

Innovative WIL:

A Case Study of Social Science, Humanities, and Arts Students in the Tech Sector

This case study details an efficient model of connecting tech sector employers to Social Science, Humanities, and Arts students through curricular work-integrated learning (WIL). Western University and TechAlliance of Southwestern Ontario worked together to implement an industry projects model in 8 courses at Western.

Challenges

Students in the Social Sciences, Humanities, and Arts (SSHA) are significantly underrepresented in WIL, compared to other fields of study. They are also an untapped talent market for the growing technology sector, which is often overlooked by liberal arts students as a career option.

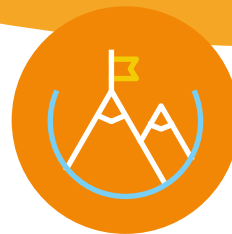
WIL Solutions



Industry projects: course-based, involving students working to solve a specific organizational challenge submitted by an employer. Projects are relevant to their course and achievable within 2–10 weeks.



Students meet with the employer at three points: initial kickoff, mid-point check-in, and final showcase.



1067 SSHA students from **8** courses have been connected to **16** local employers in London's tech sector so far, resulting in over **2,000** unique WIL experiences and counting.

Impact

- Employers get access to a low-cost, flexible option for engaging student talent and building their brand on campus at a lower time commitment than traditional placements.
- Businesses can access young talent with skillsets and ideas unique to SSHA subfields like urban geography and industrial psychology.
- With the appropriate initial set-up, this model can reach a high number of students with fewer WIL staff resources than needed for traditional placement-based opportunities.

87% of students reported a high level of satisfaction with the program, and after completing their projects

88% reported that they were optimistic about achieving success in the workforce



TechAlliance did a really good job and the university did a really good job with their point person, stewarding the relationship so that when [the instructor] and I were brought in, it was really time efficient.” – EMPLOYER

Interested in setting up your own WIL program?
Connect with us at wilpartnerships@bher.ca

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