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A Career Engagement Model That Rapidly Increases Success!

This model is based on the top 5 mistakes that career representatives make when developing programs and coaching students. These top 5 mistakes are:

- 1) They do not have a _____ career development/internship program or _____.

 - a) Your program should have a mission, goals, and tracking _____.
 - b) One of the best ways to start a program is by beginning with a focused group of students as a _____. The number can be small or large.
 - c) You must try _____ approaches and strategies.

Resource: University of California, Santa Barbara 2013-2016 Career Services Strategic Plan (Google)

- 2) They do not know how to _____ millennial students and garner their buy-in.

 - a) Focus on the _____ student by realizing that many of them are dealing with real life issues.
 - b) Work to transform their mindset by helping them realize that career development is as important as academic success.
 - c) Change their perspective from a "student" to a _____.
 - d) They don't want to be just another "transaction". This generation wants a genuine _____.
 - e) They want to have access to you. So be available. Respond in real time as best you can.
 - f) Millennials care more about what their friends say and social acceptance than what you say as a career services professional. This is called _____.

g) Inspire and give them hope through success stories. Track your students and build a success stories database so these students can become _____ for your office.

Resource: Responding to the Expectations of the Millennial Student (Google)

3) They are unmotivated and borderline burnt-out.

a) You can't inspire if you aren't _____.

b) Stress management is important. You must effectively embrace stress management techniques.

c) Never neglect your own personal and professional development.

d) Worklife balance is key. Don't take your work problems home with you.

Resource: <http://www.stressstop.com/> (free stress test and tips)

4) They don't know how to build strategic internal and external university partnerships.

a) Build your programs and goals based on your university's _____.

b) Establish strategic relationships with key individuals across departments and organizations.

c) Build relationships with and leverage key individuals in the business and higher education industry who could add value to your mission, objectives, and goals.

Resource: A Structured Approach to Effective Partnering: Lessons Learned From Public and Private Sector Leaders (Google)

5) They fail at successfully engaging employers to ensure students are gaining real world career skills.

a) You must ensure that your students are getting practical experience and are not being underutilized or taken advantage of as an intern.

b) CEIA member, Sarah Burrows from Lasell College, stated that conducting _____ visits is a technique she uses and these visits have been extremely beneficial for both parties.

Resource: Starting and Maintaining a Quality Internship Program by Michael True (Google)

Career Engagement Model

Framework:

- 1) Design a Focused
Program/Strategy
- 2) Engage Students
- 3) Stay Motivated
- 4) Build Strategic Relationships
- 5) Engage Employers

U.S. News and World Report Top Internship Offices

Bennington College (VT)

College of the Atlantic (ME)

Harrisburg University of Science and Technology (PA)

Lasell College (MA)

Sterling College (KS)

Wagner College (NY)

Wells College (NY)

Wheels College (MA)

Husson University (ME)

Indiana Wesleyan University (IN)

My Career Services Assessment

1) My office needs to develop a focused career services or internship program/strategy.

1	2	3	4	5
Not at all		Somewhat		Absolutely

2) We need to do a better job connecting with and engaging students.

1	2	3	4	5
Not at all		Somewhat		Absolutely

3) I need to re-charge and boost my personal motivation in the workplace.

1	2	3	4	5
Not at all		Somewhat		Absolutely

4) My office needs to build more defined internal and external strategic relationships.

1	2	3	4	5
Not at all		Somewhat		Absolutely

5) My office needs to do a better job with successfully engaging current and prospective employers.

1	2	3	4	5
Not at all		Somewhat		Absolutely

Next steps: If you ranked any question between a 3 and a 5, you should pick at least one of these areas and commit to focusing efforts around making the necessary improvements in your office to help reach your career placement goals and metrics at your university.

Notes: