



ALBERTA BOREAL CAREERS PROJECT

December 8, 2021

Inside Education hosted the Alberta Boreal Careers (ABC) summit. This was the second year the summit was hosted virtually. ABC 2021 was attended by **534 students** and **21 teachers** from **13 different schools** across Alberta.



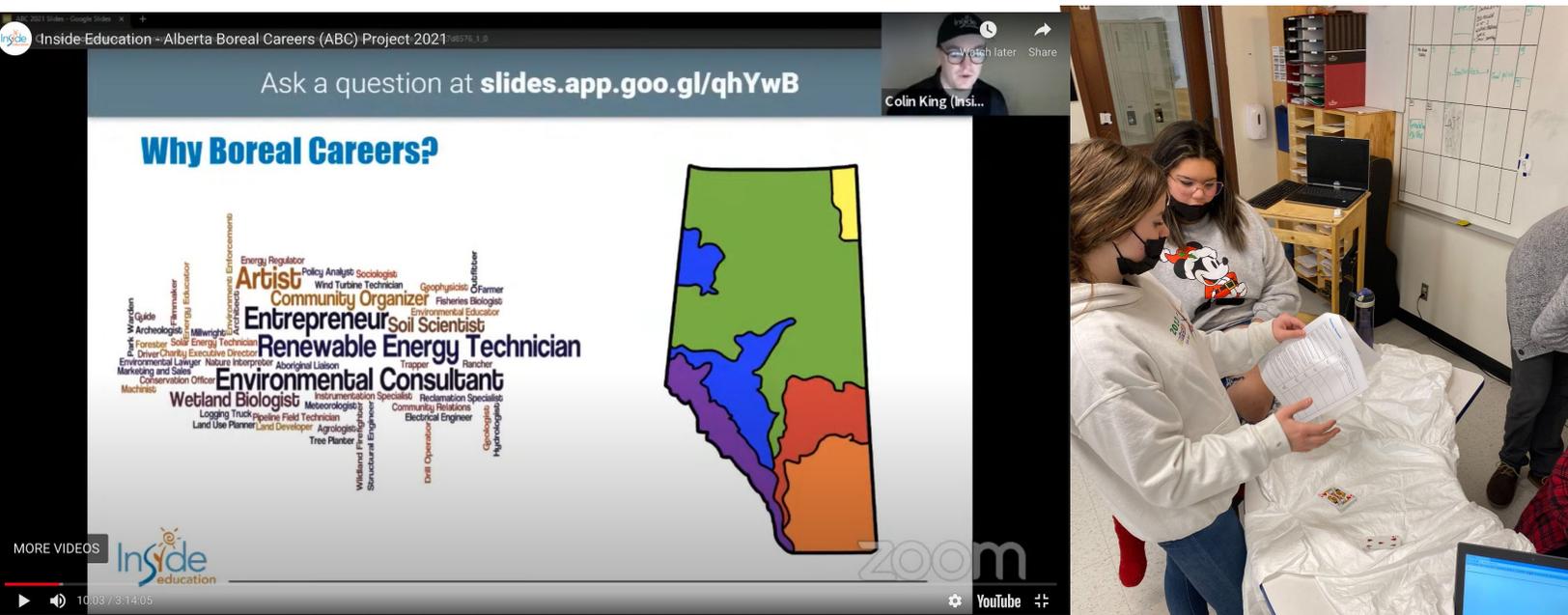
Introduction

Inside Education was thrilled to host ABC 2021. ABC programs are specifically designed to expose students to the available and potential natural resources related careers in the boreal region of Alberta. This is important because the boreal is the largest natural region in Alberta and a major contributor to the economy of the province. By highlighting a broad spectrum of careers to students, we are deepening their understanding of natural resource opportunities, as well as helping them understand the role they play in Alberta's future.

With restrictions on in-person gatherings in place, it was decided that an interactive, virtual summit would be held. The program was hosted through Zoom and livestreamed on Inside Education's Youtube channel. Inside Education ensured that the virtual event was not only a great learning opportunity but it was also fun and engaging for students, including off-screen activities and a supporting webpage with additional content and resources.

We are thrilled with the outcomes of the event and look forward to more opportunities for both virtual and in-person learning in the future as we bring careers education to life for students across Alberta.

“ Great first hand descriptions of careers; kids were excited to hear about careers they never knew were possibilities.”
-Christina Reid Connections For Learning, Stony Plain



The Program

ABC 2021 was a half-day program running from 8:45am - 12:00pm.

The program began with an interactive boreal panel featuring experts representing Forestry, Energy, and Wildlife. Each expert gave a short presentation about themselves and their industry, and then participated in an interactive panel discussion. Participating students and teachers were able to help guide the conversation by submitting questions through a live Q&A platform.

Career Exploration Activity

The panel discussion was followed by an educational and engaging activity. This activity was designed to encourage students to explore a specific career field (forestry, energy, technical, wildlife/conservation) and use their creative side to demonstrate their findings. Prior to ABC, several representative experts from diverse career fields prepared video responses to a series of questions to help guide the activity. These videos were uploaded to the ABC website. Students would then choose one of the career fields and use the website, videos, and available info to design and colour a white overall jumpsuit to reflect their chosen career field.

Overall the panel and career exploration allowed for a fun and meaningful overview of careers in the boreal. The program closed with next steps for students to pursue additional learning and career mentoring.

PROGRAM AT A GLANCE

Program Start: 8:45 AM
8:45 - 9:00 Program Welcome Welcome to your virtual ABC experience!
9:00-10:00 Boreal Panel Representatives showcasing careers in Energy, Forestry, and Wildlife.
10:00 - 10:15 Activity Instructions Organizing into groups, and preparing for the activity.
10:15 - 11:30 Careers Exploration Activity Design your best looks and submit your career runway looks!
11:30 - 11:50 What's next? Hyerin Hong - University of Alberta <i>Discuss post-secondary education options with the Faculty of Agriculture, Life & Environmental Sciences.</i> Elaine Read - CAREERS: The Next Generation <i>Reflect on the career opportunities available in the boreal, and the roles they play in environmental stewardship</i>
11:50 - 12:00 Prizes Awarded + Conclusion
Program End: 12:00 PM



The Participants

"We really enjoyed it, it was run well and was engaging."

-Dallas Wyman

Fort Assiniboine School, Fort Assiniboine

PARTICIPATING SCHOOLS

Academy at King Edward | Edmonton | Grade 10

Bishop Lloyd Middle School | Lloydminster | Grade 8

Connections for Learning | Stony Plain | Grade 8

Fort Assiniboine School | Fort Assiniboine | Grade 8

David Thompson High School | Condor | Grade 10

Ecole St. Joseph | Whitecourt | Grade 10

Fort McMurray Islamic School | Fort McMurray | Grade 9

Headway School | Edmonton | Grade 9 (20 students) & Grade 11

Peace Wapiti Enterprise Center | Grande Prairie | Grade 9

Ponoka Secondary Campus | Ponoka | Grade 10

The BRICK Learning Centre | Ponoka | Grade 12

Twelve Mile Coulee School | Calgary | Grade 9

Wheatland Crossing School | Standard | Grade 10 & Grade 9



Students from Grades 8-12 participated in ABC. Of the classes that participated:

- 5% were in Grade 12
- 5% were in Grade 11
- 25% were in Grade 10
- 50% were in Grade 9
- 15% were in Grade 8



Program Partners and Special Guests

ABC 2021 welcomed the active and enthusiastic participation of experts and partner organizations who helped make the event such a success. A very special thank you goes to them!

Boreal Panel

Emma Kniel | Forestry Educator | WorkWild
Lisa Pollio | Program Manager | PetroLMI,
Dr. Courtney Hughes | Biodiversity Specialist |
 Government of Alberta

"The speakers were all relevant and great!"
 Allan Wong, The BRICK Learning Centre,
 Ponoka



Career Exploration & What's Next?

Cam McClelland | Wildlife Biologist | fRI Research
Kimberley Wetten | Wildlife Biologist & Program Coordinator | Owl Moon Environmental
Catherine Brown | Conservation Programs **Specialist** | Ducks Unlimited Canada
Gillian Chow-Fraser | Boreal Program Manager | CPAWS Northern Alberta
Charlotte Plombin | Innovation Lead | ConocoPhillips Canada
Erin Madro | Environmental Innovation Engineer | Cenovus Energy
Gareth Carey | Silvicultural Supervisor | Millar Western
Keagan Richardson | Forester | Alberta Pacific
Courtney Moser | Electrician | Millar Western
Nicholas Hrynychuk | Lab Technician | Millar Western
Tyler Tracksell | Air Sample Technician | Wood Buffalo Environmental Association
Hyerin Hong | Student Recruiter | Faculty of ALES
Elaine Read | Regional Manager | CAREERS: the Next Generation

In addition, we'd like to thank and acknowledge our program sponsors. Their generosity enabled all schools to participate at absolutely no-cost.



Program Impacts

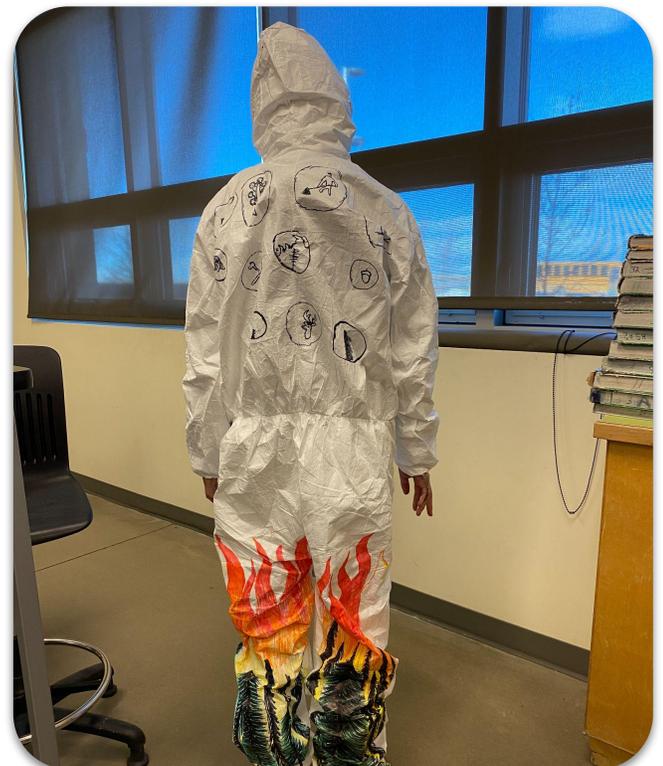
We set out to design a summit that was both educational and engaging for students.

ABC brought together 14 different organizations in a fun and collaborative way to showcase a wide variety of careers. The career profiles were impactful to the participating students as they gave a realistic and firsthand look at industry professionals working in the boreal region. This insight successfully informed students on the array of career opportunities available to them, with **92% of student survey respondents indicating that they felt they now knew more about career options in natural resources**. The morning activity was an enjoyable way for students to demonstrate their learnings in a creative manner, with **85% of respondents reporting the Career Exploration Activity to be very good or excellent**. Overall, the students reported the morning as being “helpful”, “informative”, and “fun” with over **75% of respondents reporting “they feel excited about careers in the boreal.”**

ABC 2021 was also a useful program for participating teachers, with 100% of responding teachers indicating that they knew more about careers in natural resources after attending ABC. Participating teachers also described the morning as **“relevant”, “educational”, “engaging” and “well-organized”**. Overall ABC was a great opportunity for students to learn about available career and education opportunities

100%

After participating in ABC, 100% of responding teachers indicated they knew more about careers in natural resources.



Summary and Futures

Inside Education is thrilled with the outcomes of ABC 2021. Leveraging the strengths of a virtual summit, we were able to put on an enjoyable, engaging, and interactive morning. Through the use of real-time speakers, job profiles, and an offline hands-on activity, along with the entire event happening synchronously, we felt we were successful in replicating the experience of being with other students even though they were far apart. We were able to provide a comprehensive overview of careers in the boreal, and do so in a way that was inspiring for students. Based on the overwhelmingly positive feedback received, Inside Education considers ABC 2021 to be a success and looks forward to putting it on again next year!

Contact

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