



CEWIL National Co-op & WIL Month Toolkit



We have created a toolkit to help you spread the word about National Co-op & Work Integrated Learning month to your student population and other stakeholders. Feel free to use the content provided, or if you're feeling creative, use this as a guide to help create your own messaging that best suits your brand and engagement strategies.

WHO IS CEWIL?

Co-operative Education and Work-Integrated Learning Canada (CEWIL Canada) is the leading organization for work-integrated learning in Canada.

CEWIL partners with post-secondary institutions, community members, employers, government, and students to champion work-integrated learning (WIL). WIL is a model and process of experiential education which formally and intentionally integrates a student's academic studies with learning in a workplace or practice setting. WIL experiences normally include an engaged partnership between an academic institution, a host organization/employer, and a student. WIL occurs at the course or program level and includes the development of learning outcomes related to employability, personal agency, and life-long learning.

WHAT IS NATIONAL CO-OP AND WIL MONTH?

Each year, CEWIL celebrates the successes and promotes awareness of co-op and work-integrated learning programs across Canada. From **March 1 until March 31**, we will be sharing stories, events across the country, best practices, tools, partner information, and much more. Please join us in using **#innovativeWIL** throughout the month as we continue to build the capacity for work-integrated learning opportunities in Canada!

NEW THIS YEAR! NATIONAL DAY OF WIL!

Each year, on the 4th Wednesday of March, CEWIL is pleased to celebrate the National Day of WIL! This year the National Day of WIL will be on March 24th, 2021. We encourage you to engage your students, employers, colleagues, and partners to help us celebrate this inaugural National Day of WIL. Please join us on social media using **#innovativeWIL** and sharing stories of WIL across Canada!

HOW CAN I GET INVOLVED?

Members, Partners and Schools are encouraged to get involved with **WIL Month!** Some things you might want to do include:

- Host a virtual event
 - Employer, industry and community events
 - Resume workshops
 - Lunch and learns
 - Student recognition and celebration events
 - Mentorship opportunities, which can be facilitated through Ten Thousand Coffees or other networking platforms.
 - Webinars
 - Photo contests
- Tell personal stories on social media

- Student stories
- Employer highlights
- Event highlights
- Post a video(s)
- Share/post graphics - check out the templates below!
- Share social media content - stay tuned for more social media posts coming soon from CEWIL, and don't forget to like, comment, and share!

Make sure to tag us and use associated hashtags!

IMPORTANT LINKS

Website: <https://www.cewilcanada.ca/>

Facebook: <https://www.facebook.com/CEWILCanada/>

LinkedIn: <https://www.linkedin.com/company/cewil>

Instagram: <https://www.instagram.com/cewilcanada/?hl=en>

Twitter: <https://twitter.com/cewilcanada?lang=en>

HASHTAGS AND LOGOS

#innovativeWIL, #CEWIL2021, #CEWIL, #WILMonth



CONTACT INFORMATION

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MARKETING ASSETS

[DOWNLOAD THE MARKETING ASSETS HERE](#)

Social Media Graphic

Let Everyone Know You're Celebrating the National Day of WIL on March 24, 2021



Photo Frames

Insert your photos and stories into these themed frames.



[Click here](#) to access more frames for the various types of WIL.

Twitter Banners

1500x500 pixels - upload as your Twitter Banner photo.



Email Signature (with example)

Add to your email signature to show your involvement and spread the word. Tip: hyperlink the image using <https://bit.ly/36nMIGN>



Bingo

Add the Bingo image to your Instagram story for students to repost and play!



#innovativeWIL

BINGO

Joined a virtual happy hour	Worked in your pajamas	Had mic on mute during a call	Had your pet Zoom bomb	Attended a CEWIL Webinar
Learned or practiced a new skill	Been on Zoom all day	Utilized a to-do list / task manager	Took a break to get fresh air	Established work-life balance
Took a break from technology	Made a WFH playlist	FREE SPACE	Received a food or grocery delivery	Decluttered your work space
Had a Zoom interview	Ordered Uber Eats for lunch	Worked with a peer over Zoom	Binged a new Netflix show	Worked from the couch
Baked banana bread	Received an Amazon delivery	Turned kitchen table into a desk	Had internet issues	Did a virtual workout

Sample Tweets

We are celebrating everything work-integrated learning and you're invited to join us. Here are some stories from our students. [\[insert link from school's website\]](#) #innovativeWIL

Thinking about getting some work experience while attending college or university? Here's what students from across Canada have to say. #innovativeWIL

<https://cewilcanada.ca/CEWIL/Resources/Students/Student-Resources.aspx>

WIL = Work Integrated Learning. WIL can take many forms while integrating a student's academic studies with learning in a workplace or practice setting. #CEWIL is Canada's national association of WIL institutions and partners. #innovativeWIL #iWIL

<https://cewilcanada.ca/CEWIL/About%20Us/Work-Integrated-Learning/CEWIL/About-Us/Work-Integrated-Learning.aspx?hkey=ed772be2-00d0-46cd-a5b8-873000a18b41>

Thinking about hiring a student this summer? We have the tools to get you started.

#innovativeWIL #iWIL

<https://cewilcanada.ca/CEWIL/Resources/Students/Student-Resources.aspx>

Students from across Canada continue to participate in #innovativeWIL experiences in spite of COVID-19. We have some tools to help you onboard a student remotely.

<https://cewilcanada.ca/CEWIL/Updates-and-Events/COVID-Resources/COVID-19-Resources.aspx?WebsiteKey=70188082-f13b-461c-8c8d-74e0e6c01c18>