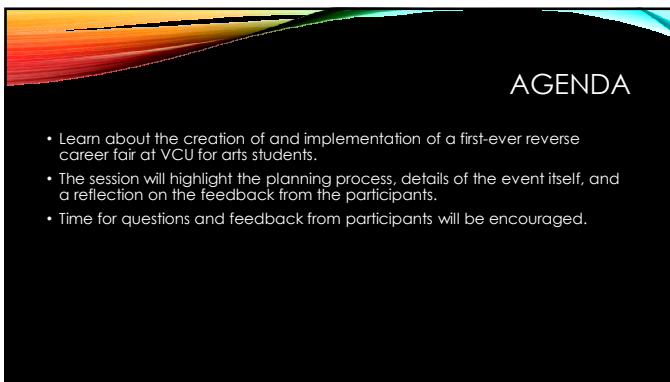


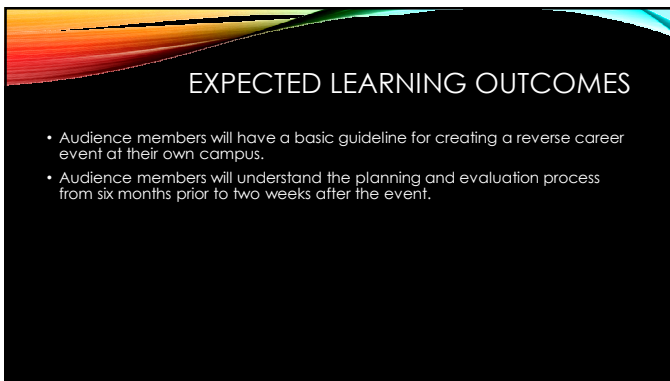
PORTFOLIO EXCHANGE: THE NEW CAREER EVENT

Presented by Joslyn Bedell, Interim Director of VCU Career Services
Jeanette Hickl, Assistant Director of Career and Industry Advising



AGENDA

- Learn about the creation of and implementation of a first-ever reverse career fair at VCU for arts students.
- The session will highlight the planning process, details of the event itself, and a reflection on the feedback from the participants.
- Time for questions and feedback from participants will be encouraged.



EXPECTED LEARNING OUTCOMES

- Audience members will have a basic guideline for creating a reverse career event at their own campus.
- Audience members will understand the planning and evaluation process from six months prior to two weeks after the event.


ARE CAREER FAIRS AS WE KNOW THEM DEAD?
WE THOUGHT SO



CAREER
DEPOT *exchange*
2ND FLOOR 12:00 TO 2:00
4-3-2015

IN A TWIST ON THE TRADITIONAL CAREER FAIR...

- VCUarts students were invited to host a "booth" of their professional work and portfolio
- We invited guests who reviewed and critiqued the students' work
- We also invited guests to network for potential intern and professional hiring needs.




WHY CREATE A REVERSE FAIR?



WHY WAS THIS EVENT CREATED?

- Attendance for VCUarts students was low over the last two years at all of our career events.
 - Data
 - Data
 - Data
- We had seen other successful models being used.
 - Reverse Internship Fairs
 - Other events

LEARNING OUTCOMES, AUDIENCE, AND DETAILS

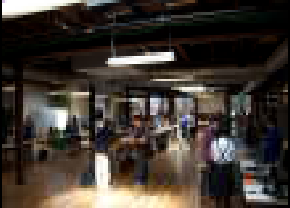


STUDENT LEARNING OUTCOMES

- By the end of the event, at least 90% of the student participants will be equipped to engage in professional networking conversations with industry professionals.
- At least 90% of the student participants will connect with at least one industry professional to follow-up with after the event.

THE TARGETS

- This was a PILOT YEAR.
 - STUDENTS:
 - 45 sophomores, juniors, and seniors
 - ALUMNI/EMPLOYERS:
 - 34 representatives
 - 17 organizations.




THE LOGISTICS

- DATE: Hosted on a Friday
 - VCUarts students have less class obligations
- VENUE: The Depot
 - New arts building on campus
- TIME: noon to 2 PM
 - Lunch provided for alumni/employers




THE PLANNING

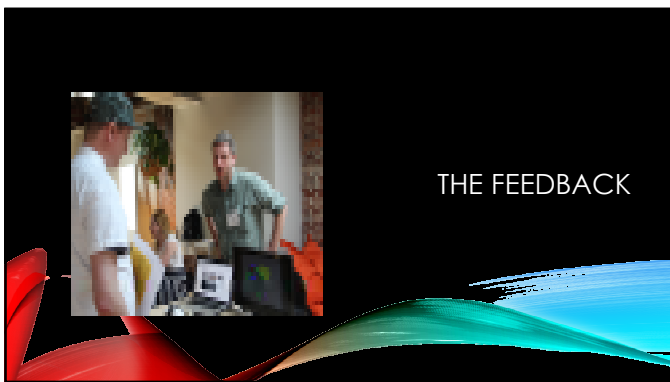
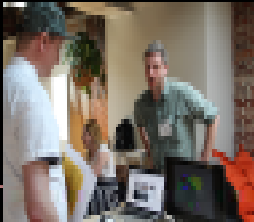
- 6 months out
 - Event Date Selection & Space Reservation
- 2 months out
 - Employer/Organization/Alumni Invitation
 - Student Invitation
- 1 month out
 - Reminders / Touch-Base



THE PREPARATION

- 1 month out
 - Student Prep Workshop
 - One on one meetings
- We asked to act as those they were a vendor at an event.
- We challenged them to think about the following questions:
 - What story are you trying to tell?
 - What are you looking to do with this portfolio?
 - Who is your audience?
 - What is your employer/audience looking for?
 - What is unique/special about you or your work that you want included?



THE FEEDBACK

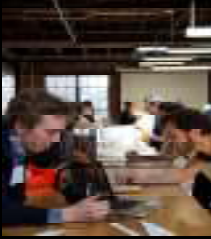


FEEDBACK FROM ALUMNI/EMPLOYERS

- "Thank you so much for including us, my team and I have already reached out to many of this class and will be requesting interviews in the coming weeks. Looking forward to seeing what next year brings."
- "Thanks to the efforts of Jody Symula, Jeanette Hickl and Joslyn Bedell from Career Services, VCUarts presented itself as a sleek and sophisticated machine to industry guests from Capital One, Carmax, University Relations, and many others. The quantity of talented students who were polished and ready to go left a great impression, and I heard a lot of positive chatter from the other prospective employers circulating."
- "This was an extremely awesome event and we'd love to participate again."

FEEDBACK FROM STUDENTS

- Student survey showed **87%** of students surveyed were able to articulate the value of your experiences to the employers present at the event with consideration for their needs.



- Student survey showed **100%** of students surveyed were able to connect with one or more industry professional to follow-up with after the event.

SUGGESTIONS AND GROWTH FOR THE FUTURE

- Future Event Growth Areas
 - Offer two days
 - Expand to other majors
- Larger Outreach Efforts
 - Catapult Series
 - Arts Career Development Online Course



QUESTIONS?
