

MEDIA RELEASE

FOR IMMEDIATE RELEASE

SIAST expands Business co-op education

Business Marketing students can now earn while they learn

December 3, 2009 – SIAST marked another milestone today in its pursuit to create job-ready grads with the addition of a co-operative education component for the Business Marketing diploma program.

SIAST's Business and Entrepreneurial Studies division conducted a needs assessment last year in which a number of potential employers were polled about the need and value of offering the co-op option to SIAST Business Marketing students. "The support from our employers was so overwhelming that we added the co-op option for the next available group of students," says Dan MacKay, dean of SIAST Business and Entrepreneurial Studies. The co-op option is available for second-year Marketing students starting in the 2010/11 academic year.

Co-operative education is available for a variety of SIAST Business and Engineering Technology programs and consists of a three-way partnership between students, SIAST and employers in business, industry and government. Co-operative education integrates classroom theory with related work experience by alternating the academic terms with paid work terms. Work terms and academic sessions are typically full-time and all students receive a salary while on a work term. Co-op work terms are courses for which students pay tuition and receive academic credit. Upon successful completion of the program criteria, the student will graduate with a Co-operative Education designation.

"The co-op option is a great way for students to see the practical applications of the concepts developed in the classroom," says MacKay. "Co-ops can also help students obtain a better understanding of careers in their chosen fields and develop a network of employer contacts. The competitive salaries paid help students with the costs of education."

MacKay adds, "Employers benefit from hiring a co-op student by filling short-term staffing needs, evaluating candidates for future permanent employment, and contributing to the important task of training the future workforce."

SIAST is Saskatchewan's primary public institution for post-secondary technical education and skills training, recognized nationally and internationally for its expertise and innovation. More than 13,000 students are registered in SIAST programs, which touch every sector of the economy; additionally, the organization draws almost 32,000 individual course registrations. It operates campuses in Moose Jaw, Prince Albert, Regina and Saskatoon, and provides a number of courses and programs through distance education.

SIAST offers a wide range of programs in the business field including nine full-time diploma and certificate programs. Many of SIAST's Business courses are recognized transfer credits at universities and colleges across Canada.

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Information about SIAST can be found at www.goSIAST.com.

SIAS programs with co-operative education components

Business

Business Accountancy *optional*

Business Human Resources *optional*

Business Information Systems

Business Marketing *optional*

Engineering Technology

Architectural and Building Technologies

Architectural and Interior Technologies

Civil Engineering Technology

Computer Aided Design and Drafting Technology

Computer Engineering Technology

Electrical Engineering Technology

Electronics Engineering Technology

Environmental Engineering Technology

Geomatics Technology

Instrumentation Engineering Technology

Water Resources Engineering Technology