



wavemakers

A Year in Impact

2022



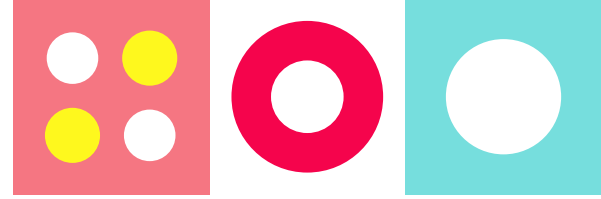
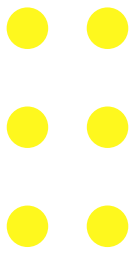


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Letter from the Co-Founder



Wavemakers started with a vision of enabling and empowering all Canadian Post-Secondary students with equal opportunities to choose a more diverse and inclusive future.

After just one year in operation, Wavemakers has turned this vision into a reality – and it is time to celebrate.

Everyone on the Wavemakers team is grateful to our employer partners, mentors, post-secondary partners, community partners and – most of all – our students. Without your support and participation, Wavemakers would still be just an idea for how to create a better and more inclusive future. Thank you for making the program what it is today, and for helping us grow as we expand our reach to even more students across the country.

I invite you to reflect with us on everything we have accomplished together; on the inclusion and belonging Wavemakers has built for students; on the learnings and innovations of the program; on the curriculum Wavemakers has tested; and on the knowledge and experiences gained by students through our hands-on work-integrated learning challenge.

These are accomplishments worthy of our celebration. With your support, Wavemakers has built a strong and diverse network and community founded on relationships that continue to grow beyond the program.

We have achieved a lot over the past year, but what excites me the most is that this is just the beginning. There are still many waves to be made, and so much potential to explore. We invite you to join us as we continue to shape the inclusive and innovative workplace of the future.

With gratitude,

Krista Pawley

Krista Pawley
Wavemakers Co-Founder

Inclusivity & Belonging



One thing I appreciated about Wavemakers was the culture built here, where I don't have to conceal my disability. I felt like I could engage fully and participate honestly without having to tiptoe around the reality of my life experiences. I wish more work-places could be like this."

Wavemakers Student

The Year in Numbers

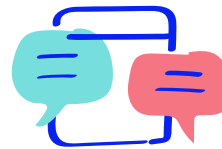


over
100

Students Served
since June 2021



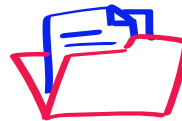
54
Sessions
Delivered



60
Post-Secondary
Institutions
Represented in
Applications



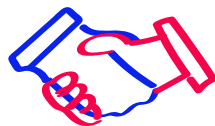
21
Employer
Partnerships



26
Work integrated
Learning Projects
Delivered



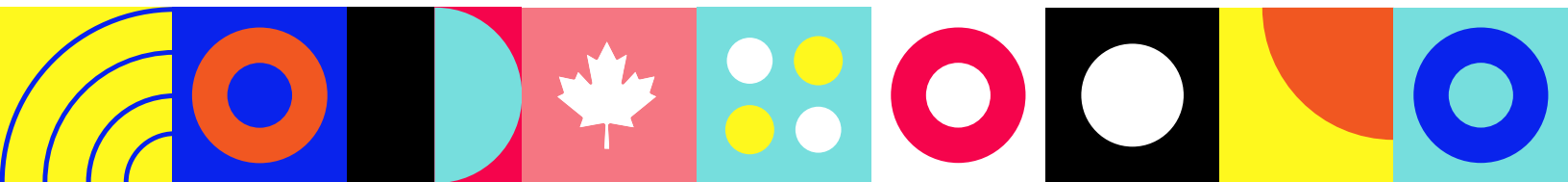
24
Mentor
Partnerships



39
Post-Secondary
Institution
Partnerships



5
Career Fairs
Facilitated



The Faces of Wavemakers



50%

Rural and Remote



40%

First Generation Students



69%

Women



19%

with a disability



71%

Black, Indigenous, and People of Colour



23%

LGBTQ2S

With a focus on belonging, Wavemakers empowers students to be experts and shapers in their own learning experience. In turn, Wavemakers encourages students to seek this same sense of belonging from employers when they embark on their future of work.

The impact of Wavemakers After program completion...



94%

of students feel they have improved their teamwork skills.

99%

of students feel confident in collaborating using digital tools and platforms.

90%

of students feel they have improved their critical thinking and problem solving skills.

98%

of students feel confident in meeting new people online.



“Being a part of Wavemakers has allowed me to be a part of a space where I don’t feel marginalized and ‘small’ as I normally do when occupying traditional white-dominant spaces. I feel more empowered to occupy the Wavemakers’ space. I appreciate that Wavemakers doesn’t eliminate race through the avatars, but it still promotes and allows for a safe and collaborative space.”

Alexcia Reid

Wavemakers Student,
Lakehead University,
Ontario



**“The work you all
do is critical -
please keep going!”**

Husein Shamshudin

Chief of Staff/ EA to the VP of Development,
IBM Data and AI + IBM Canada Lab Director,
Wavemakers Mentor

Novelty & Innovation

“Loved the virtual world. Haven't had so much fun since I first discovered 'Second Life' years ago. It still intrigues me...”

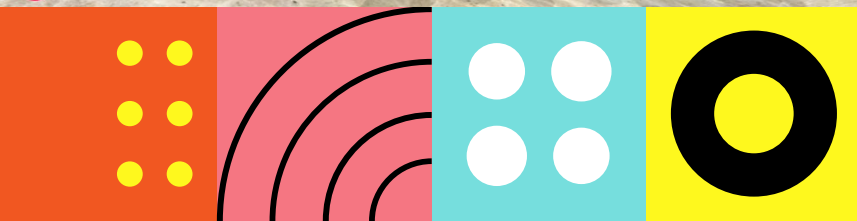
Gloria Veal
Technical Account Manager,
IBM Cloud, Wavemakers Mentor



Wavemakers is the first national work-integrated learning program delivered entirely in the Metaverse. A cutting-edge alternative to traditional programs, Wavemakers centres its programming around meeting the needs of students who have faced barriers to participation in traditional work-integrated learning environments.

“We love the platform, it's so easy to use, and it's so fun being able to interact with people this way!”

Interior Health
Employer Partner



“ Every student deserves a work-integrated learning experience. Wavemakers opens doors for underrepresented students living in rural areas, managing school, work, childcare, the list goes on... these students deserve an avenue to succeed. That's why Wavemakers exists.”

Emily Hartman

Wavemakers Program Manager



Wavemakers has unlocked skills-building opportunities in a unique format - the Metaverse. Our virtual-reality learning approach combines experiential learning, world class experts and small group mentoring, all within a virtual environment that enables any student to join from anywhere. Additionally, Wavemakers does so in a shorter and more manageable timeframe as compared to traditional work-integrated learning programs - and with a broader reach.

This focused execution enables students to learn and make connections quickly to either move directly into the workforce, or to complement other forms of work-integrated learning.

Our 'Why': A look at work-integrated learning prevalence in Canada

According to the Business and Higher Education Roundtable, work-integrated learning programs are called out as the gold standard to develop, recruit, and transition new graduates into the workplace.

Based on the Stats Canada 2013 National Graduate Survey (NGS) of Post Secondary Education Graduates, only 22 percent of college students and 12 percent of university students completed a co-op program.

By enabling students who have faced barriers to participation in traditional work-integrated learning experiences, Wavemakers is helping to close the opportunity gap for equity deserving students and provide them with real world experience and networks through the Wavemakers digital platform.

Experience & Knowledge

Wavemakers has designed a practical and focused experience that is goal and objective-driven.

This includes specific milestones, future-proof skills incorporation, and speaker sessions led by innovators who have not only broken traditional molds in the workforce but who are committed to sharing their wealth of knowledge. From this, Wavemakers students have successfully built business-oriented solutions for real-world problems.

“It was wonderful to work as a team to create a solution to a problem that needs addressing. I met new peers, networked with potential employers, and learned so much about the Metaverse and digital age we are living in.”

Jaime Tavares

Wavemakers Student,
Sheridan College, Ontario

“Work-integrated learning practices like ideating, building, and delivering a business pitch are invaluable. These are milestones not enough post-secondary students get to experience. If we want to set students up for success for future generations of work, this needs to be the norm.”

Jack Litchfield

Program Manager, Industry Partnerships, Wavemakers



Future-Proof Capabilities

“I genuinely feel like I learned useful skills that I can apply in my life, and I also feel like I gained valuable connections through the program. The program 100% helped me become more skilled and informed with regards to navigating the future of work.”

Adam Newman

Wavemakers Student,
Vancouver Island University, British Columbia



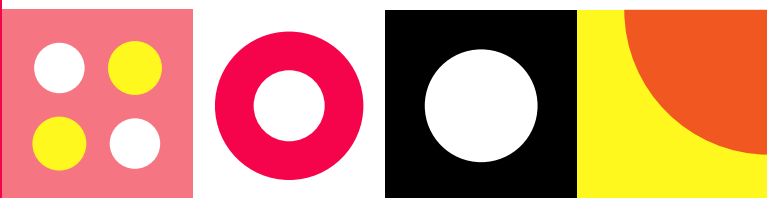
The Wavemakers curriculum focuses on supporting students to develop and strengthen a set of nine core future-proof capabilities. These are exercised over eight sessions, and are among the most sought-after skills employers look for in prospective hires.

In addition, the Wavemakers experience also includes:

- **Expert bonus sessions** on public speaking and job recruitment
- **Office hours** with the Wavemakers Program team
- **Introduction to Magnet** Leading Canadian job search platform
- **Interview** and resume preparation
- **Wavemakers program** completion [digital] credentials



[Click here to view the Wavemakers Eight-Session Journey](#)



Building Networks

Wavemakers provides students with multiple avenues for networking, and our mentor partners are there every step of the way to support them in making valuable connections.

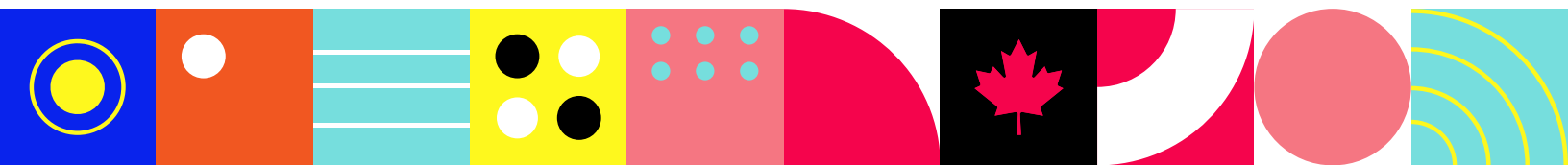
“The experience I have gained through the program, the platform, the Wavemakers team and the students have been very valuable to me. I really enjoyed working together with the students to solve one of the very most important problems that we are currently facing around the world. The program was very well articulated and the talks and lectures were very informative. Thank you!”

Mehrnaz Shokrollahi

Wavemakers Mentor, AI Team Lead,
Purefacts Financial Solutions

The Wavemakers Career Fair allows students to connect with potential employers one-on-one in a virtual environment.

By completing a work-integrated learning challenge incorporating our nine future-proof capabilities, students can articulate their experience confidently and in a way that makes them stand out.



“I’m happy to share that I have accepted a Business Analyst position in the Consulting Practice within the Human Capital – HR Transformation group at Deloitte starting September 2022! I’d love to give a shoutout to Wavemakers for introducing me to Deloitte at their career fair during my cohort last semester and setting me up for success with their workshops.”

Isabelle Michels
Wavemakers Student, Lakehead University, Ontario

To date, Wavemakers has hosted five career fairs, and our partner list

continues to grow

1st Career Fair

6 Employer Booths

12 Student Attendees

5th Career Fair

17 Employer Booths

54 Student Attendees

“The students are amazing! We get so many great insightful questions from them, and they’re always a pleasure to talk with!”

Compuvision
Employer Partner

Ongoing Community

The Wavemakers journey does not stop after the program. As the program continues to grow, so do new opportunities for all Alumni.

25%

of Wavemakers alumni have joined the Ambassador Program

Access to
100%

of upcoming Wavemakers Career Fairs and in campus events

72

members make up the Wavemakers Alumni community group on LinkedIn

What's Next?

Although it's important to celebrate our accomplishments so far, Wavemakers has big plans for 2022 and beyond. In addition to an upgraded virtual platform, we continue to strive for:



**Larger cohort size
[up to 100 students]**

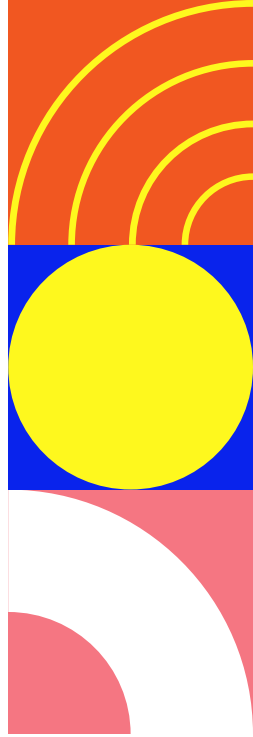


More registrations



**Expansion of
Francophone Cohorts**

Want to be a part of our diverse and future-looking community? Grow with us.



Are you an employer looking to connect with a network of driven, creative, high potential students from across Canada through a world leading, technology-enabled work-integrated learning experience?

Do you work with a post-secondary institution seeking to provide unique and inclusive work-integrated learning experiences to help students transition to the workplace of the future more successfully?

Wavemakers wants to hear from YOU.

 wavemakers.network

 [/company/wavemakersnetwork/mycompany/](https://www.linkedin.com/company/wavemakersnetwork/mycompany/)

 [bewavemakers/](https://www.instagram.com/bewavemakers/)

 [BeWavemakers](https://twitter.com/BeWavemakers)

 wavemakers.network/en/contact



Thank you to our Partners

We wouldn't be where we are without our...

Employer, Mentor, and Speaker Partners



Student Serving Partners



Supporting Partners



Representation and support from Post-Secondary Partners



Canada

Wavemakers is supported by the Government of Canada through the Innovative Work-Integrated Learning Program.