

*WELCOME! Please  
feel free to  
introduce yourself  
in the  
chat!*

# National Partner Webinar

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Funded by:



Immigration, Refugees  
and Citizenship Canada

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# The ASCEND Team



**Chris Anderson,**  
Manager



**Narissa MacLeod,**  
Project Coordinator and  
Educational Technologist



**Noha Hamed,**  
Program  
Administrator



**Solenn Le Divenah**  
Bilingual Coordinator



# ASCEND Partner Network



# Client & Partner Survey Feedback



Chris



# Summary: Client Survey Feedback

- Once clients finish all 7 ASCEND modules, they are asked to complete a Post-Program survey before they can access their *Certificate of Completion*
- In the 2022/23 FY **576** clients completed the ASCEND Post-Program Survey
- Client feedback was very consistent

INCREASE	REDUCE
Practical (real life-specific) examples	Text devoted to theoretical explanations
Video content	Theoretical concepts
eGames	Shorter text in modules
Quizzes	
Opportunities for storytelling/sharing/guest speakers	
Opportunities for participants to connect in workshops	

**Best guide to Canada! You will feel illuminated after learning about this egalitarian culture and you'll find plenty of helpful tips and resources on how to lead your career.**

# Summary: Partner Survey Feedback

- We surveyed partners in Aug + Sept
- **52** responses from **33** unique organizations

*Many students said that after completing the program they had the confidence to seek better job opportunities. All in all the feedback was overwhelmingly positive.*



Questions	Answers
How can I easily promote ASCEND to clients?	Take advantage of the Marketing Toolkit we create for each partner. <b>Noha</b> will provide details.
We currently offer the online modules only to our clients, we are also interested in the workshops, tell me more!	All partners can access the online Facilitator Materials Module which is a “Train the Trainer” model for workshop delivery. <b>Narissa</b> will explain.
Is there long-term support for clients after they complete ASCEND?	The ASCEND App was developed to provide all clients with access to ASCEND’s concepts after they leave the program. <b>Narissa</b> will speak to this.
Our organization also supports IRCC-eligible clients with lower English language levels, will there be ASCEND opportunities for them in future?	ASCEND was developed to support CLB 6 (and above) clients. Now with our program outcomes and partner network (incl. ESL and LINC providers) we are well positioned to respond to future proposal opportunities to develop a more visually-supported ASCEND for lower CLB levels.



# Best Practices: Using the ASCEND Marketing Toolkit & Weekly Learner Activity Reports



Noha



# Using the customized ASCEND Marketing Toolkit

- Program poster
- PowerPoint
- Social media graphics
- Partner and participant FAQ's

- ASCEND Demo for partners (Video)



- ASCEND Demo for participants (Video)



ASCEND Participant List			
<i>(Please fill all the shaded areas)</i>			
Organisation:			
ASCEND program version:		Blended	
Starting date:			
No	Name	Email	Notes
1			
2			
3			
4			
5			
No	Facilitator(s)	Email	
1			
2			



Promote the ASCEND program for at least **3 weeks** prior to the program Start Date



# Using the weekly learner activity report

- Week One:
  - Check on actual ASCEND enrollments
  - Follow-up with participants who did not register
- Once every week for 7 or 10 weeks:
  - Check on your participants rate of progress
  - Follow-up with participants who are not meeting their due dates

## Program access and due dates

- **Online only:**
  - 7 weeks access
  - Complete **1 module / week**
    - On the first week only, participants should complete 1 module + two introductory courses
- **Blended (Online + workshops):**
  - 10 weeks access
  - Complete **1 module / 10 days**
    - On the first 10 days only, participants should complete 1 module + two introductory courses

# Using the weekly learner activity report

**Refinements: Department equals 'Individual ASCEND participants'**  
**Report Generated: 10/13/2023 12:03:48 AM (UTC-08:00) Pacific Time (US & Canada)**  
**Created By: Noha Hamed - noha.hamed@iecbc.ca**  
**Number Of Items: 7**

First Name	Last Name	Username	Department	Program Version	Cohort Name	Enrollments	Courses Started	Courses Completed	First Logged In	Last Logged In	Time Spent (min)
ROHIT	KUMAR	rohikar32	Individual ASCEND participants	Individual	Individuals Oct - Nov, 2023	9	0	0	2023-10-04 10:45:02 PM	2023-10-04 10:45:02 PM	0
Oleksandr	Popov	anantaram	Individual ASCEND participants	Individual	Individuals Oct - Nov, 2023	9	2	1	2023-10-04 10:20:39 PM	2023-10-04 10:20:39 PM	62
Shivdeep	Ohillon	shavyabhi	Individual ASCEND participants	Individual	Individuals Oct - Nov, 2023	9	9	9	2023-10-03 4:46:27 PM	2023-10-12 5:44:07 PM	314
Alireza	Akhoundalireza	akh	Individual ASCEND participants	Individual	Individuals Oct - Nov, 2023	9	10	10	2023-10-03 12:33:58 PM	2023-10-03 12:33:58 PM	19
Kayano	Oyama	oyamakaya	Individual ASCEND participants	Individual	Individuals Oct - Nov, 2023	9	11	11	2023-10-03 11:23:05 AM	2023-10-03 11:23:05 AM	0

A participant needs to have  
**Courses Completed ≥ 9**  
*to complete the program and earn their certificate*



The 10th course is the post-program survey and ASCEND program completion certificate  
 The 11th course is a bonus access to the BeConfident App

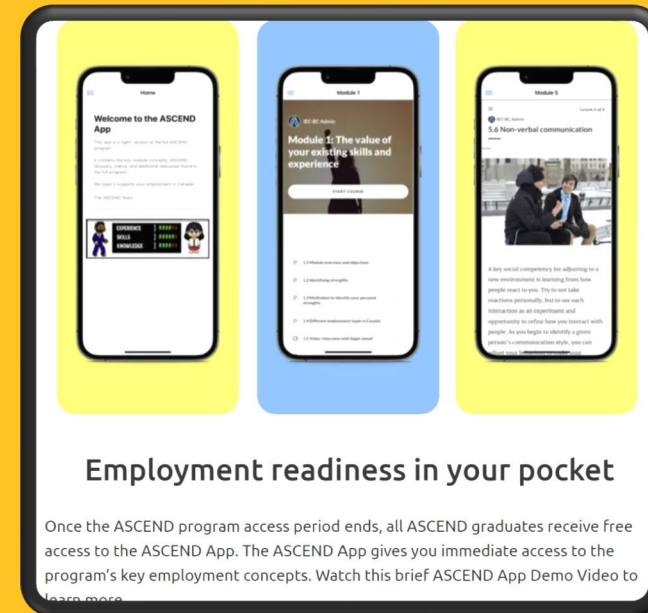
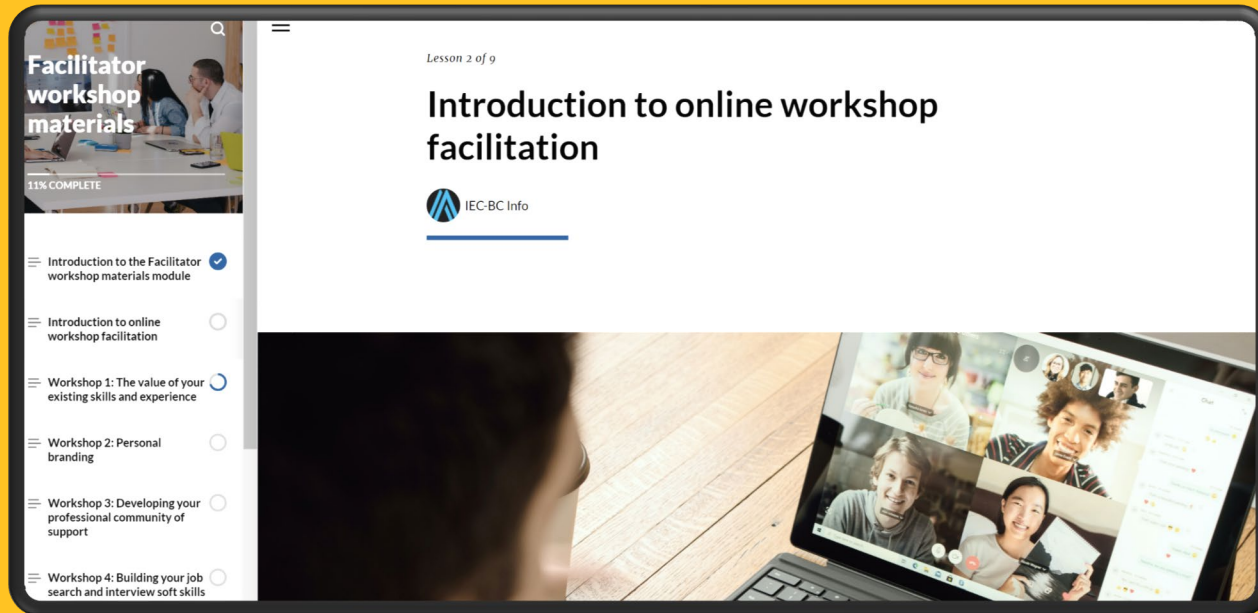
**NEW: Certificate of Job Readiness**  
 An interim certificate a participant earns after completing 4 modules (6 courses)



# How-to: ASCEND Workshop Facilitation & The ASCEND Mobile App



Narissa





# ASCEND Workshop Facilitation

The workshops are *optional*, but a *great value add* if you have a facilitator to offer them!

## Blended ASCEND program:

- 7 online modules and 6 workshops to be completed over **10 weeks**
- The workshops are all activity based
- Workshops delivered online *or* in-person
- Each workshop runs for about 2.5 hours

All the training materials are in the **Facilitator Workshop Materials** module on Absorb LMS

Training materials are **100% online & self-paced**

## The facilitator materials include:

- Train the Trainer Videos
- Reference Guide & Lesson Plans
- Participant Worksheets
- Optional Slides

The complete Workshop Facilitator Guide is available for PDF download





# ASCEND App

## Why did we create the ASCEND app?

- Many requests for extensions
- To provide unlimited free access to all alumni!

## What is the ASCEND App?

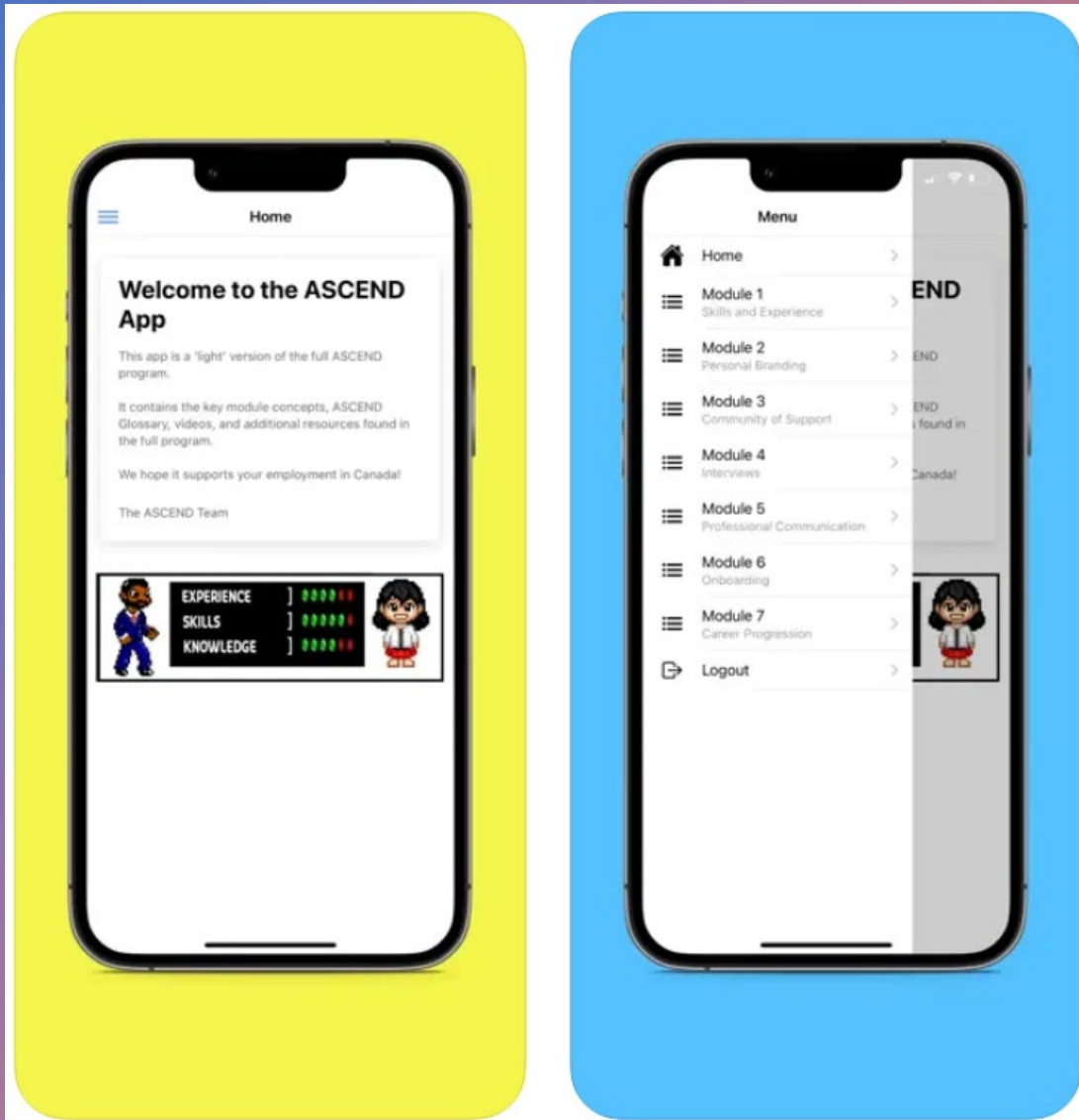
- A 'light' version of the ASCEND program
- Provides all the key concepts in a single place

## When can it be accessed?

- After participants graduate
- A Sample module is available to try for free!

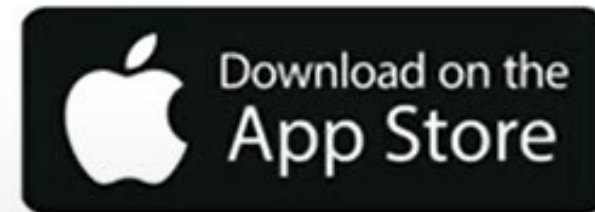
## Where can it be accessed?

- We share access 1-2 weeks after a cohort ends
- Simply download the app to have **unlimited free access** to all ASCEND content
- App access **never** expires!



# ASCEND

Download the  
ASCEND App  
Today!



# New! : ASCEND in French



Solenn

ASCEND

Bienvenue Solenn Le Divenah  
Nous sommes très heureux de votre visite.

Modules ASCEND

Relevé de notes  
Voir le relevé de notes

Contactez-nous

Sondages  
Voter sur les derniers sujets

FAQ  
Les réponses à vos questions

Que signifie 'ASCEND' ?

Comment ASCEND est-il financé ?

# Eligibility

**French ASCEND is provided at no cost to the following eligible clients:**

## 1. Immigrant status

- Permanent Residents in Canada (and their spouses)
- PRs approved-in-principle not yet in Canada (and their spouses)
- Convention refugees
- Ukrainian refugees (currently eligible until further notice)

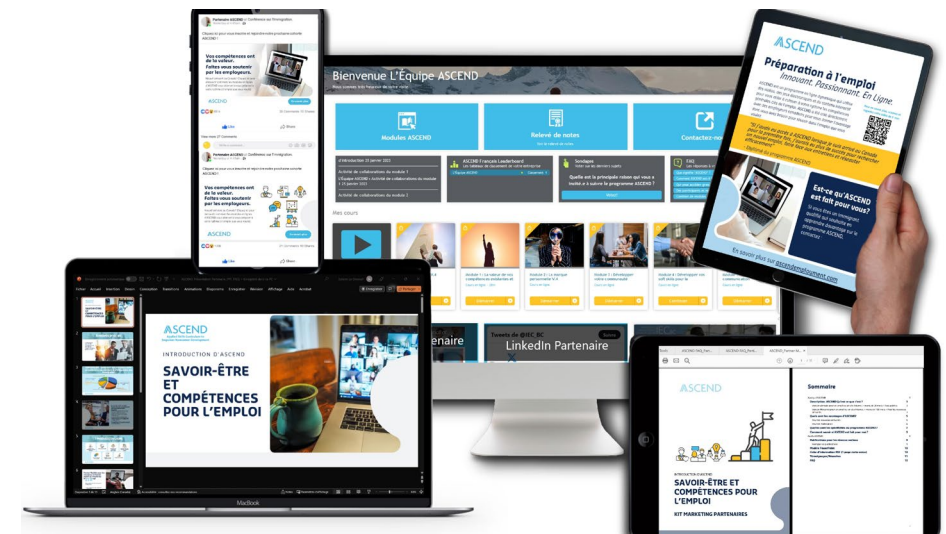
## 2. Able communicate effectively in French

## 3. Previous work experience (does not need to be Canada-specific)



# Resources provided in French

- [ASCEND Website](#)
- ASCEND Marketing Toolkit
- *2 videos of presentation in French*
  - ✓ #ASCEND Demo Partners 2023 | #IECBC <https://youtu.be/khTRhM8M7o8>
  - ✓ #ASCEND Demo Participants 2023 | #IECBC <https://youtu.be/Eq8ipcD-JXE>
- Resources still in English : ASCEND App, Workshops, BeConfident App
- Bilingual Coordinator available to answer all partners or participants enquiries at [ascend@iecbc.ca](mailto:ascend@iecbc.ca)



*Questions!*

*Share*



*Best  
practices*

*Tips!*