

From Pilot to Practice:
Integrating AI into Co-op Career
Readiness and Job Search
Education

Presented by:

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May 26, 2026

UBC Faculty of
Management

INSTAGE

UBC Interdisciplinary Co-op Education

A permanent installation of wooden poles with carvings, set against a background of green trees and a brick building. The poles are light-colored wood and feature various carvings, including stylized human figures and abstract symbols. The background consists of lush green foliage and a brick building.

sníł̓tn

**permanent installation
by Syilx artist Les Louis**

**We acknowledge that UBC Okanagan is
situated on the ancestral, ongoing, and
unceded territory of the Syilx Okanagan Nation**

UBC Faculty of
Management

UBC Interdisciplinary Co-op Education

Who We Are

- Christine Squire, Manager Career Development & Co-op Education – *Student Services (Central)*
- Jamie Snow, Director Student Development – *Faculty of Management*


Our Experience Adapting the InStage Platform for Campus Central Co-op and BCom Curriculum



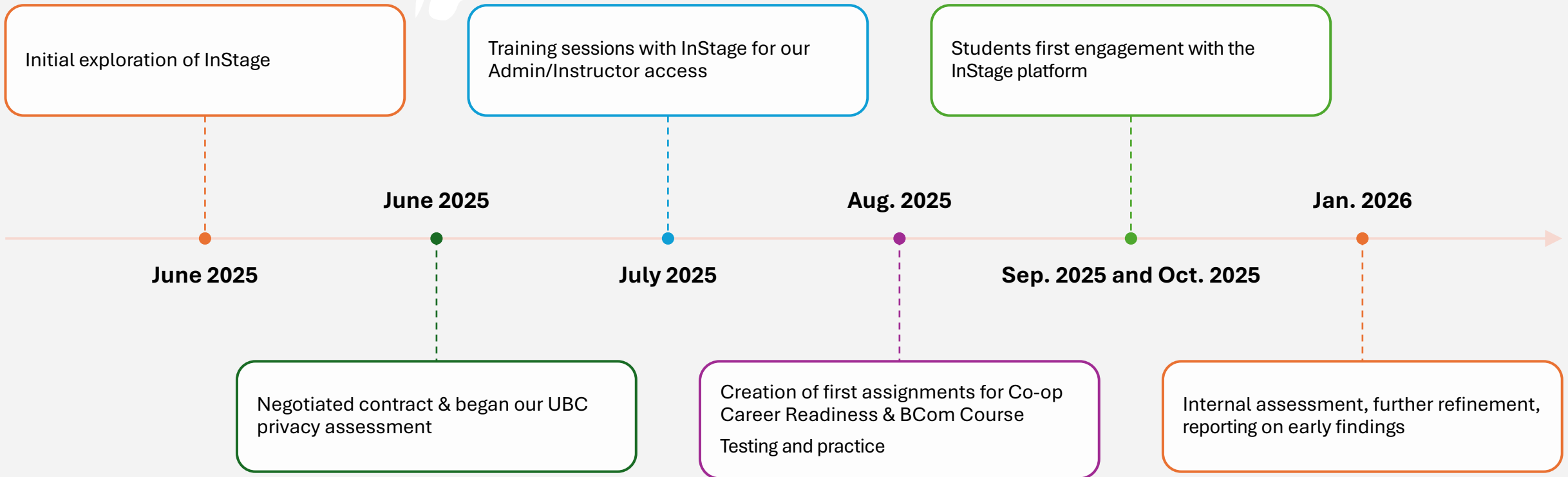
Why pursue an AI platform like InStage?

How do we provide applied career & job search learning and engage effective reflective practice for students while keeping personalization and accessibility?

Needs:

- Increase scalable job search mock practice & review feedback
 - Make mandatory reflective learning during the co-op job search
 - Reduce barriers (access to practitioners outside business hours)
- 

Implementation Timeline



Where We Integrated InStage

Reflection during co-op career readiness and job search periods

- Guided reflection activities connected to co-op program learning outcomes
- Encouraged students to identify strengths, gaps, and professional growth areas
- Supported development of career self-awareness and reinforced communication confidence
- Connected experiential learning to future career planning

Resume and Cover Letters – both BCom and Co-op

- Resume and cover letter tailoring aligned to specific job postings
- ATS-aware resume development and keyword optimization discussions
- Development of stronger articulation of transferable skills
- Practice adapting application materials for different industries and roles

Where We Integrated InStage

Interview Preparation & Practice

- Mock interviews simulating realistic employer interactions
- Repeated low-stakes practice opportunities to build confidence and reduce interview anxiety
- Structured feedback on communication, clarity, and professional responses
- Integration of behavioural interview frameworks such as STAR responses
- Opportunities for self-assessment and iterative improvement

InStage Student Engagement September 2025 – May 2026

- **808** unique student accounts (licenses)
- **2,409** mock interview sessions completed
- **1,988** résumés analyzed
- **829** job search sessions completed

In Context:

- **3,136** hours or a total of **6,272** - 30 min one-to-one coaching appointments
 - Interview prep, resume & cover letter review, and job search support

The InStage Platform

Hello there 🙌

Assignments You're Enrolled In

Assignment	Unsubmitted	Next Due	Progress
COMM_O 202 T1 Mock Interview Assignment	0	—	●●
COMM_O 202 T1: Resume and Cover Letter	1	—	●●

[View all assignments](#)

Self-Serve

[📝 Reflection](#) [📁 Mock Interview](#) [🔍 Job Search](#)

[📄 Resume Assist](#)

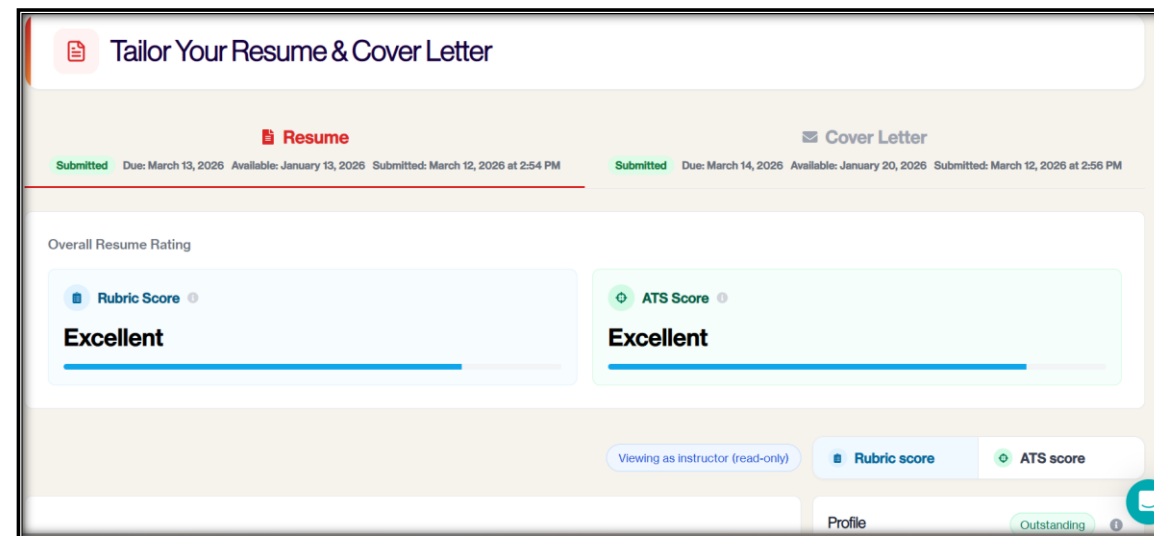
Recent Call Summaries

[COMM_O 202 T1 Mock Interview Assignment](#)
COMM_O 202 Career Fundamentals

InStage – Resume Assist

Once a student runs the resume assist using a job posting of their choosing, InStage produces feedback in two categories

- Rubric Rating
- ATS Score



← Back

Tailor Your Resume & Cover Letter

Submitted Due: March 13, 2026 Available: January 13, 2026

Resume

Cover Letter

Due: January 20, 2026 Submitted: March 12, 2026 at 2:00 PM

Overall Resume Rating

Rubric Score

Excellent

ATS Score

Excellent

RubricScore

The **Rubric Score** evaluates the quality and completeness of your resume content on a 0–4 scale across each section (e.g., Summary, Experience, Education, Skills).

Each section is rated using a structured rubric with five tiers: **Missing**, **Unsatisfactory**, **Good**, **Excellent**, and **Outstanding**. The overall rubric score is the average across all sections.

This score focuses on *what* you wrote – clarity, relevance, impact, and depth of your content – regardless of a specific job posting.

AI Feedback – Resume Assist

← Back



Tailor Your Resume &

Resume

Submitted Due: March 13, 2026 Available: January 13, 2026

Cover Letter

Due: January 20, 2026 Submitted: March 12, 2026 at 2:5

Overall Resume Rating

Rubric Score ⓘ

Excellent

Excellent

ATSScore

The **ATS Score** measures how well your resume is optimized for Applicant Tracking Systems – the software most employers use to filter and rank applications before a human ever reads them.

It evaluates three areas: **Role Match** (how well your content aligns with the target job description), **Searchability** (whether you include the right keywords), and **Formatting** (whether your resume structure is ATS-friendly).

This score requires a job description to compare against. It focuses on *how* your resume will perform in automated screening, not just content quality.

AI Feedback – Resume Assist

InStage – Mock Interview

INSTAGE



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Session Log

Admin Options

Student View

Support

Language

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👍 What Went Well

You consistently demonstrated enthusiasm for the role and a clear alignment between your skills and the position's requirements. For example, you articulated that you enjoy "blending technical accuracy with client service," which shows both self-awareness and role fit. You also gave a client example where your team discovered an unclaimed deduction, underscoring your attention to detail and client-focus. You showed good time-management and prioritization skills when describing juggling a group project, midterms, and a management role at a spin studio. That answer conveyed concrete actions (breaking tasks into a prioritized list) and credible results (project submitted on time; good midterm performance). Finally, you displayed adaptability in communication by describing how you integrated into a new team by adopting their shorter check-in style.

↗ Areas to Improve

You would benefit from adding more technical specificity and quantifiable details to several responses. For instance, when describing the tax scenario you resolved, naming the deduction or giving a brief example of the criteria and steps you used to validate eligibility would make the example more persuasive. In technical and recall answers, explicitly detailing the step-by-step investigative actions (e.g., which documents you checked, reconciliation steps, and how you escalated or documented findings) will better demonstrate technical competence. Also, use the STAR structure more explicitly in behavioral answers: name the Situation, Task, Actions, and Results clearly and, where possible, quantify outcomes (e.g., dollars saved, percentage improvement, turnaround time). For closing and resume-related questions, tie examples directly to measurable impact or leadership responsibilities to strengthen credibility.

🏃 Speaking Pace

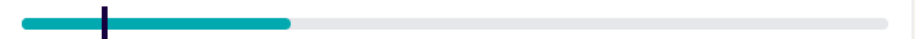
141 wpm



Excellent

🗨 Filler Words Used

1.9%



um	uh	like
0	0	0
so	really	you know
9	7	0

💬 Noteworthy Comments

- "I think the most important insight I gained is just how much I enjoy blending technical accuracy with client service."
- "I see this coop as a fantastic foundation. It'll give me hands on experience with real tax compliance scenarios and financial reporting tasks. And I'll get to apply what I've learned in the classroom,"



InStage - Mock Interview

Aggregate Summary: Mock Interview Assignment COMM 202 2025/26 WT2

[Edit](#)[Download Report](#)

Screening Interview

4/13/2026

✓ Completed

Middle Interview 1

4/13/2026

✓ Completed

Final Interview

4/13/2026

✓ Completed

✓ Session Completion Rate ⓘ

100.00%

👤 Enrolled Students ⓘ

121

☰ Student Table

[View Assigned Students →](#)

🚀 Strengths and Improvements

What Went Well

Across the interviews, participants most consistently demonstrate strong motivation and values alignment with their target roles and organizations. Many articulate clear, researched reasons for their interest – connecting personal backgrounds, academic focus, and prior work to specific industries such as finance, audit, hospitality, technology, real estate, and community-focused work. A large proportion show well-developed interpersonal strengths: they emphasize customer or client experience, relationship-building, collaboration, and openness to feedback, and often provide at least one concrete scenario where they stayed calm under pressure, contributed to a team outcome, or generated measurable impact (e.g., increased sales or engagement). In addition, a significant number highlight strong academic performance and relevant technical or analytical skills – such as comfort with Excel, financial statements.



Instructors Dashboard

What we have learned



Future curriculum design for Co-op and Business Education programming

Aggregate Resume Assist



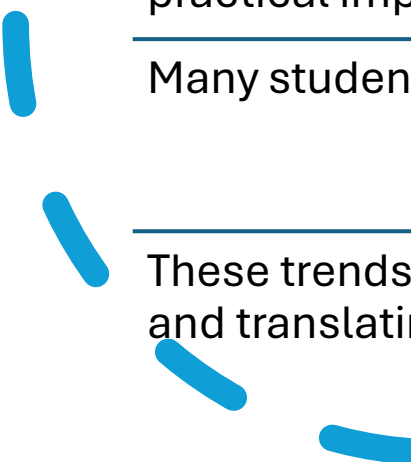
Students are building strong foundations across education, experience, projects, and skills, but many would benefit from making their applications more targeted, specific, and outcome-focused.

Students are also beginning to include LinkedIn, portfolio, and GitHub links, which points to growing awareness of digital professional presence.

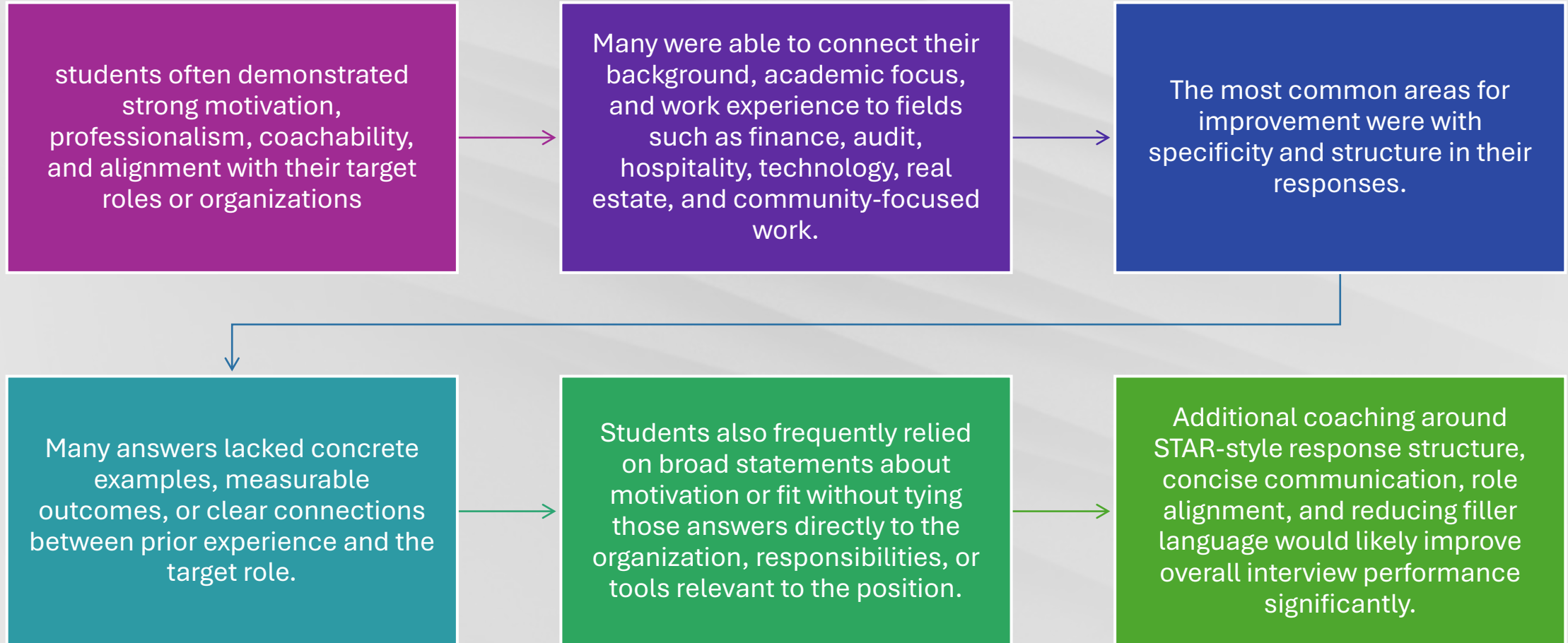
The most common issues were resumes being too generic, weak or missing accomplishment-based bullet points, poor tailoring to target roles, and underdeveloped project descriptions that did not clearly explain practical impact or technical contribution.

Many students also struggled with prioritizing and organizing technical and professional skills effectively.

These trends suggest an opportunity for additional coaching around measurable outcomes, role targeting, and translating academic work into employer-facing language.

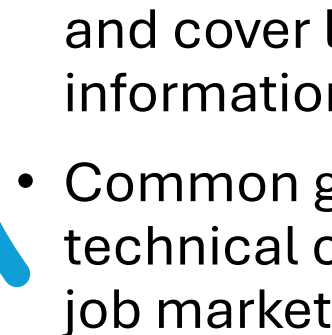


Aggregate Interview Feedback





Aggregate Job Search (Reflective calls)

- Across over 170 students, majors span commerce (finance, marketing, management), computer science (software development, AI, data science), natural sciences (biology, chemistry, environmental science), and creative fields (arts, media). They aim to secure internships and co-op placements in their target industries - technology, finance, research labs, environmental consulting, and creative roles - while honing practical skills and gaining hands-on experience.
 - Most students commit to sending multiple applications weekly, tailoring resumes and cover letters for each opportunity, and leveraging networking events or informational interviews to build professional connections.
 - Common goals include developing strong communication and interview skills, technical competencies, and professional confidence in navigating the competitive job market.
- 

AI and Career Education

Things to consider

Positioning AI as a coaching and practice tool rather than a replacement for student thinking

Encouraging students to critically evaluate AI-generated content for authenticity and personal voice

Balancing technology use with human coaching, feedback, and advisor support

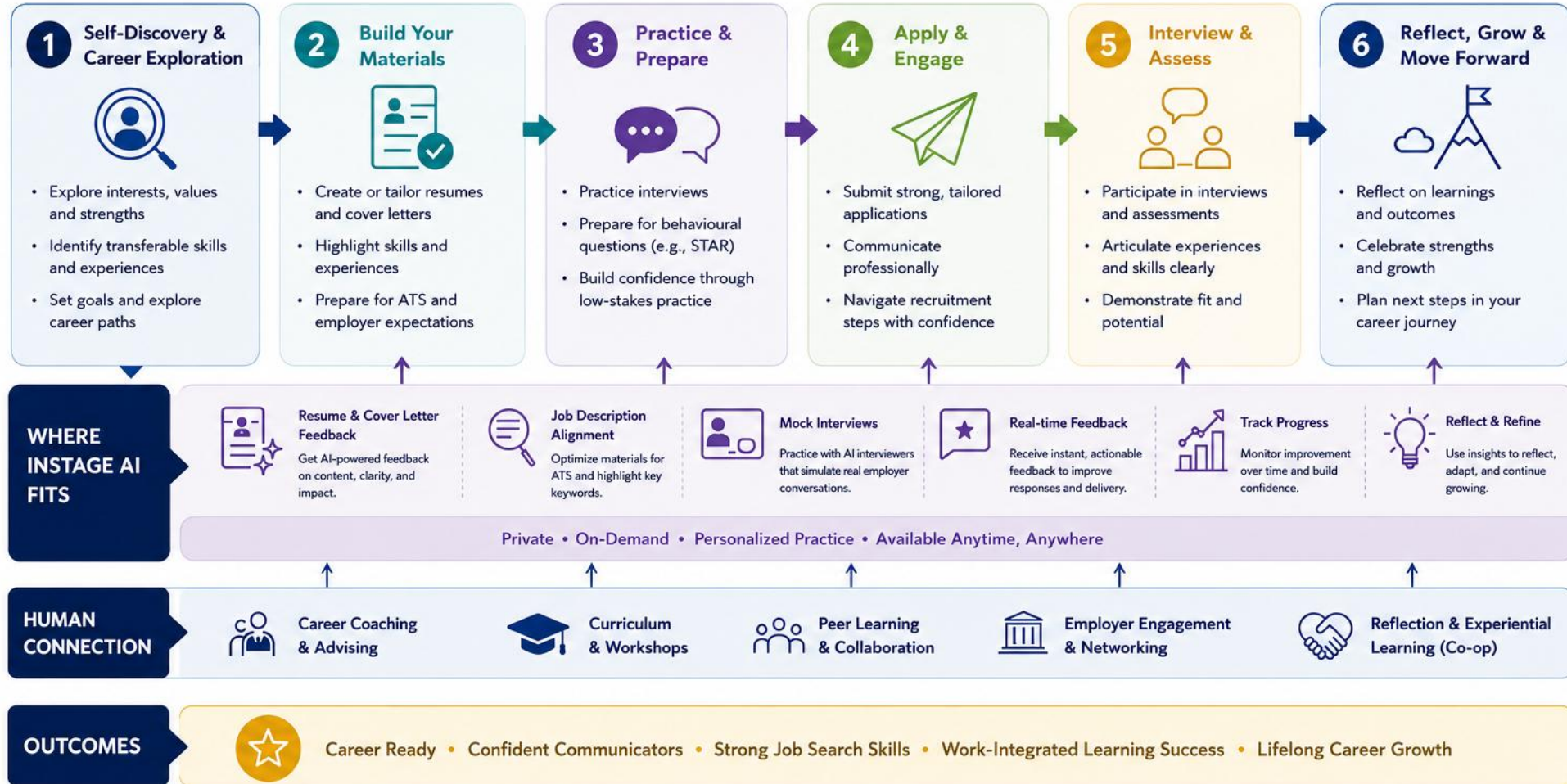
Focusing on helping students develop adaptability for an AI-integrated workforce

Alternatives - some students were uncomfortable using AI and sharing personal thoughts

The Student Journey: Where InStage AI Fits

AI-powered practice. Human connection. Career confidence.

InStage AI is integrated throughout our Co-op Career Readiness Curriculum and the COMM 202 course as part of the Commerce Degree.



InStage AI enhances practice. You bring the potential. Together, we build career ready graduates.

Thank you



COMM 202 – End of Term Student Feedback

Ranking 67 votes

Poll settings

Rank the following course topics and assignments based on how valuable you found them.



+ Add option

Resume Review - Student Testimonials

"One takeaway I have from this process is that **I need to spend more time analyzing what skills I need for the job** and I need to have a greater focus on statistics that show how I contributed in ways that will be needed at the job. Further this process has shown me **how many skills I sometimes miss that I should have been adding to my resume** which resulted in my resume being overlooked. So, for future professional applications I will be using InStage every time I need to hand in a resume and cover letter. **Further I will see what skills are needed for the specific job type that I am looking for and see how I can improve my skills to align with those jobs in the future.**"

COMM_O 202 Student Feedback

"The most useful aspect of InStage when I created my resume and cover letter was the **format it created**, I find I struggle to format my resume in a clean professional way that highlights what I want to stand out."

COMM_O 202 Student Feedback

- "Overall, I found InStage to be a very useful tool throughout the process of writing my Resume and Cover Letter. I really took advantage of the feedback component and tried to implement the keywords and adjustments that InStage suggested. It is such a **great tool when trying to best align your Resume and Cover Letter to the job posting you are applying for**, and I found the platform had great insights on what makes an application stand out. That being said, I also think it is important to recognize that InStage is an AI tool, and while it is very useful, I found that its **writing sounded impersonal and super 'wordy' for a job application**. In my opinion, what makes my writing stand out from my peers is the fact that it is authentic, creative, and detailed, which is hard to replicate using an AI tool."

Co-op Student Feedback – Career Readiness

Mock Interview - Student Testimonials

- "The flow of the interactions was very smooth, and the comments on my response were accurate, which **made the mock interview as realistic as possible**. I love how it gave me slightly different questions on every attempt, and how it understood my experience from my resume and incorporated the knowledge into the interview. I also liked how I was able to see the transcript as I went through the interview and afterward, which allowed me to review the questions and my response to analyze them."

- *COMM_O 202 Student Feedback*

"As I completed the interview multiple times and incorporated the feedback, the examples and **STAR statements** I used became established and easier to talk about it each time. Deciding what experience to focus on beforehand also helped improve my score. In addition, I checked my speaking pace each time so that my body became familiar with the ideal pace and accustomed to maintaining a consistent speed when speaking. I also became conscious of avoiding filler words I tend to rely on, such as "so" and "uh."

- *COMM_O 202 Student Feedback*

"The feedback from InStage was especially helpful because it **highlighted areas I hadn't fully recognized as weaknesses**. The biggest point was that my answers were often fragmented and needed a clearer structure. They recommended using the **STAR method** which I think I forgot in the moment. I knew about STAR, but I didn't realize how much I drifted away from it when answering under pressure."

- *COMM_O 202 Student Feedback*