

Experiential Education Faculty Celebration

COMN 4140
Communications Field Experience:
Corporate and Cultural Industries

A.A. Monti
February 2023



1. Rationale
2. Design
3. Core Principle
4. Diverse Sectors
5. Diverse Positions
6. Process
7. Student Feedback
8. Partners Feedback
9. Q&A



COMN 4140 is the Department of Communication & Media Studies' **signature experiential education 6-credit course** available to 4th year students.

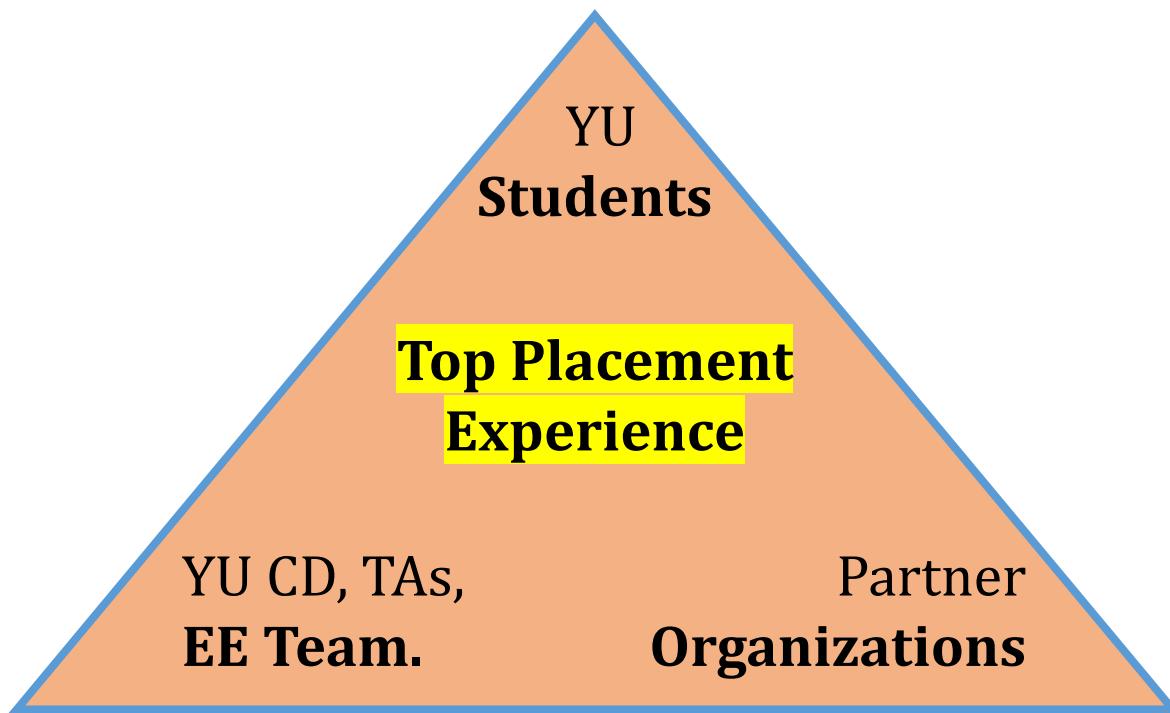
It is an example of workplace-integrated-learning because it offers an educational experience that **integrates** practical workplace experience with targeted studying materials.

During their field experience, students apply communication and media skills, research methods and communication and media theory in the workplace (**learning by doing**) and complete course-based assignments wherein they critically self-reflect on their placement work activities.



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COMN 4140 is a **special course** that provides a unique experience to students in the Communication & Media Studies program. **Successful** placement experiences require the **best effort** of the **3 groups** involved in COMN 4140.



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45 Enrolled Students:

- Select where to apply based on their **genuine interest**;
- Apply (with cover letter, resume, & job interviews) in rounds to secure a placement.
- Compete internally and externally for a limited number of placement positions.

48 Partner Organizations:

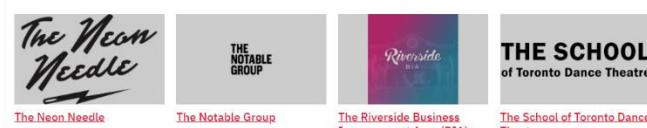
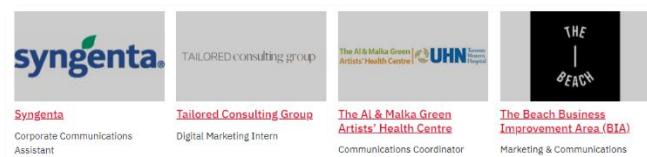
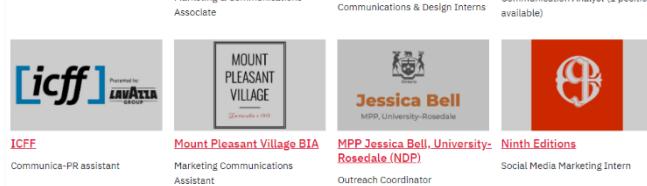
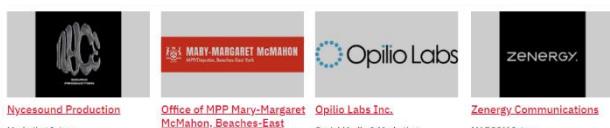
- Are under **no obligation** to hire our students;
- Hire students only if they feel there is a match;
- 1-5 might not get a student (flexibility).

Course Team (CD, TAs, EE Team):

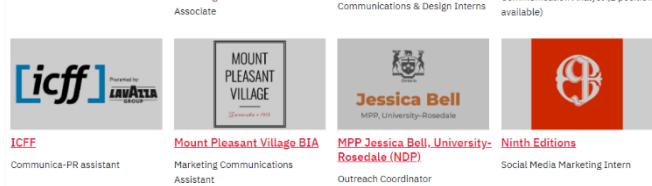
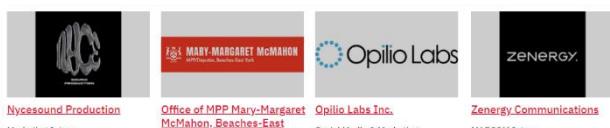
- Work to achieve **3 targets**:
 - a) 100% Enrolled students secure a placement;
 - b) 100% Student experiential satisfaction;
 - c) 100% Partner organization satisfaction.



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1. Advertising & Public Relations
2. Finance
3. Provincial Politics
4. News (Radio & Web)
5. Research
6. Not-for-Profit
7. Local Businesses
8. Arts & Entertainment
9. Real Estate
10. Health & Wellness
11. Human Resource Services
12. Start-Ups



Radio Production Assistant
Communications Coordinator
Marketing Assistant
Video Production Assistant
Content Marketing Assistant
Website Editor
Social Media Assistant
Programming Assistant
Community Outreach Assistant
Digital Marketing Coordinator
Corporate Comms Assistant
Mixed Media Creator
Communication Analyst
PR Associate
Copywriting Assistant etc ...

1st Week:

Application materials (CVs, CLs) **preparation.**

2nd Week:

Application materials **verification.**

- CD & TAs review & feedback;
- Peer job interview workshop;
- Contacts released when perfect.

3rd Week:

Application materials **submission** and **placement job interviews.**

4th Week:

Some students start their placement;
Some students do more interviews;
Some students keep applying.

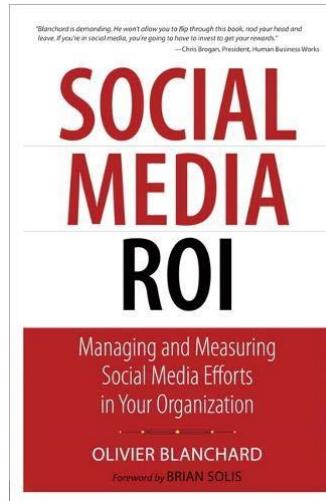
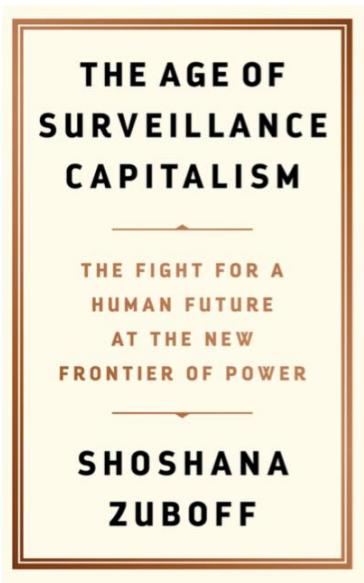
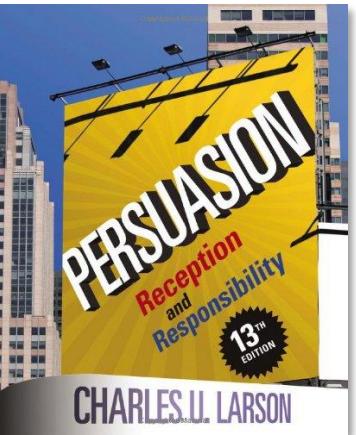
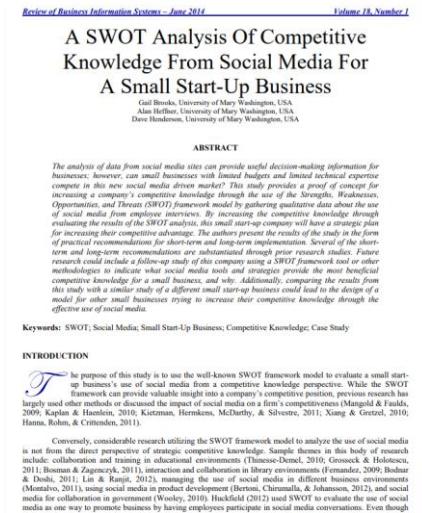
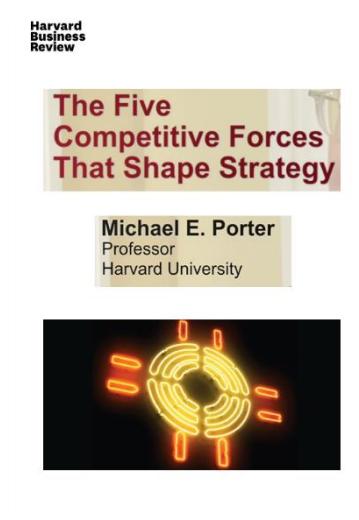
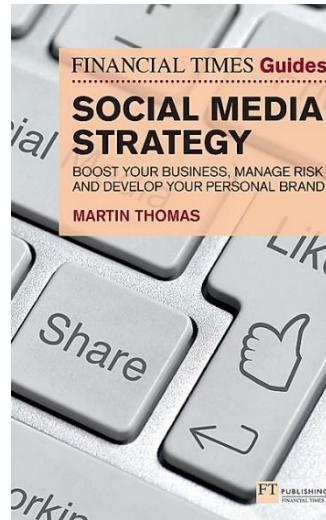
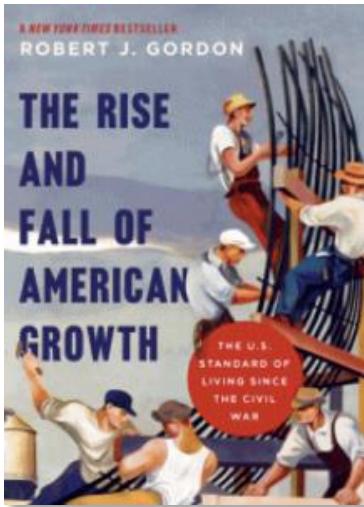
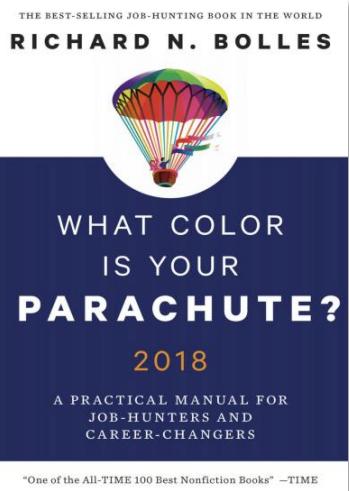
- CD & TAs **direct traffic.**

5th Week:

100% of enrolled students have secured a placement.



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Course-Specific Assignments	% of Grade	Fall Term Due Dates	Winter Term Due Dates
1. 5 Fall Bi-weekly Blogs	5*	26 Sep, 10 Oct, 24 Oct, 7 Nov, 21 Nov	
2. Fall Placement Presentation	6	14 Nov, 21 Nov, 28 Nov	
3. Fall Placement Analysis Paper	10	5 Dec	
4. 5 Winter Bi-weekly Blogs	5*		23 Jan, 6 Feb, 20 Feb, 6 Mar, 27 Mar
5. Winter Placement Presentation <u>or</u> Instagram Takeover	9		13 Mar, 20 Mar, 27 Mar
6. Winter Placement Analysis Paper <u>and</u> Recommendation Letter	15		3 Apr
Sub-Total	50		

*Students must complete and upload all 5 blogs in order to get the 5% towards their final grade.

Placement/Site-Specific Assignments	% of Grade	Fall Term Due Dates	Winter Term Due Dates
1. Oral & written communication	10		The FPS completes 2 Student Placement Performance Evaluations: one at the end of the fall term (Dec 10), the other at the end of the winter term (Apr 8). Each is worth 25%.
2. Placement Responsibilities a. Quality of work b. Punctuality	30		Performance Evaluations are MachForms completed by the FPS and delivered via email to the CD.
3. Demonstrated competencies: a. Research in work setting b. Technology (software) c. Working independently d. Creativity, Originality e. Use of Feedback f. Other Site-Specific	10		The FPS's performance evaluation represents 50% of the students' final grade in the course.
Sub-Total	50	Friday Dec 9, 2022	Friday April 7, 2023
COURSE EVALUATION TOTAL	100	Final Course Grade Released April 14, 2023	

Course Director &
Teaching Assistants

Field Placement
Supervisors

2020/2021

- “I did not have any experience like this before. I saw how the courses I took throughout university could be **applied in the real world.**” – **Rochelle S.**
- “I had the opportunity to work closely with both departments, aiding with tasks that **expanded my knowledge** through hands-on assignments and weekly projects.” – **Luisana M.**
- “thanks to the **blogs** not only did I keep up with the (readings) but I was able to **contextualize the information** from the readings into my real-life placement experience.” – **Maeve W.**
- “the course readings were beneficial for me because they helped **reflect on my experiences.**” – **Naden S.**
- “I leave the placement with a relevant **addition to my resume** that responds to the learning I have acquired in these months, opening up **new possibilities.**” – **Raquel T.**

2021/2022

- “Going through **the entire process** of applying, interviewing, and working gave me the hands-on experience I needed to understand the job market.” - **Albara A.**
- “Not only have I learned **new skills** for the workplace, but I have also landed a **full-time position.**” – **Gloria A.**
- “**All the readings** that we had this year gave me something I found useful both inside outside of the placement.” - **Javon B.**
- “The opportunity to collaborate with an actual organization while still being a student in university has honestly been **life changing.**” - **Nour B.**
- “This course and organization placement is what I was striving for during the last year of my communication degree, and I am **excited for what is to come** in my future work career.” **Haya A.**

2020/2021

- 48 Enrolled Students > **48 Placed Students = 100%**
- 44 Recommendation Letters = **91%**
- Average Fall term Supervisor performance Evaluation: $21.3/25 = 85\% = A$
- Average Winter term Supervisor performance Evaluation: $22.7/25 = 90\% = A+$
- Retention Y/Y = **57%**
 - 42 partner organizations in 2019/2020
 - 18 out, 23 in 2020/2021
 - 26 new additions
 - 49 partner organizations in 2020/2021

2021/2022

- 39 Enrolled Students > **39 Placed Students = 100%**
- 37 Recommendation Letters = **94%**
- Average Fall term Supervisor performance Evaluation: $20.1/25 = 80\% = A-$
- Average Winter term Supervisor performance Evaluation: $22.9/25 = 91\% = A+$
- Retention Y/Y = **59%**
 - 49 partner organizations in 2019/2020
 - 20 out, 29 in 2021/2022
 - 19 new additions
 - 48 partner organizations in 2021/2022

1. Tell us about **the successes of the learning experience** you helped organize/facilitate. How did this benefit or improve student learning? How might this learning experience be motivating students to put their theoretical knowledge to use?
2. If you experienced **any challenges**, what were they and how might you handle them differently in the future? What have you learned from these **hurdles** that might have informed your teaching practice?
3. Based on your experience, what are you looking forward to **doing in the future**? Will the learning experience expand into new territory? Will partnerships deepen with existing partners?

Student feedback & course surveys, and supervisor evaluations indicate strong learning & satisfaction. Learning by doing with the integration of targeted study to optimize workplace performance shows students the alignment of theory & practice.

Last AY, 1/39 students got fired, this AY 1/44. Both remote, in late October, for lack of motivation & distraction. After 1on1 with CD, both successfully replaced and partner organizations retained.

Expanding the diversity of possible experiences. This AY: health communication (Hamilton Health Sciences), financial communication (Secure Digital Markets), political communication (Offices of MPPs Jessica Bell, Doly Begum and Mary-Margaret MacMahon).





Thank you LA&PS
EE Team, Irene Seo &
Faculty Celebration
Organizers.

Merci beaucoup !