

## **CEM CO-OP STUDENT OF THE YEAR AWARD (2017)**

### **General Information**

CEM (Co-operative Education Manitoba) is looking for the outstanding co-op student of 2017 and you can help! The winning student, his/her department and employer will receive college recognition as a result of this award. The winner will receive the CEM award of \$800 and the runner-up will receive an award of \$400. Each student will receive a certificate and an opportunity to represent Manitoba for the national CAFCE Student of the Year award.

**Red River College Co-operative Education Coordinators should encourage co-op students who have successfully completed a co-operative education term to apply. Spread the word! Full applicant details are on the College's web site on the Co-operative Education Home Page.**

Application forms must be completed by the student, the respective co-op coordinator and the co-op employer. All application materials become the property of the Student Awards office to use in promoting co-operative education.

#### **ELIGIBILITY:**

- A. Any RRC student registered full-time in a co-operative education program throughout the period from January – December, 2017.
- B. In order to be eligible for this award, students must either apply or be nominated by a co-op coordinator. Application materials must be received by the Student Awards Officer located in the Student Service Centre, Building D Room 101 by 4:00 pm on December 1, 2017.
- C. Co-op work terms must meet CAFCE's (Canadian Association for Co-operative Education) Definition of Co-operative Education.

#### **SELECTION CRITERIA:**

The CEM Co-op Student of the Year Committee uses the criteria listed below to evaluate candidates. Applicants are scored initially on a scale of 50 points. The value of each criterion is indicated in brackets. Subsequent review within the committee of the merits of top candidates (based on initial scores) helps to determine the winner.

1. (15 pts) job achievement as outlined in employer's letter of reference
2. (5 pts) academic achievement (cumulative GPA for the last completed academic term)
3. (10 pts) student achievement as outlined in the institutional letter of reference
4. (10 pts) student's personal statement which includes how the student promoted coop education to fellow students, potential students and/or employers
5. (10 pts) student presentation to CEM Award committee

#### **APPLICATIONS**

**Applications must include the following items presented in the order below and copied back-to-back when possible:**

1. application form
2. employer's statement on company letterhead
3. institution's statement on institution's letterhead
4. student's personal statement
5. student's current academic transcript
6. student's current resume
7. student's portfolio (optional)

**Guidelines for the content and for material of the application items above are outlined in the Application Material Guidelines. We strongly advise all students, employers, and co-op educators to read and follow the guidelines presented. Only those**



**application packages that meet the guidelines will be forwarded to the selection committee. Incomplete or improperly prepared applications will be disqualified by CEM.**



**CEM Student of the Year Award (2017)  
Application Form**

Please complete all sections of this form including signatures. By signing this form all parties certify that the information of this document is true. Any false information provided in an application may result in disqualification of the award.

**Red River College Information**

Co-op Coordinator Name: \_\_\_\_\_  
Office location: \_\_\_\_\_  
Work phone: \_\_\_\_\_  
Email: \_\_\_\_\_  
Applicant's Program: \_\_\_\_\_  
Applicant's number of months of study completed: \_\_\_\_\_  
Applicant's number of work terms completed: \_\_\_\_\_  
Applicant's Cumulative GPA: \_\_\_\_\_

I support the application of the above student for the CEM Co-op Student of the Year Award.

\_\_\_\_\_  
Signature Date

**Employer Information**

Company name: \_\_\_\_\_  
Supervisor or Manager name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Work Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

I support the application of the above student for the CEM Co-op Student of the Year Award.

\_\_\_\_\_  
Signature Date

**Student Information**

Name: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
Home Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

I hereby apply for the CEM Co-op Student of the Year Award.

\_\_\_\_\_  
Signature Date

**Completed application materials must be RECEIVED no later than 4:00 pm on December 1, 2017 (no faxes please) by the Student Awards Officer located in the Student Service Centre Building D Room 101 - Notre Dame Campus.**

## **CEM CO-OP STUDENT OF THE YEAR AWARD (2017) Guidelines for Application Materials**

The guidelines presented below are provided to assist in the preparation of the application package. Applicants are advised to adhere to the guidelines stipulated. Packages that do not meet the guidelines may be removed from consideration for the award by CEM. All parties are reminded that the committee is seeking well-rounded candidates who show evidence of achievement in all facets of the student's background: academics, the workplace, and extracurricular/community activities.

### **INSTITUTION REPRESENTATIVE (Co-op Coordinator or Faculty)**

You are required to submit one (1) typewritten statement supporting the student applicant. Please submit the statement on institution letterhead (2 pages max, 1 inch margins, 10 pt. font min.). In your statement, please comment on:

- the student's achievement in their co-op placement;
- any additional achievements, awards, volunteer and extracurricular activities that you feel are worthy of mention;
- the student's activities in support of co-operative education; and
- any insights on the student's personal qualities you feel warrant consideration.

Where possible please be specific with your examples. Please include your signature at the bottom of the letter.

You are also required to verify the student's academic background and provide the student's cumulative grade point average. **If the grade information requested on the application form is incomplete, the applicant will receive zero (0) points for the academic achievement score (maximum 5 points) in his/her evaluation.**

**Example – Institution’s Statement (on RRC letterhead)**

***Only one institution member letter per nomination and it must be on official letterhead and signed.***

December 1, 2015

Co-operative Education Manitoba Award Committee (2015)  
Room D101  
2055 Notre Dame Ave.  
Winnipeg, MB R3H 0J9

Dear CEM Selection Committee:

I am pleased to put forth our nominee for the Co-operative Education Manitoba Student of the Year Award (2015): Business Information Technology Co-op student, Samantha Brooks. I feel that the combination of Samantha's success as a co-op student, her numerous and continuing contributions to Red River College's Co-op program, and her stellar academic record make her the ideal candidate.

***Student’s achievement in the co-op program...***

Samantha completed her third co-op work term with the Best in the Business Inc. Part of her responsibilities included researching, doing the layout and writing of stories for the organization's internal newsletter. She was also involved in planning and implementing various communications strategies for the Board of Directors, for the management team, and for the community at large. In addition to her regular duties, she was instrumental in helping with the Software Development Investment Campaign. Under her leadership, the campaign saw an increase of more than 100 percent in employee support and investments. Subsequently, Samantha was awarded the AB International Communications Association (ABICA) Student of the Year, based on a communication plan she developed which was critical to the success of the Software Development Investment Campaign.

***Student’s activities in support of co-op education...***

Samantha is a member of *Give a Hand Up*, a group of volunteer Business Information Technology Co-op students who promote the co-op program to potential students and employers through various media. As part of *Give a Hand Up*, she is furthering her Web design skills by putting *It is Written*, a newsletter written for and by co-op students, online. Samantha has started a Co-op Student Association, with representation from all Faculties/Schools.

***Achievements, awards, and extracurricular activities that you feel are worthy of mention...***

In the academic realm, Samantha continues to excel. Her cumulative grade point average of 4.00, or the equivalent of an 'A', has meant that she has received the Red River College's Excel Scholarship, valued at \$3500, and the Revealed Scholarship, which pays her yearly tuition. She has managed to maintain her excellent grades while taking courses in a variety of disciplines, including Business Administration, Psychology, English, Economics, and Communications.

***Insights on the student’s personal qualities you feel warrant consideration...***

On a personal level, Samantha's keen sense of humor and easy-going nature were much appreciated in our office, as she was able to both work hard and play hard at the appropriate times! Her creative abilities have been evident in much of the top-quality work she has produced, from Web sites to brochures to written pieces. Samantha's positive, professional attitude is one of her strongest traits. Both her professionalism and creativity were rewarded over the summer as she and her co-op colleague won the "greatest exchange contest" at a "Computer Concepts" (IT Sector) event for their 3 minute "sell" of co-op students to the high tech industry.

In closing I would like to direct the members of the committee to Samantha's personal website. In it, Samantha has a page devoted to explaining the benefits of joining co-op for students (this was done prior to and independent of the nomination). Co-op has been as much a beneficiary of Samantha as she has of Co-op. Please do not hesitate to contact me should you require any further information regarding this nomination.

Sincerely,

**DENISE MILLER**

Denise Miller  
Co-operative Education Coordinator  
Business Information Technology  
Red River College

## **EMPLOYER REPRESENTATIVE**

You are required to submit one (1) typewritten statement on company letterhead (2 pages max., 1 inch margins, 10 pt. font min.) commenting on the student's performance in the workplace. Please cover the following points in your statement:

- The student's duties/responsibilities;
- The student's performance in comparison to your expectations or in comparison to other co-op students;
- Any outstanding work achievements (cost savings, process/quality improvements, design/development improvements, improved customer service, significant research or other initiatives etc.);
- How this student, or co-op students in general have benefited your department/company.

Where possible please be specific in your examples and offer any insights you may have on the student's work habits and character. Please include your signature at the bottom of the statement.

**Example – Employer’s Statement (on company letterhead)**

***Only one co-op employer letter per nomination and it must be on official letterhead and signed.***

December 1, 2015

Co-operative Education Manitoba Award Committee (2015)  
Room D101  
2055 Notre Dame Ave.  
Winnipeg, MB R3H 0J9

Dear CEM Selection Committee:

It is my pleasure to support Samantha Brooks' Co-operative Education Manitoba Student of the Year Award (2014) Nomination. Samantha was a pleasure to work with during her co-op, her interpersonal skills, positive attitude, work ethic, ability to work independently and in a team environment, was very beneficial to our company.

***The student’s duties/responsibilities...***

Samantha came to Best in the Business Inc. to work for me as a Communications Assistant in mid-2015 through the Red River College's Co-op program. Her duties were diverse and challenging, as our intent was to have her experience as much about daily life as a communications professional in the demanding world of software development as quickly as possible.

This meant being prepared to carry out duties ranging from newsletter writing and production, to preparing and implementing communication strategies, coordinating our regional promotional campaigns, and producing various confidential briefing notes and backgrounders for specific internal and external audiences.

***The student’s performance in comparison to your expectations or in comparison to other co-op students...***

For someone in the early stages of her academic studies, it was expected to be a daunting task. However, she displayed an enthusiasm, commitment and maturity that enabled her to handle this challenge with confidence.

***Any outstanding work achievements (cost savings, process/quality improvements, design/development innovations, improved customer service, significant research or other initiatives etc.)...***

Samantha quickly demonstrated that she is not only a quick learner, but that she is also an intelligent, skilled individual whose professional approach and attitude far exceeds her age and education level. She was responsible for many achievements, including:

- ◆ Her first media strategy resulted in extensive international-wide media coverage, thanks to her creative approach and ability to identify key media hooks.
- ◆ After only a few weeks, becoming familiar enough with our software to voluntarily take on the writing and production of our monthly staff newsletter, "Enhance Your Team". She enhanced the look and feel of the four-page document and, bringing this task in-house, saved the organization around \$2,000 a month on consultant and design fees.
- ◆ Participating in the judging of awards for entries for our "Most Inventive" employee award alongside communications



professionals many years her senior.

- ◆ Perhaps her most significant and visible achievement - the organization's 2015 software development investment campaign. Despite her relative inexperience, Samantha volunteered to head up the campaign. Her efforts resulted in an increase of 100% in investments (\$16,000, up from \$8,500 the previous year).

***How this student, or co-op students in general, have benefited your department/company...***

Samantha Brooks made an outstanding contribution to the Best in the Business Inc. during her co-op. Not only did she help us to achieve a number of efficiencies such as those outlined above, she also earned the respect of many senior executives, department managers, and administration staff in our company.

Her fellow provincial communicators (AB International Communications Association) also recognized her talent and achievements by naming her Student of the Year for their provincial association. This prestigious honour was the result of an extensive evaluation process by senior communicators and others, and it a testimony to her value to her co-op employer.

Our confidence in her ability is demonstrated by our willingness to welcome Samantha into our Communications & Public Affairs team should the opportunity arise. She is bright, enthusiastic and self-motivated individual who represents her employer in a proud and professional manner.

Co-operative education enhances our business by bringing new energy into our offices and our purpose in being a co-op employer is to make co-op experiences diverse and challenging that provides an honest look into business in a demanding world.

We wish Samantha well in this nomination, and believe she is certainly worthy of your prestigious honour. Should you have any questions, please do not hesitate to contact me.

Sincerely,

*Peter Black*

Peter Black

Director, Product Development  
Best in the Business Inc.

## STUDENT APPLICANT

You are required to prepare and submit the following items:

1. One (1) typewritten personal statement (2 pages max., 1 inch margins, 10 pt. font min.) describing how co-operative education has enhanced your career development, personal development, and academic experience. Where possible please be specific in your examples. Your comments need not be limited to experience from the specific work term for which you are applying. Please include your signature at the bottom of the statement.
2. A copy of your current resume. Co-op work terms/experience should be clearly identified, and noted with work term dates. Extracurricular and community activities, scholarships and awards, etc. should also be noted. Do not include copies of award certificates or reference letters.
3. A portfolio (max 2 pages) is also recommended. You may include any items you feel will give the selection committee a better idea of who you are as a person. You may submit photocopies of newspaper and magazine articles, previous employer evaluations, letters of recommendation, published work. Awards and citations are to be listed on your résumé. Any additional letters/essays/letters similar to those already requested from the institution, employer, and you in the nomination package are not acceptable.

### Example – Student Statement

December 1, 2015

Co-operative Education Manitoba Award Committee (2015)  
Room D101  
2055 Notre Dame Ave.  
Winnipeg, MB R3H 0J9

Samantha Brooks  
000 Mellow Drive  
Montreal, Quebec 9E1 2F3

Dear CEM Selection Committee:

My name is Samantha Brooks and I am a second year Business Information Technology co-operative education student at Red River College.

***(how co-operative education has enhanced your career development)***

Co-operative education has been very beneficial in helping to refine my career and academic goals. My co-op work terms have provided me with the opportunity to learn many skills that help determine my strengths and areas of interest in business. During my third co-op as a Communications Assistant with the Best In The Business, the pieces of the puzzle that would reveal my future career began to fall into place - and I could honestly envision a future as a communications professional. I found my passion.

Thanks to co-operative education, I now have a variety of new skills and experiences in my repertoire. The program provides me with essential employment research skills. My co-op work terms have also exposed me to the diversity of the communications industry, from advertising to web design, and allowed me to network and develop numerous contacts. My position at Best of the

Business provided me with a solid foundation in effective communication, including writing, public speaking, research, and design skills. It involved a variety of team dynamics, from a small marketing team to the entire corporation, I learned a great deal about the communication, flexibility, and the give and take required to ensure the success of any team.

***(academic experience)***

In addition to enhancing my career development, co-operative education has vastly improved my academic experience at UCC. Having previously felt cut off from the world outside academia, the program has added depth and meaning to my education by bridging the disparity between the academic and working worlds. With a broader range of real-world experience to draw from, I can now relate to issues and concepts discussed in class at a more practical and personal level, and I have returned to classes with a renewed interest in my education.

I also find that co-op has another positive impact on academics that is less apparent. The co-op infrastructure changes the academic setting by allowing students to be more involved with defining the school curriculum. My classmates and I all try to let our professors know what kind of knowledge is valuable in the workplace, and they in turn try to build on what we may have learned over co-op work terms. This furthers the circular, knowledge building process, and has made me more conscious about my education and how I can make the most out of it.

***(personal development)***

Beyond my academic and career aspirations, co-op has also added to my personal growth and development. During my work term, I went through a major organizational restructuring process and this experience taught me crisis communications, but - more importantly - it taught me how to deal with constant uncertainty and change. Interacting and working with the other employees, all with their own worries and fears, I learned to be sensitive, professional and flexible at all times.

My co-op supervisor recommended that I join the AB International Communications Association (ABICA). Joining this association has been particularly valuable. Through my participation with ABICA, I have gained a good understanding of the local communications industry, met many professional communicators, judge professional communication awards, and received the local chapter's Student Member of the Year Award. Both directly and indirectly, co-op has helped me connect with and start making a name for myself in the communications industry.

The skills I have gained through co-op not only help at school, but through volunteering in my community as well. Just this past December I was able to use my project management skills to help volunteer with the Future Dreams Foundation, a non-profit organization, to plan out their short-term volunteer projects. Even further, co-op has been the financial enabler of my volunteer work. Tuition, room, and board cost approximately \$16,000 each year, and because of this many students go into debt, a debt that sometimes forces them to use their free time to earn money. With co-op, however, I have been able to support myself, and have both the extra time and money to attend various national and international communication workshops and also participate in many community activities to improve neighbourhood safety.

Furthermore, co-operative education has also provided me with the opportunity to see more of our country. It gave me the opportunity to live in Ottawa during my first co-op work term, which was an amazing experience, and now in the Yukon. I took

the opportunity to visit the many museums, galleries, historic sites, and participate in the special events in both cities.

In all honesty, I cannot quite imagine what I would be doing right now if it were not for the co-operative education program. Co-op has not only enhanced my career development, academic experience and personal growth, it has helped me end my ongoing quest for a decision. I am no longer afraid of the future, unsure of what lies beyond graduation. Co-op has prepared me for what lies ahead, and I am eager and excited to pursue my passion for communicating.

Sincerely,

*Samantha Brooks*

4. An official copy of your most recent transcript.

Applicants may be requested to give a three to five minute presentation on their cooperative education experience to the Selection Committee.

Good luck to all applicants!