher Survey Results and Comparison with Previous Year

The following graphs demonstrate overall provincial results for the teacher satisfaction survey. Comparative bars represent 2006/2007 results (first bar, violet colour) and 2007/2008 results (second bar, maroon colour)



The satisfaction levels remained fairly consistent across the 5 questions on the Teacher Surveys from 2006/2007 to 2007/2008. The one notable difference was an **increase of 16%** satisfaction rate with the ease of booking presentations.

This may be attributed to accommodating pre-booking requests prior to the official launch of the program by having some Learning Clicks Ambassadors continue their employment into the summer and early fall.

## Analysis of Student and Teacher Survey Results

While satisfaction levels of the presentation and presenter continue to produce strong results, satisfaction levels of the CD-ROM and its usefulness in helping students plan for their post-secondary education is noticeably the lowest of the five questions. Student comments include dissatisfaction with several aspects of the CD-ROM including the music and videos used.

Learning Clicks staff are aware of the short shelf-life of multimedia tools and the significant changes in technology over the last four years. As the existing Learning Clicks CD-ROM has begun to show diminishing returns, the Learning Clicks Redesign committee, consisting of representatives from Advanced Education and Technology, Education, and Employment and Immigration, have provided significant direction and content for a redesign of the CD-ROM.

The new Learning Clicks CD-ROM will be completed and ready for launch in the 2008/2009 school year.

## Survey of Parents and Other Adult Participants

According to parents and other adults who received a Learning Clicks presentation:

- 99.8% were satisfied with the Learning Clicks presentation
- 99% felt the Learning Clicks presentation encouraged students to think about planning for post-secondary studies
- 98% were satisfied with the Learning Clicks presenter

### *What parents and adults told us:*

*Excellent Presentation. Excellent info that I knew nothing about beforehand*

*More parents should know this information.*

*Very well done, clear and easy to understand. Thanks!*

*Useful to myself (the parent) about a possible career change.*

*Number of resources handed out was great and as a general overview of where the resources are was very effective.*

# RESULTS OF **PILOT** COMPONENT

This has been a very successful year for delivering presentations to adults! Almost 100% of parents who received this presentation were satisfied with it. Furthermore, 99% of parents were satisfied with the CD-ROM and 98% were satisfied with their presenter. These results may be attributed to the following factors:

- A number of meetings, feedback, and review of content for the presentations to adults was made with parents and government staff members both prior to the launch of the program and throughout its first year.
- A comprehensive parent package with a variety of high-quality post-secondary resources was distributed to all participants in the presentation
- Entrepreneur Learning Clicks Ambassadors were recruited throughout the province, and each marketed the program in a different way, suitable to their strengths and the needs of their regions.

Next steps include refocusing the presentation and materials to benefit all adults, not just primarily parents, in order to better meet the needs of audiences attending presentations. Further, enhancements to the database of parent groups and organizations, an information mail-out to parent groups and Community Adult Learning Centres; and further development of advertising and marketing strategies will increase the awareness and effectiveness of this beneficial program.

# APPENDIX A: **STUDENT** SURVEY

## Student Satisfaction Survey

<b>Name of School</b>	
<b>Town/City</b>	
<b>Grade</b>	
<b>Presenter Name</b>	
<b>Presentation Date</b>	

For each question, please circle your response.

	(4)	(3)	(2)	(1)
<b>1.</b> Overall, how satisfied were you with the Learning Clicks presentation?	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not At All Satisfied
<b>2.</b> Did the Learning Clicks presentation encourage you to think about planning for post-secondary studies?	Very Encouraging	Somewhat Encouraging	Not Very Encouraging	Not At All Encouraging
<b>3.</b> How useful did you find the CD-ROM in providing information about planning for post-secondary studies?	Very Useful	Somewhat Useful	Not Very Useful	Not At All Useful
<b>4.</b> Overall, how would you rank your Learning Clicks presenter?	Very Good	Somewhat Good	Not Very Good	Not At All Good
<b>5.</b> Will you use the CD-ROM in planning for post-secondary studies?	Definitely Will Use It	Probably Will Use It	Probably Will Not Use It	Definitely Will Not Use It
<b>6.</b> Do you have any additional comments about the Learning Clicks CD-ROM and presentation?				

Thank you for participating in the Learning Clicks presentation. Your feedback will be used to make enhancements to the program. Your comments are appreciated.

Additional information about Learning Clicks can be obtained at: [www.learningclicks.ca](http://www.learningclicks.ca) or by emailing [Learning.Clicks@gov.ab.ca](mailto:Learning.Clicks@gov.ab.ca)

# APPENDIX B: **TEACHER** SURVEY

## Teacher Satisfaction Survey

<b>Name of School</b>	
<b>Town/City</b>	
<b>Presenter Name</b>	

<b>Presentation Date</b>	
<b>Teacher Name (optional)</b>	

**For each question, please circle your response**

	(4)	(3)	(2)	(1)	
<b>1.</b> Overall, how satisfied were you with the Learning Clicks presentation?	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not At All Satisfied	
<b>2.</b> Would you say the Learning Clicks presentation encouraged students to think about planning for post-secondary studies?	Very Encouraging	Somewhat Encouraging	Not Very Encouraging	Not At All Encouraging	
<b>3.</b> How useful did you find the CD-ROM in providing information about planning for post-secondary studies to your students?	Very Useful	Somewhat Useful	Not Very Useful	Not At All Useful	
<b>4.</b> Overall, how would you rank your Learning Clicks presenter?	Very Good	Somewhat Good	Not Very Good	Not At All Good	
<b>5.</b> How easy was it for you to plan a presentation at a convenient time for your lesson planning?	Very Easy	Somewhat Easy	Not Very Easy	Not At All Easy	Not Applicable
<b>6.</b> What changes would you like to see implemented in the booking process?					
<b>7.</b> Do you have any additional comments about the Learning Clicks CD-ROM and presentation?					

If you choose to provide Alberta Advanced Education and Technology with your name, your anonymity will be protected and the information may be used to verify the Ambassador's attendance at work. Your information will be treated in accordance with Alberta's *Freedom of Information and Protection of Privacy Act*. If you have any questions about the collection or use of your personal information, please email [Learning.Clicks@gov.ab.ca](mailto:Learning.Clicks@gov.ab.ca). Additional information about Learning Clicks can be obtained at: [www.learningclicks.ca](http://www.learningclicks.ca)

# APPENDIX C: **PARENT** SURVEY

## Parent Satisfaction Survey

<b>Town/City</b>	
<b>Presenter Name</b>	
<b>Presentation Date</b>	

**For each question please circle your response**

	(4)	(3)	(2)	(1)
<b>1.</b> Overall, how satisfied were you with the Learning Clicks presentation?	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not At All Satisfied
<b>2.</b> How useful did you find the presentation and Learning Clicks CD-ROM in providing information about planning and preparing for post-secondary studies?	Very Useful	Somewhat Useful	Not Very Useful	Not At All Useful
<b>3.</b> Will you use the CD-ROM with your child(ren) to help with planning for post-secondary education?	Definitely Will Use It	Probably Will Use It	Probably Will Not Use It	Definitely Will Not Use It
<b>4.</b> Overall, how would you rank your Learning Clicks presenter?	Very Good	Somewhat Good	Not Very Good	Not At All Good
<b>5.</b> Do you have any additional comments?				

Thank you for participating in the Learning Clicks presentation. Your feedback will be used to make enhancements to the program. Your comments are appreciated.

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