

Evaluation of the Impact of ChatterHigh

June 2018

Context

ChatterHigh

- ChatterHigh is an online edu-game/quiz site that links students to career-training related websites, allowing them to research and explore higher education and career options. Objectives of ChatterHigh include the following:
 - Raise student awareness of and exposure to relevant information on post-secondary education (PSE), labour market opportunities, health/wellness and financial literacy, and student engagement in school and career planning.
 - Minimize the burden on educators and maximize the motivation of students in regards to learning about labour market information.
- The Department of Post-secondary Education, Training and Labour, in partnership with the Department of Education and Early Childhood Development, has participated in two provincial ChatterHigh competitions.
 - The 2016-17 competition included 71 schools with over 4,400 students and 130 parents involved as active users of ChatterHigh.
 - The 2017-18 competition included 70 schools with over 3,300 students and 130 parents involved as active users of ChatterHigh.
 - Despite lower participation figures in the second academic year, the number of engagements per participant increased substantially, indicating greater success in engaging youth.
 - The last two years of competitions resulted in nearly 300,000 clicks on websites related to the labour market, post-secondary education, career planning, financial and health literacy.

Impact Study

- In May 2018, the Canadian Career Development Foundation (CCDF) was commissioned to produce a report on the impact that ChatterHigh had on New Brunswick youth.
- High school students and teachers were surveyed regarding the perceived impact of ChatterHigh through tailored online surveys that were developed for each of the two target audiences. A total of 279 students and 91 teachers answered the survey.

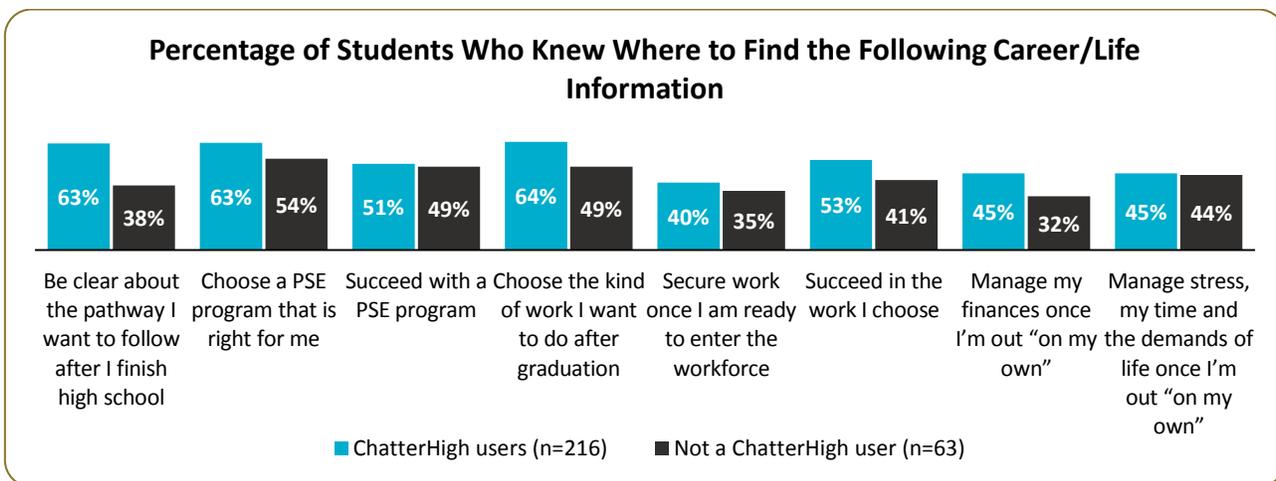
Highlights from Impact Study

- In general, both students and teachers seemed to respond positively to their experiences with ChatterHigh; 76% of students and 87% of teachers reported that they would recommend ChatterHigh to others.
- Both students and teachers found the career information and the ability to conduct research the most useful aspects of ChatterHigh.

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- 75%+ of students reported that ChatterHigh was:
 - Fun;
 - Made them feel more hopeful, motivated and engaged in regards to their future;
 - Increased their awareness of options for PSE/careers;
 - Helped them become more aware of the realities and requirements of various PSE/career options; and
 - Made them think about how their own interests, skills, strengths and personality fit into possible PSE/career options.
- Approximately 90% of teachers reported that ChatterHigh:
 - Increased students' awareness of options for PSE/careers;
 - Helped their students to be more aware of the realities and requirements of various PSE/career options; and
 - Helped their students to see the linkage between what they're learning in high school and how that will prepare them for their career.
- Compared to non-users, users of ChatterHigh were significantly more likely to know where to find the information they need in order to:
 - Be clear about the pathway they want to pursue after they finish high school;
 - Choose the kind of work they want to do after graduation; and
 - Manage their finances once they are living independently.



- Just over half of student respondents said that ChatterHigh made them more likely to consider career opportunities in New Brunswick and 55% indicated that it made them more likely to consider post-secondary programs in New Brunswick.
- Similarly, 80% of teachers reported that ChatterHigh had a positive impact on students' perceptions of post-secondary options in New Brunswick and 73.3% said that it had a positive impact on students' perceptions of career opportunities in the province.