



2006-2007 Final Report



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Executive Summary

In 2002, the Accessibility Communications Framework determined a need to provide youth with accurate and consistent information relating to Alberta's post-secondary options. The Learning Clicks CD-ROM, web site, and Youth Ambassador Program were developed to communicate with young Albertans about the long term benefits of post-secondary education and the importance of early planning.

The 2006-07 school year was the third year of the Learning Clicks program and the most successful to date. 16 youth ambassadors visited 475 schools and delivered over 920 presentations to over 16, 500 students all across Alberta. After receiving the Learning Clicks presentation, students were asked to complete a satisfaction survey. A sample was taken from these surveys to determine overall satisfaction levels of the program. These results, as well as further analysis, are provided in the *Learning Clicks 2006-2007 Final Report*.

One of Learning Clicks key objectives for the 2006-07 year was to target Aboriginal students. With the recruitment of 4 Aboriginal youth ambassadors, over 40 presentations to Aboriginal students were made, reaching more than 875 Aboriginal students!

In January 2007, Learning Clicks launched a new component, Parent Clicks. In addition to providing post-secondary information for students, Learning Clicks has also reached the adult/parent market. In just 4 months, 450 parents received the Parent Clicks presentation!

This executive summary provides the 2006-07 overall results of Learning Clicks.

Key Findings:

Student Results:

- 95% of respondents were satisfied with the Learning Clicks presentation
- 96% of respondents were satisfied with their Learning Clicks presenter
- 92% of respondents found the CD-ROM useful in providing information about planning for post-secondary studies

Teacher Results

- 99% of respondents were satisfied with the Learning Clicks presentation
- 98% of respondents were satisfied with their Learning Clicks presenter
- 95% of respondents found the CD-ROM useful in providing information about planning for post-secondary studies

Parent Results

- 100% of respondents were satisfied with the Learning Clicks presentation
- 98% of respondents were satisfied with their Learning Clicks presenter
- 95% of respondents found the CD-ROM useful in providing information about planning for post-secondary studies

New Developments:

- Learning Clicks program staff are currently working on a CD and web site redesign. This is expected to be launched in the 2008-09 school year.
- Learning Clicks program staff are developing more strategies to further enhance the Aboriginal and Parent Clicks components.

Learning Clicks ~ A History

Why Learning Clicks?

With over 500 occupations and over 200 post-secondary and training institutions available in Alberta, the opportunities for learners are boundless! Learning Clicks was developed in 2003 as an interactive, fun way for Alberta students to learn about these opportunities.

As multimedia has become a common communication tool among young Albertans, Learning Clicks developed a CD-ROM and web site as 2 key components of the program. While the CD-ROM assists students in planning and preparing for post-secondary education, the web site (www.learningclicks.ca) provides supporting information on steps to take for a smooth post-secondary transition.

What is Learning Clicks?

Now progressing into its fourth year, Learning Clicks is an interactive, dynamic, and informative program to help students in Grades 9-12 learn about the importance, long-term benefits, and opportunities of post-secondary education. This program also serves as a portal to provide students with the necessary information to assist in planning and preparing for post-secondary studies.

The Learning Clicks web site includes a Planning Toolkit for students which includes a planning checklist, financial aid, student services, and other links. Similar Aboriginal related information is also provided on the web site. With their own free Learning Clicks CD-ROM, students can continue to discover opportunities and begin planning for post-secondary studies.

Youth Ambassador Program

The Youth Ambassador Program gives Learning Clicks a unique face in Alberta's education system. Current post-secondary students are hired to present the Learning Clicks program to students in Grades 9-12. By sharing their own unique experiences, ambassadors help *motivate* students to think about planning for post-secondary studies.

Ambassadors attend a 3 day training session where they are provided with a wide range of post-secondary information and resources. Speakers from Alberta Students Finance, Alberta Apprenticeship & Industry Training, Alberta Learning Information Service, and the Alberta Council on Admissions & Transfer provide detailed information on their services. Learning Clicks staff also provides an in-depth look into the Learning Clicks web site and CD-ROM. With these speakers, as well as a thorough training binder, ambassadors are given the tools and resources to help students *discover* and *initiate* the post-secondary planning process.

In the 2006-07 school year, Learning Clicks hired 16 enthusiastic youth ambassadors with diverse post-secondary backgrounds and experiences to share. These individuals came from Edmonton, Calgary, Central, Southeast, Southwest, Northeast, and Northwest Alberta.

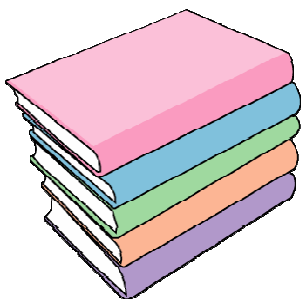
With 96% of Alberta students who received the Learning Clicks presentation reporting satisfaction with their Learning Clicks presenter, the student to student contact has made Learning Clicks extremely successful! (See Appendix E, page 27 for more Learning Clicks pictures).



**LEARNING CLICKS YOUTH
AMBASSADORS 2006-07**

Parent Clicks

In January 2007, Learning Clicks introduced a new and exciting component to its program. *Parent Clicks* is an expansion of Learning Clicks, geared towards the adult/parent market. Using the same interactive CD-ROM plus an additional information tool (Parent Clicks power point presentation), ambassadors provide parents with post-secondary information and resources, giving them the knowledge to help their child plan for post-secondary. All participants receive a parent package which includes goodies and resources to assist parents in helping their children plan for post-secondary education.



2006-07 Program Success Highlights

The 2006-07 school year was the third year of the Learning Clicks program and the most successful to date. 16 youth ambassadors visited 475 schools and delivered over 920 presentations to over 16, 500 students all across Alberta. From Garden River to Cardston, Learning Clicks Youth Ambassadors traveled over 70, 000 kilometers in 8 months - that's almost two trips around the earth!

Other key success points

- More than 19, 500 Learning Clicks CD's were distributed throughout the province
- 95% of students and 99% of teachers indicated satisfaction with their Learning Clicks presentation
- Over 40 Aboriginal presentations were made, reaching more than 875 Aboriginal students
- In just 4 months, 450 parents received the Parent Clicks presentation - 100% of them were satisfied with it

Research Methods

At the end of each Learning Clicks presentation, participants (students, teachers, parents) were given a survey to indicate their level of satisfaction with the presentation, CD-ROM, and presenter. Results from these surveys were used in this report. *Please see pages 22-24 for a sample copy of each survey.*

While provincial results are provided for the parent and teacher group, provincial and regional results are provided for the student group. Student survey results from the Northwest, Northeast, Edmonton, Central, Calgary, Southwest and Southeast regions of Alberta will be further analyzed for assessment and future planning.

A total of 16,783 student surveys were completed. A random sample from each region was selected for data analysis with a total sample size of 2287 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 smaller size of teachers and parents who received the Learning Clicks presentation, all survey results received from these two groups were entered and analyzed for reporting.

The Following Pages Provide Results and Analysis from Student, Teacher, and Parent Survey Responses.

Student Survey Results Summary

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

- 95% of students were satisfied with the Learning Clicks presentation
- 94% of students were encouraged to think about planning for post-secondary studies after the Learning Clicks presentation
- 92% of students found the CD-ROM useful in providing information about planning for post-secondary studies
- 96% of students were satisfied with the Learning Clicks presenter
- 83% of students plan to use the CD-ROM for planning for post-secondary studies
- While results from all regions in Alberta reported strong satisfaction ratings with the Learning Clicks program, students in Edmonton, Central Alberta, and Calgary reported the highest satisfaction ratings

Comments from students include:

Now I know what to do with my life. Wow, I am excited!

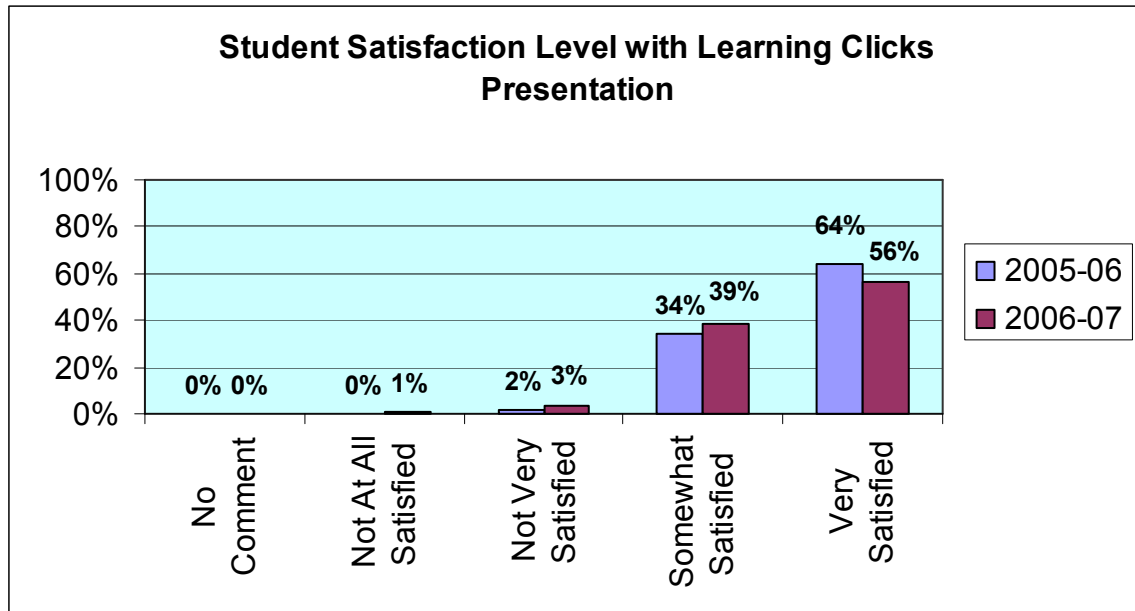
I'm really glad you came. This will give me a better idea of how to prepare for scholarships and university applications.

I found it to be a really well presented presentation. Also, it was motivating!

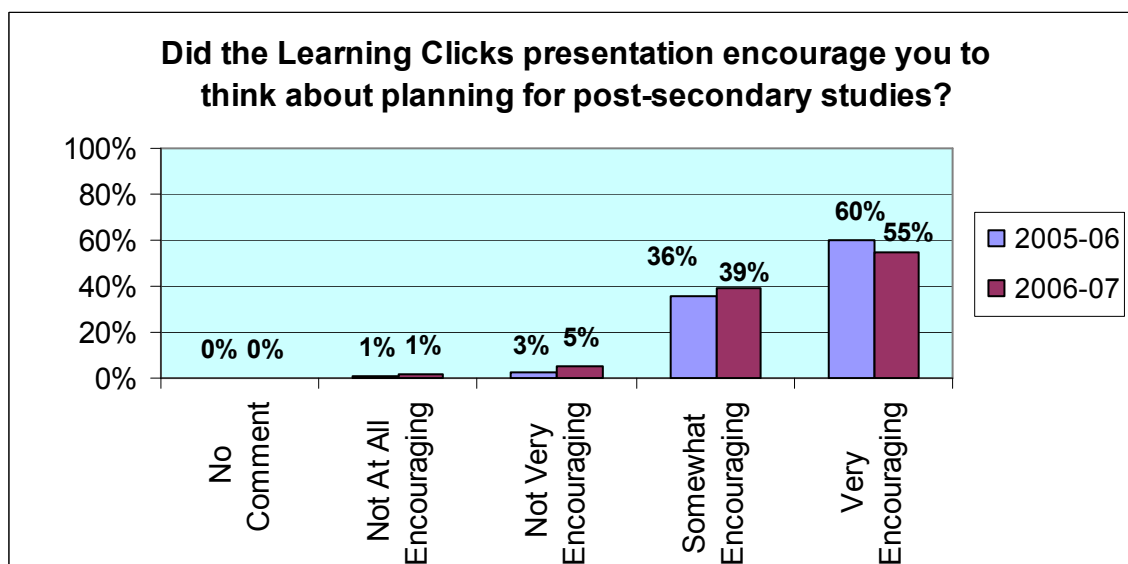
I think it's very good to know what to expect for post-secondary.

Change the music, overall a very good program.

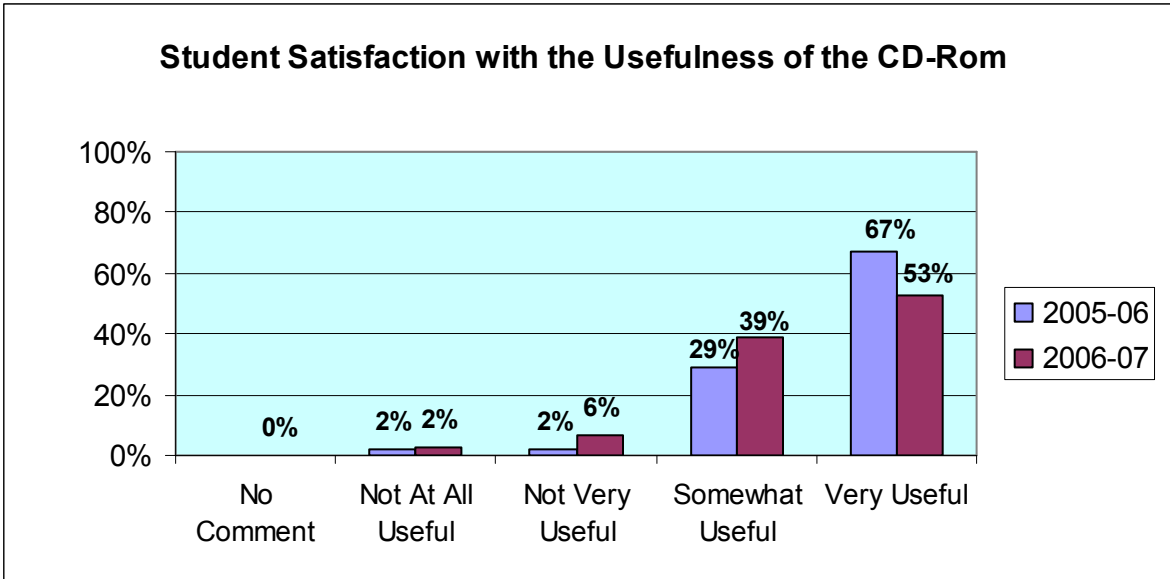
Provincial Student Survey ~ Results & Comparison



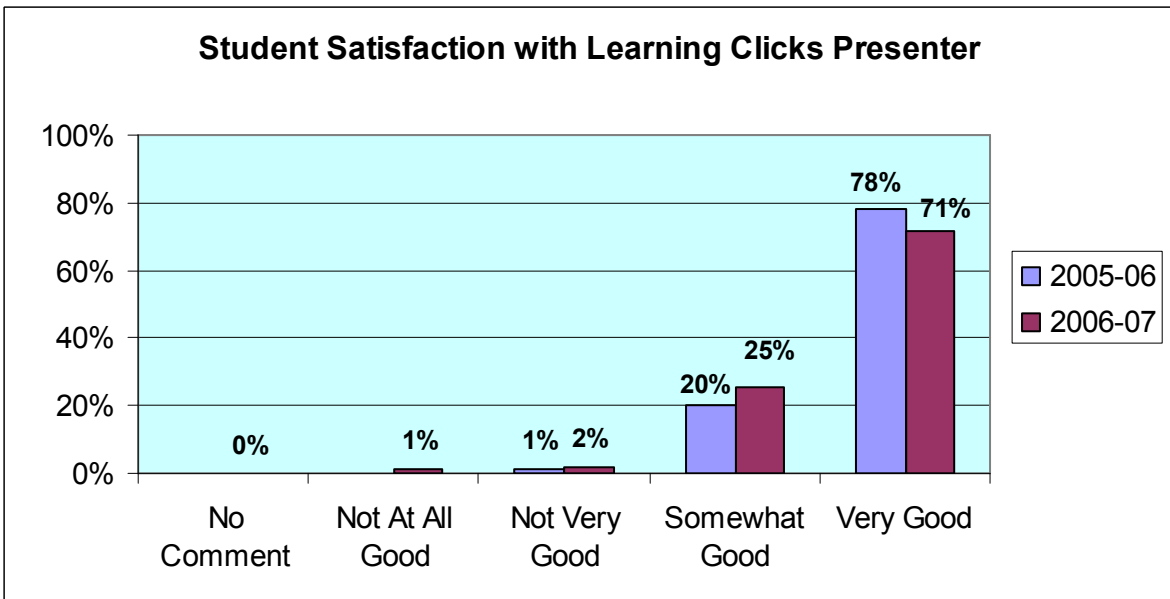
95% of students reported satisfaction with the Learning Clicks presentation - a **decrease of 3%** from the previous year.



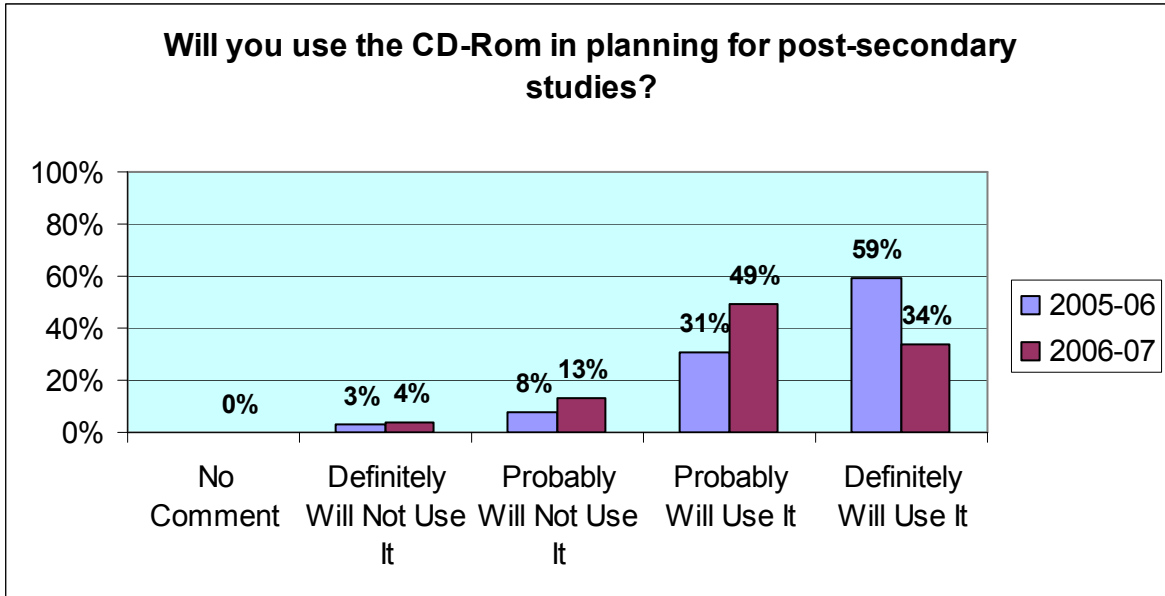
94% of students are encouraged to think about planning for post-secondary studies after the Learning Clicks presentation - a **decrease of 2%** from the previous year.



92% of students found the CD-ROM useful in providing information about planning for post-secondary studies - a **4% decrease** from the previous year.



96% of students are satisfied with the Learning Clicks Presenter - a **2% decrease** from results in the previous school year.



83% of students reported they would use the CD-ROM in planning for post-secondary studies - a **decrease of 7%** from the previous year's results.

Regional Student Survey Results

The information below provides a regional breakdown of the satisfaction level of Alberta students with the Learning Clicks program. A sample of the survey is also provided in Appendix 1 on page 21.

Student Satisfaction Survey Results (Regional Breakdown)

	Q1	Q2	Q3	Q4	Q5
Edmonton	97%	95%	92%	99%	86%
Central	98%	96%	95%	98%	86%
Calgary	97%	93%	89%	99%	81%
Southeast	95%	96%	93%	97%	80%
Southwest	95%	92%	88%	96%	84%
Northeast	90%	90%	89%	90%	80%
Northwest	92%	93%	91%	96%	84%

Question 1: How satisfied were you with the Learning Clicks Presentation?

97% of students from Edmonton, Calgary, and Central Alberta were satisfied with the Learning Clicks presentation. While 94% of students from Northwest, Southeast, and Southwest Alberta were satisfied, 90% of students from Northeast Alberta reported satisfaction.

Question 2: Did the Learning Clicks presentation encourage you to think about planning for post-secondary studies?

96% of students in Edmonton, Central, and Southeast Alberta were encouraged to think about planning for post-secondary studies, while 93% of students in Calgary, Southeast, and Northwest were encouraged. 90% of Northeastern students were encouraged.

Question 3: How useful did you find the CD-ROM in providing information about planning for post-secondary studies?

95% of Central Alberta students found the CD-ROM useful in providing information about planning for post-secondary studies, while 92% of students from Edmonton, Southeast, and Northwest regions found it useful. 89% of students from Calgary, Southwest, and Northeast Alberta found the CD-ROM useful.

Question 4: Overall, how would you rank your Learning Clicks presenter?

Edmonton, Calgary, and Central Alberta students provided 98% satisfaction with their Learning Clicks presenter. 96% of students from Southeast, Southwest, and Northwest Alberta were satisfied with their presenter, while 90% off Northeastern Alberta students were satisfied.

Question 5: Will you use the CD-ROM in planning for post-secondary studies?

85% of students in Edmonton, Central, Southwest, and Northwest Alberta reported they would use the CD-ROM in planning for post-secondary studies, while 80% of students in Calgary, Southeast, and Northeast Alberta reported they would.

Student Survey Results ~ Comparison Analysis & Next Steps

Nearly 50 additional presentations were made in the 2006-2007 school year as compared to the previous school year. This is likely due to two factors:

1. Recruiting three additional ambassadors (16 in total for the 2006-07 school year compared to 13 in the previous year).
2. Covering areas in Alberta which were not previously visited (including remote areas).

Satisfaction levels of the presentation and presenter produced strong results of 96%, consistent with results from the previous year.

Satisfaction levels of the CD-ROM and its usefulness in helping students plan for their post-secondary education has notably decreased (between 5 - 7%). Student comments include dissatisfaction with several aspects of the CD-ROM including the music and videos used.

Learning Clicks staff is aware of the significant changes in the use of technology over the last three years and how this often gives multimedia tools a limited shelf life. To keep the Learning Clicks multimedia components current and reflect the needs of this dynamic generation, a CD-ROM and web site redesign is currently underway. An advisory committee consisting of representatives from Advanced Education and Technology, Education, and Employment, Immigration and Industry has been formed and will provide direction for this project.

The new Learning Clicks CD-ROM and web site is expected to be completed and ready for launch in the 2008-09 school year.

Teacher Survey Results Summary

According to teachers in Alberta who received the Learning Clicks presentation, survey results demonstrate:

- 99% of teachers were satisfied with the Learning Clicks presentation
- 98% of teachers found the Learning Clicks presentation encouraged students to think about planning for post-secondary studies
- 95% of teachers found the CD-ROM useful in providing information about planning for post-secondary studies
- 98% of teachers were satisfied with their Learning Clicks presenter
- 82% of teachers found it easy to plan a presentation at a convenient time for their lesson planning

Comments from teachers include:

It would be nice to see the presentations booked earlier in the semester.

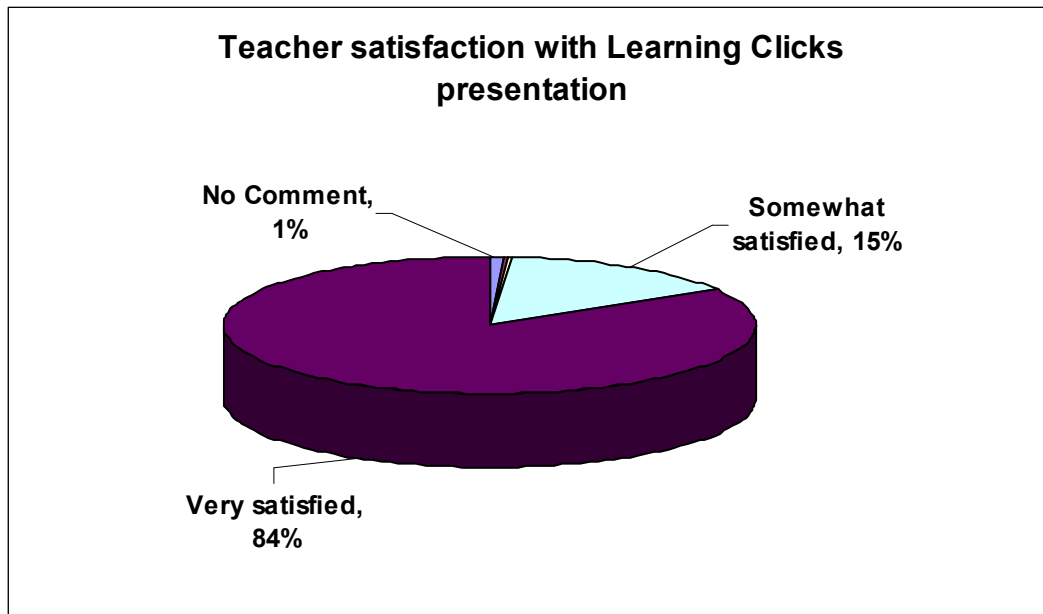
The presentation was excellent. Presenter was very entertaining and informative.

The CD-ROM is an excellent opportunity for students to explore various career choices.

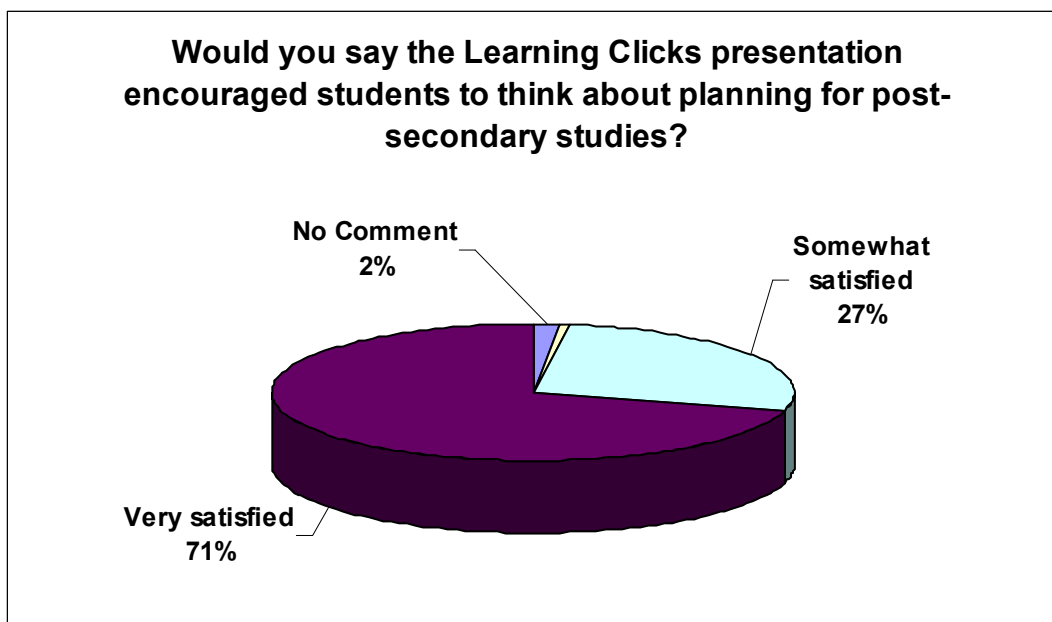
It's a great resource for our students since we don't have a guidance counselor. Thanks for introducing it to them!

Provide more time for presentation. Excellent - strongly recommended!

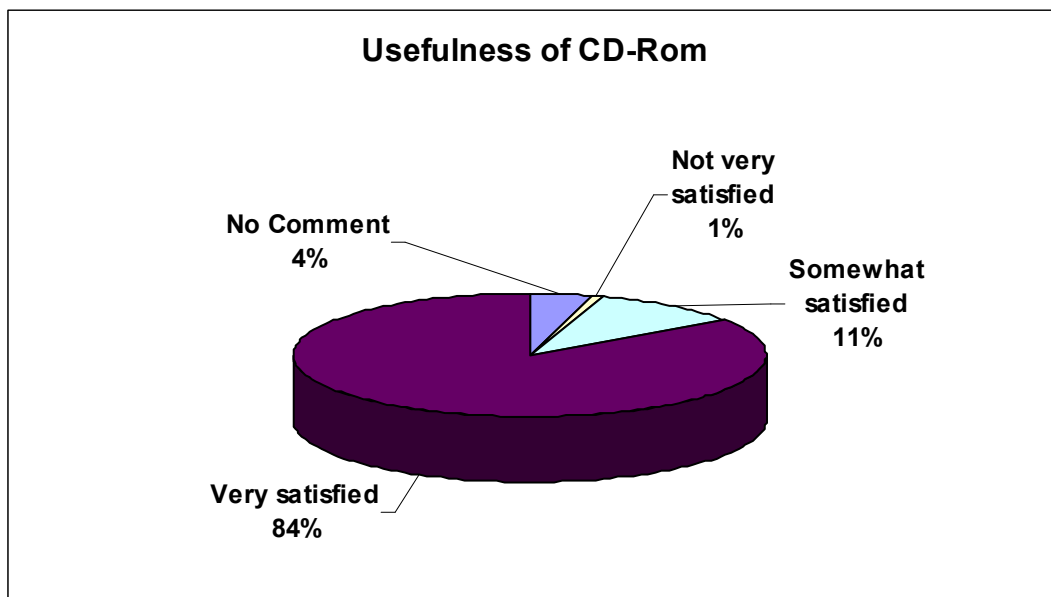
Teacher Survey Results & Comparison



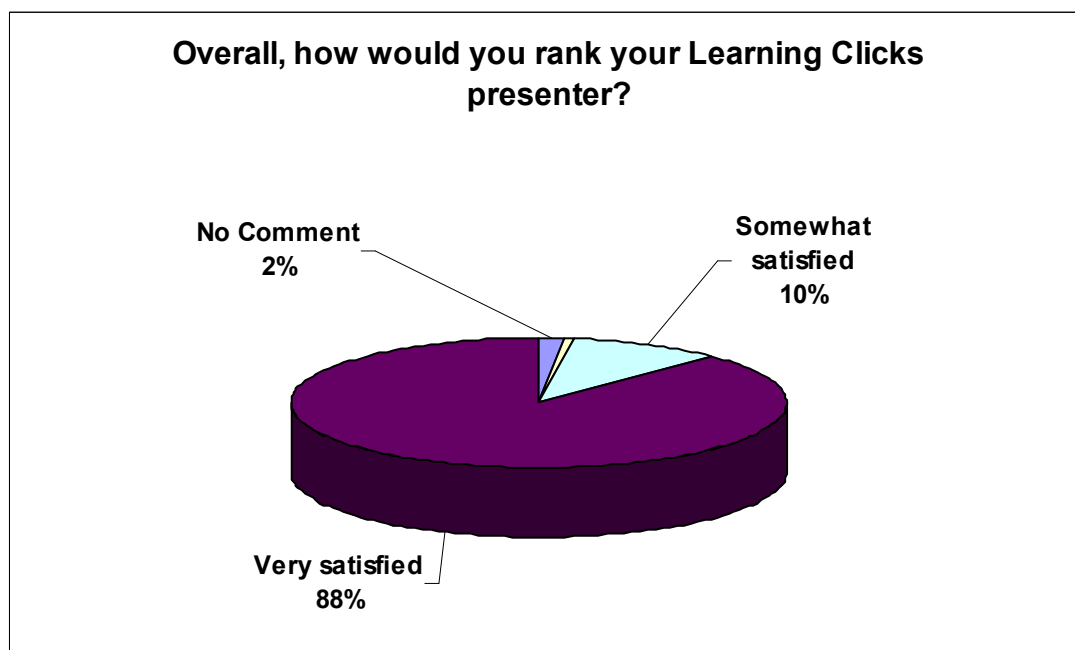
99% of teachers are satisfied with the Learning Clicks presentation - **consistent** with results from the previous year.



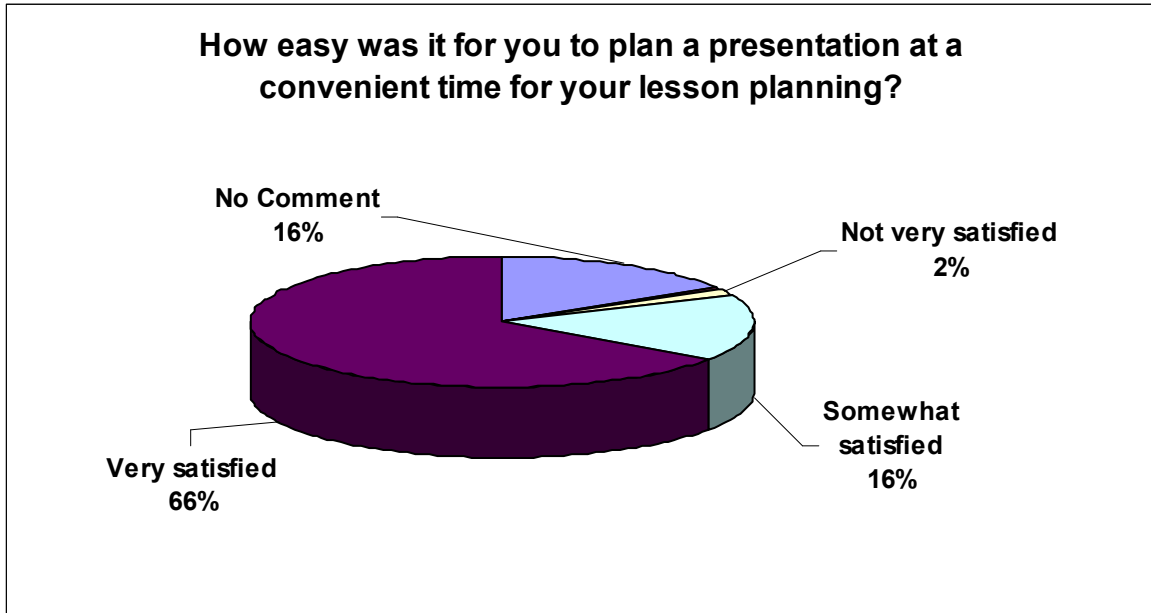
98% of teachers believe the Learning Clicks presentation encouraged students to think about planning for post-secondary studies - **a 2% decrease** from results in the previous year.



95% of teachers found the CD-ROM useful in providing information about planning for post-secondary studies to their students - a **decrease of 5%** from the previous year.



98% of teachers reported satisfaction with the Learning Clicks presenter - a **decrease of 2%** from the previous year.



82% of teachers found it easy to plan a presentation at a convenient time for their lesson planning - a **decrease of 5%** from the previous year.

Teacher Survey Results ~ Comparison Analysis & Next Steps

Teacher satisfaction levels of the presentation and presenter remained consistent with the previous year at 99%.

In comparison to the previous year, there has been a decrease of 5% of teachers who believe the CD-ROM is useful in providing information about planning for post-secondary studies to students. This is fairly consistent with results from the student sample (a decrease of 4%). Further explanation and next steps can be found on page 12 of this report.

82% of teachers found it easy to plan a presentation at a convenient time for their lesson planning - a decrease of 5% from the previous year. This is likely due to the following factors:

- A decrease in the response rate (16% of teachers circled the “Not Applicable ” option for this question in the survey, as compared to 12% last year).

A possible explanation for this decrease is that bookings for Learning Clicks presentations are often made from a different contact person (i.e. principal) than the individual who completes the teacher survey after presentations.

- A majority of teachers requested youth ambassadors to be available to present during the earlier part of the first semester.

Learning Clicks staff have responded to this feedback by having youth ambassadors who are continuing their employment into the next school year, provide presentations during the 2007 summer, as well as in September before the formal re-launch of the program in October. In addition, training of youth ambassadors has been scheduled a few weeks earlier than last year so that the program can resume at a more convenient time for teachers.

Parent Clicks Survey Results Summary

According to parents in Alberta who received the Parent Clicks presentation:

- 100% of parents were satisfied with the Parent Clicks presentation
- 99% of parents felt the Parent Clicks presentation encouraged students to think about planning for post-secondary studies
- 98% of parents were satisfied with the Parent Clicks presenter (youth ambassador)

Comments from parents include:

You have made it very easy and accessible to learn about institutions, programs, and requirements all in one area.

It is great to have this program shown to parents as well as the students.

A wealth of information and the presenter was very energetic and fun!

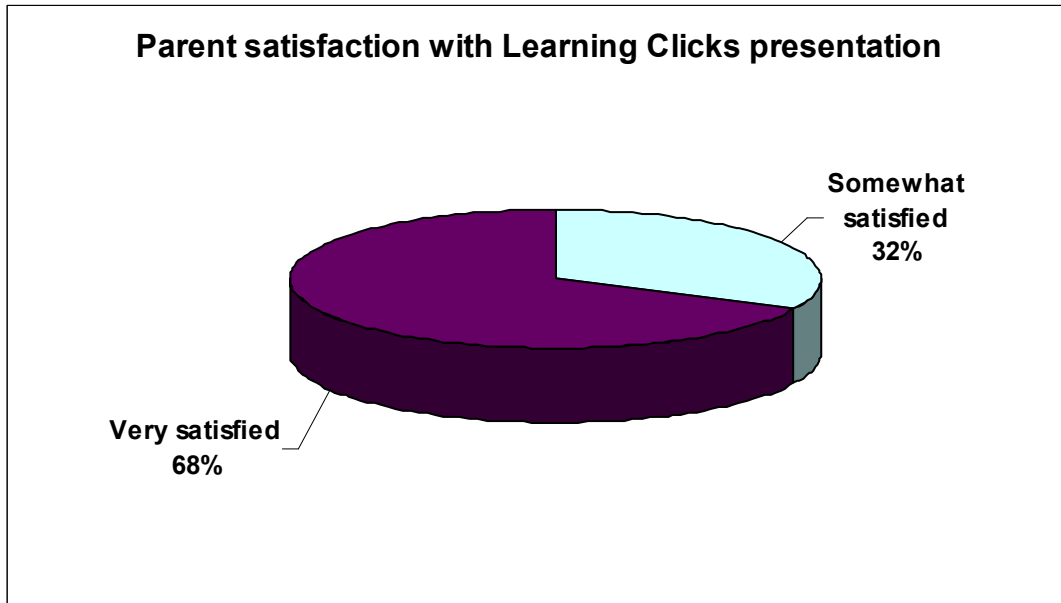
Thank you for the tips on applying for scholarships.

Excellent presentation. Lots of energy, very interesting.

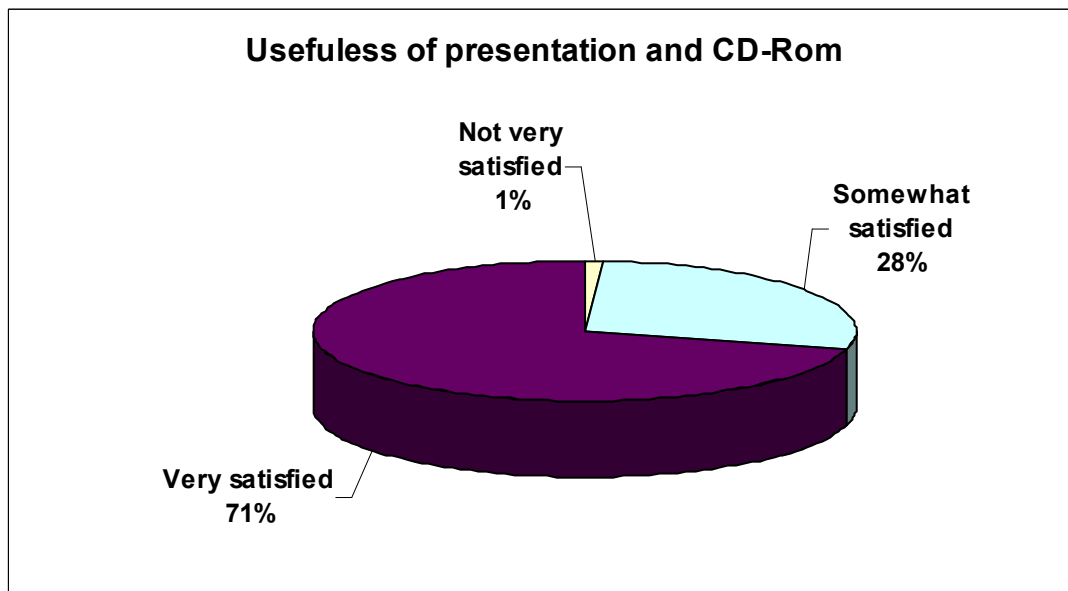
Very energetic, positive, helpful insights!

Great info - so happy I came!

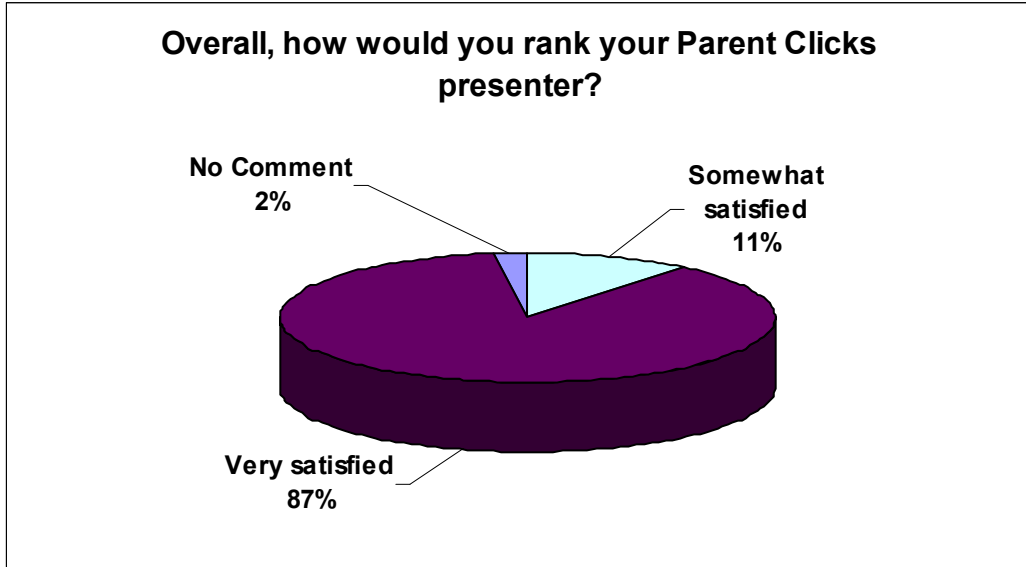
Parent Survey Results



100% of parents were satisfied with the Parent Clicks presentation.



99% of parents found the presentation and CD-ROM useful in providing information about planning for post-secondary studies.



98% of parents were satisfied with their Parent Clicks presenter (youth ambassador).

Parent Survey Results ~ Analysis & Next Steps

The launch of Parent Clicks was very successful! 100% of parents who received this presentation were satisfied with it. 99% of parents were satisfied with the CD-ROM, and 98% were satisfied with their presenter. These results may be due to the following factors:

- A Project Charter was developed to provide direction for the launch of Parent Clicks
- A number of meetings, feedback, and review of the Parent Clicks content was made with parents and government staff members
- A comprehensive parent package with a variety of post-secondary resources was created and distributed to parents after the presentation
- A number of Learning Clicks marketing materials were created to raise awareness and promote Parent Clicks to the parent market

Next steps for the 2007-08 year include creating a database of parent groups, sending a mail-out of the service to parent groups, and further development of advertising and marketing strategies.

Appendix A

Student Satisfaction Survey

Name of School	
Town/City	
Grade	

Presenter Name	
Presentation Date	

For each question please circle your response

	(4)	(3)	(2)	(1)
1. How satisfied were you with the Learning Clicks Presentation?	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not At All Satisfied
2. 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
3. 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
4. Overall, how would you rank your Learning Clicks presenter?	Very Good	Somewhat Good	Not Very Good	Not At All Good
5. 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
6. 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 or by emailing learning.clicks@learning.gov.ab.ca

Appendix B

Teacher Satisfaction Survey

Presentation Date	
Teacher Name (optional)	

For each question please circle your response

	(4)	(3)	(2)	(1)	
1. How satisfied were you with the Learning Clicks Presentation?	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not At All Satisfied	
2. 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	
3. 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	
4. Overall, how would you rank your Learning Clicks presenter?	Very Good	Somewhat Good	Not Very Good	Not At All Good	
5. 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
6. What changes would you like to see implemented in the booking process?					
7. Do you have any additional comments about the Learning Clicks CD-ROM and presentation?					

If you do choose to provide Alberta Advanced Education 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*.

Should you have any questions please email learning.clicks@learning.gov.ab.ca
 Additional information about Learning Clicks can be obtained at: www.learningclicks.ca

Appendix C

Parent Satisfaction Survey

Town/City	
Presenter Name	
Presentation Date	

For each question please circle your response

	(4)	(3)	(2)	(1)
How satisfied were you with the Parent Clicks Presentation?	Very Satisfied	Somewhat Satisfied	Not Very Satisfied	Not At All Satisfied
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
Overall, how would you rank your Parent Clicks presenter?	Very Good	Somewhat Good	Not Very Good	Not At All Good
Do you have any additional comments?				

Should you have any questions please email learning.clicks@learning.gov.ab.ca
 Additional information about Learning Clicks can be obtained at: www.learningclicks.ca

Appendix D

Learning Clicks Year 1, 2, & 3 Results Comparison

	Year 1 (04-05)	Year 2 (05-06)	Year 3 (06-07)
Ambassadors	10	12	16
Presentations	800	875	922
Student Satisfaction	88%	98%	95%
Teacher Satisfaction	99%	99%	99%

Year 1 (04-05) Results

- 10 Youth Ambassadors made 800 presentations
- Areas presented to include Edmonton, Calgary, Lethbridge, Grande Prairie, Bonnyville, Lloydminster
- Over 90% of students and 99% of teachers found the CD-ROM to be somewhat or very useful in planning for post-secondary studies
- 88% of students indicated they were very or somewhat satisfied with the Learning Clicks presentation

Proposed enhancements for year 2:

- Improve coverage throughout the province
- Development of a web-based tool to enhance transition of high school to post-secondary
- Development of an Aboriginal component

Year 2 (05-06) Results

- 12 Youth Ambassadors made 875 presentations
- 96% of students and 100% of teachers found the CD-ROM to be somewhat or very useful in planning for post-secondary
- 98% of students indicated they were very or somewhat satisfied with the Learning Clicks presentation

Progress includes:

- Recruitment of 2 additional ambassadors
- Delivering 75 more presentations
- Teacher and student satisfaction levels increased
- More coverage of province (i.e. Red Deer)
- Grade 9-12 toolkit created (on web site)
- Development of Aboriginal component

Proposed enhancements for year 3:

- Continue to enhance coverage throughout province
- Initiate the process to redesign the Clicks CD-ROM and website
- Target under-represented groups, specifically, Aboriginal groups
- Development of a Parent component (to provide parents/adults with post-secondary planning information for their children)

Year 3 (06-07) Results

- 16 Youth Ambassadors made 922 presentations
- 90% of students and 99% of teachers found the CD-ROM to be somewhat or very useful in planning for post-secondary
- 95% of students indicated they were very or somewhat satisfied with the Learning Clicks presentation

Progress includes:

- Strong coverage of province including remote areas (i.e. Marwayne, Dewberry, Paradise Valley, Provost etc).
- Learning Clicks presentations were made to over 40 Aboriginal schools, reaching over 875 Aboriginal students
- Development of Parent component (Parent Clicks), launched in January 2007
- In just 4 months, 450 parents/adults received the Parent Clicks presentation and package
- Project Charter for CD-ROM and web site redesign is currently in progress and Advisory Committee is exploring options

Proposed enhancements for year 4:

- Improve training session by implementing previous ambassador feedback
- Commence Learning Clicks earlier (September)
- Further development of Parent Clicks
- CD-ROM and web site redesign expected to be launched at the end of year 4

Appendix E



LEARNING CLICKS 2006-07 Team Pictures

