

**Welcome**

# **2016 CEIA Academy Vail, CO**

# General Housekeeping

- Breaks
- Lunch
- Dinner at Up the Creek
  - 5:30 p.m.
  - Dress is casual (bring a jacket)
  - Individual checks
  - Indicate attendance on sign-up sheet

## Activity

# Breaking the Ice



# Introductions

- Patty Bazrod
  - Director of Employer Relations
  - Center for Career Discovery and Development
  - Georgia Institute of Technology
    - Full-service, centralized career center including three required semesters of alternating co-op
    - Enrollment: 14,000 undergraduate/7,800 graduate
  - Past President - CEIA, NACE, WACE, SoACE, ASEE - CEED Chair, PIC V Chair, ASEE Fellow
  - 34 years of experience



# Introductions

- Connie Dietz
  - Executive Director
  - Career Development Center
  - Wichita State University
    - Full-service, centralized career center including co-op and internships
    - Staff: 16
    - Enrollment: 15,000
  - Vice President – Professional Development and Past President - CEIA
  - 20 years of experience



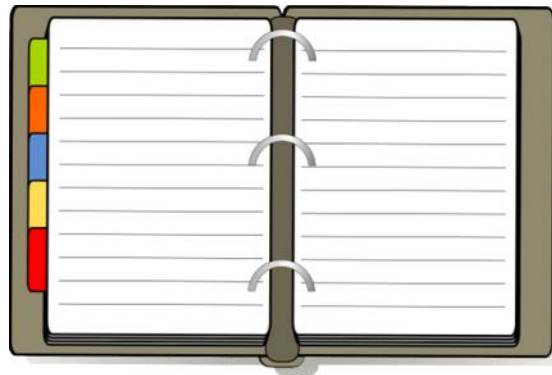
# Introductions

- Scott Maynard
  - Director
  - The Career Center
  - Mississippi State University
    - Full-service, centralized career center including co-op and internships
    - Staff: 17
    - Enrollment: 21,800
  - Have served on SoACE Board, ACCE Board and currently President-elect of CEIA
  - 27 years of experience



# Agenda for Thursday and Friday

- Thursday Morning: Focus on co-op/internship basics and students
- Thursday Afternoon: Focus on building institutional and faculty support
- Friday Morning: Focus on employer relations



# Welcome to the World of Cooperative Education and Internships



# Goals for the morning

- Understand essential components of an effective co-op and/or internship program
- Develop strategies for working with students
- Discuss examples of useful data for others
- Share best practices with each other



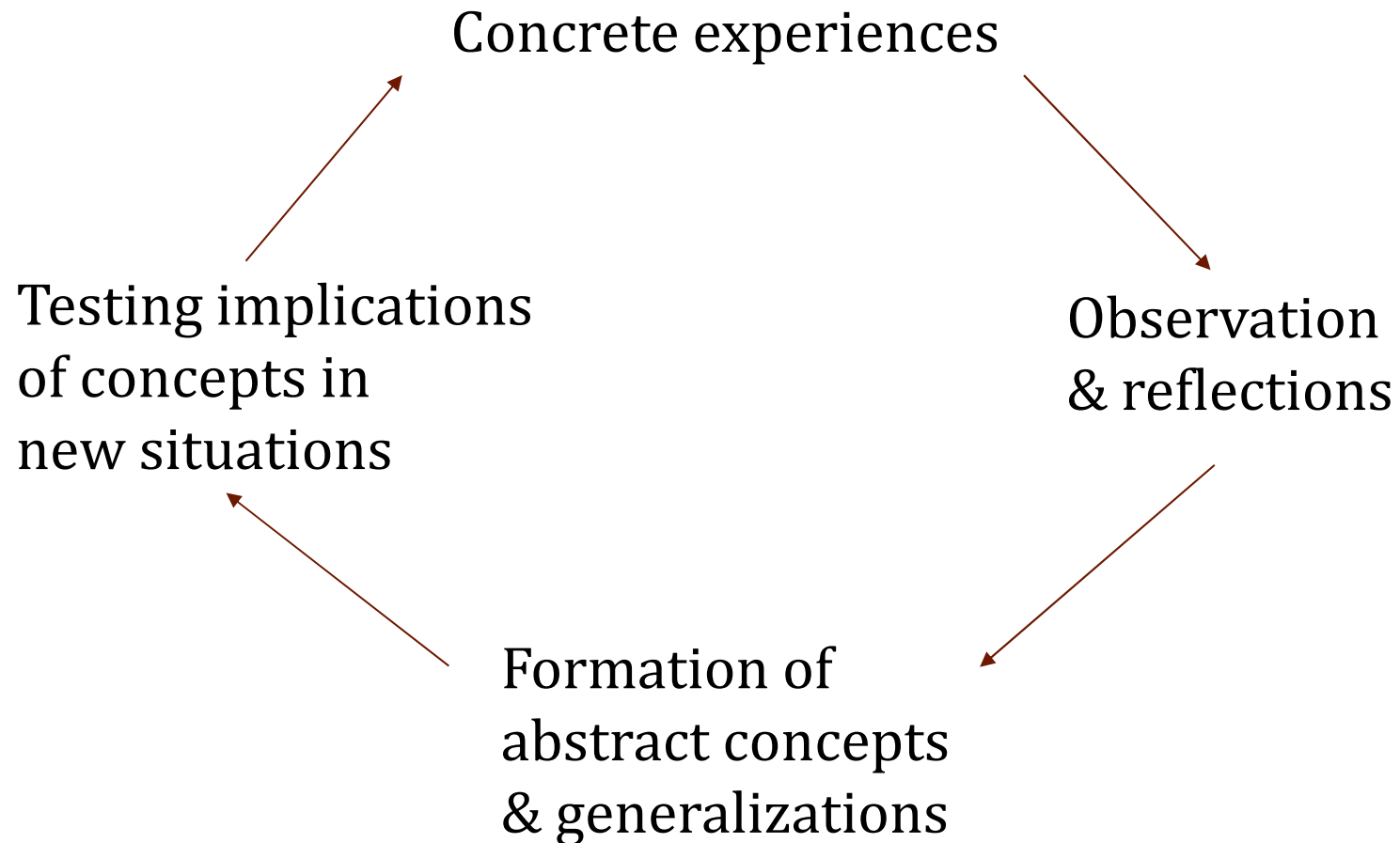
# Definitions

- Cooperative Education
  - Alternating
  - Parallel
- Internships

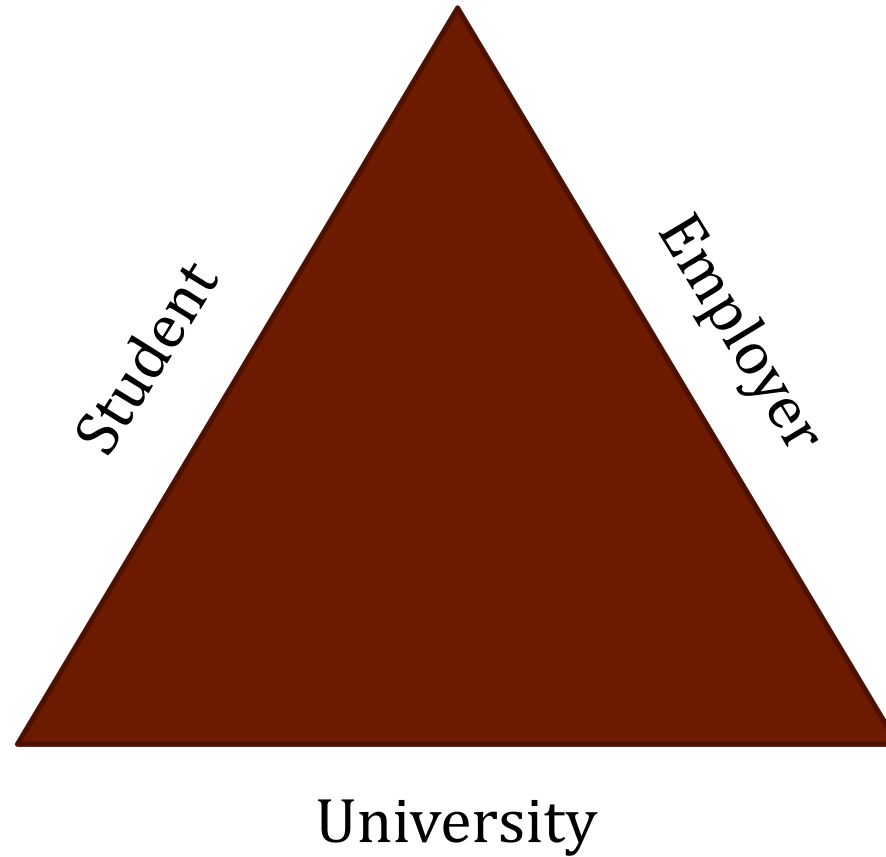


# Theory

- Based on Kolb's Experiential Learning Model

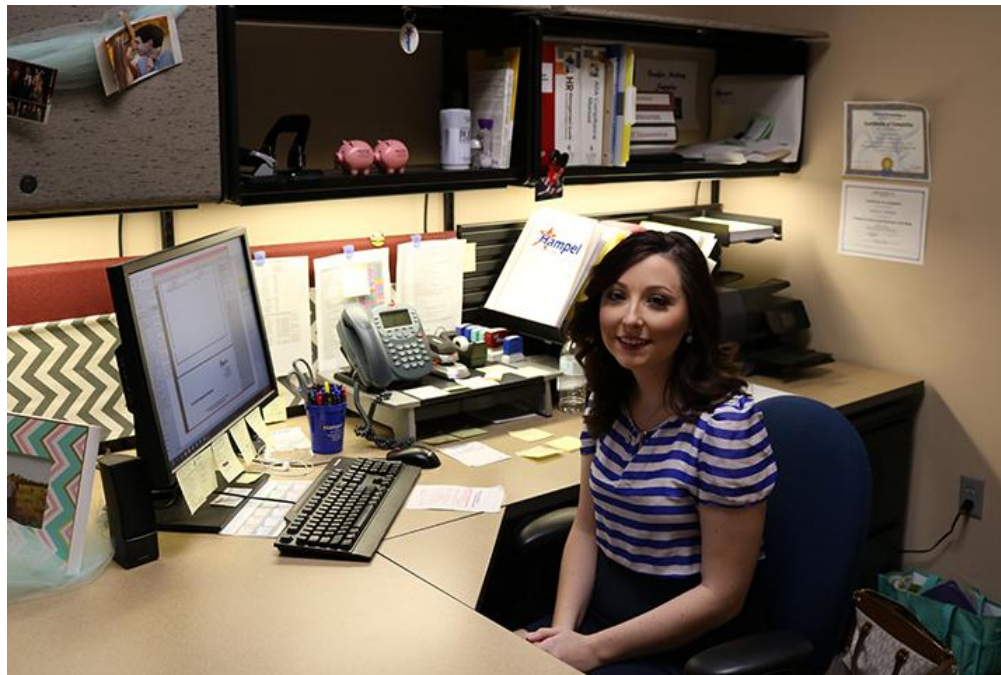


# Co-op/Internship Triad



# One model does not fit everyone

- Fit your students, institution, organization
- Driven by institutional goals, location, desired outcomes, budget, size



# Components of a strong program

- Meets the needs of the institution
  - Clear vision/mission
  - Centralized or decentralized
  - Academic Affairs or Student Affairs
  - Full-service career center or stand alone co-op/internships
  - Alternating or parallel model
  - Clear academic goals/processes/requirements
  - Academic Credit or Zero Credit
- Dedicated/talented staff
- Database system
- Operating budget
- Outcomes/data
  - Dashboard

# Group activity

- Divide into three groups
  1. Centralized or decentralized
  2. Academic Affairs or Student Affairs
  3. Full-service career center or stand-alone co-op/internships
- Discuss strengths and challenges
- Share with total group



# Database system

- Responsive/support
- User-friendly
- Cost/pricing structure
- Number of users
- Features needed/wanted
- Desired processes
- Flexibility
- Find a nerd





# Vendors

- Symplicity
- CSO
- Handshake
- Custom built



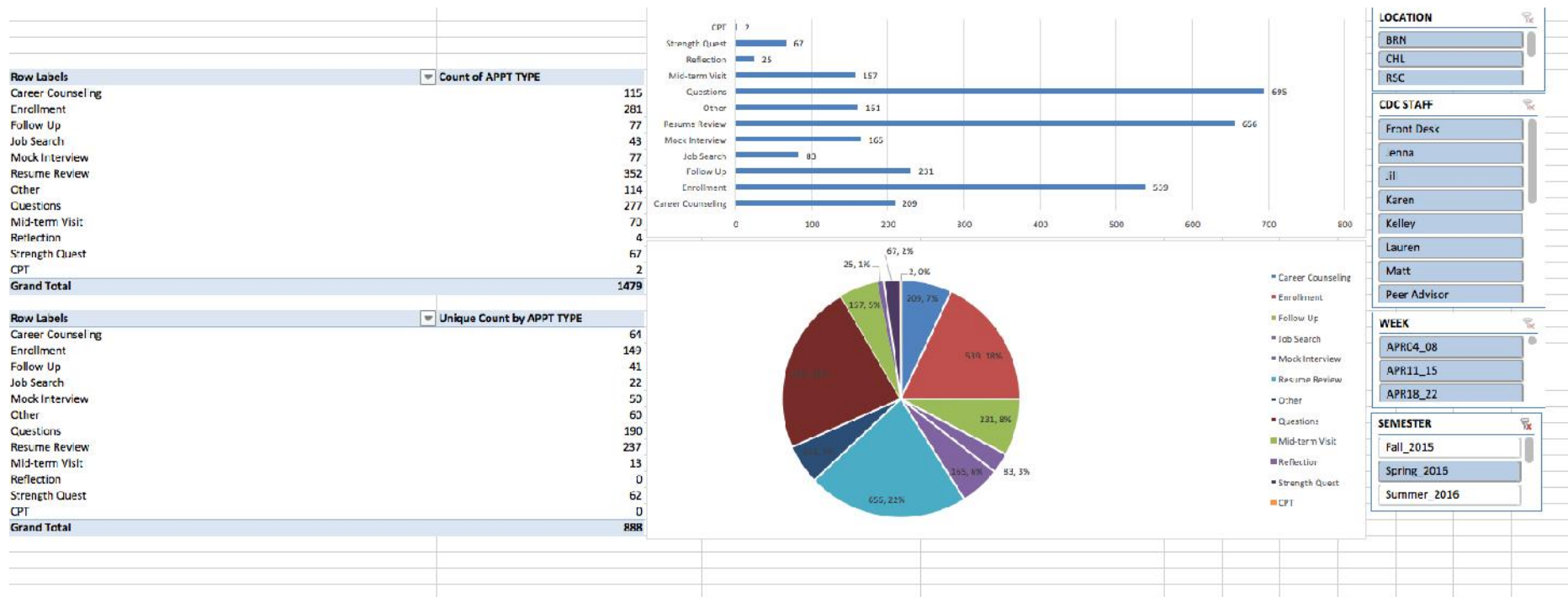
# Academic Credit or Zero Credit

- Academic Credit
  - Business, Liberal Arts, Engineering
  - Offer Academic Credit and Zero Credit
  - Quality of experience is the same
  - Academic Credit
    - Learning objectives
    - Mid-term site visit
    - Final project
    - Evaluation
    - Faculty highly involved
- Zero Credit
  - No learning objectives
  - No final project
  - Minimal faculty involvement
  - Enroll in Zero Credit – no tuition
  - End of semester reflection
  - Documentation of work
  - Notation on transcript



# Data/Dashboard

- What are you going to measure?
  - WSU Dashboard



# Let's talk about students

- Academic requirements
  - Established by academic college(s)
- Working with international students (F-1 Visa)
  - Curricular Practical Training (CPT)
- Recruitment/marketing
  - Know what works with your students
- Preparation/support
  - Required class
  - Workshop/seminar
  - Role of college coordinator
- Monitoring work experiences
  - Mid-term visits



# Let's talk about students (continued)

- Dealing with work issues
  - Student advocate
  - Teachable moments
- Paid v. Unpaid
  - US Fair Labor Standards Act
  - <https://internbridge.com/workshops/legal-update-hied>
  - CEIA position
  - Work with your general counsel
- Reflection/evaluation
  - Essential to complete the learning
  - Don't assume students will connect the dots
  - NACE competencies

# Open Discussion



# **Building Institutional / Faculty Support Think Win-Win**

## Goals for the afternoon

- Understand why we need to build institutional and faculty support for our office
- Develop strategies to engage that support
- Obtain solutions for building credibility for office
- Discuss examples of useful data for others
- Share best practices with each other



# CEIA Academy

- Define institutional support
  - MSU Career Center Mission
    - The Career Center will be valued by the University community as the premier resource for providing state-of-the-art services, programs and events to meet the complete career development needs of students and alumni.

# CEIA Academy

- Define **institutional support**
- List divisions on campus in which you partner
- Define **faculty support**

# Seven habits of highly effective people

- Be proactive
- Begin with the end in mind
- Put first things first
- Think win-win
- Seek first to understand and then be understood
- Synergize
- Sharpen the saw

# Be proactive

- Seek out friendly contacts first
- Leverage contacts
- Volunteer for committees to network
- Build your brand

# Begin with the end in mind

- What is our ultimate goal?
  - Break out into groups and develop top goal

# Put first things first

- Focus on the highest priorities
- Eliminate the unimportant
- Start with a flexible plan
- Clearly define expectations and deadlines (individual)
- Establish realistic short-term goals
- Remember it is a marathon and not a sprint

# Seek first to understand and then be understood

- Understand the faculty mindset
- Understand the needs of administration
- How do your goals help them?

## Think win-win

- There is plenty out there for everyone, with more to spare!
- “Consensus Builder”
- Break into groups
- Develop five examples of win-win opportunities



# Synergize

- Work together to create opportunities
- Create an environment where experience and employment trigger your name or the name of your office
- Be a source of positive data
- Reach outside the box
- (Econ Dev, Research, Service) Others?

# Sharpen the saw

- Stay involved and up-to-date
- Take your own advice and be a lifelong learner
- Plan activities outside of work



Rafting



Road Trip



Habitat House





Bowling



Ropes Course



Rivals Retreat





Holiday Party





# Open Discussion



# Best Practices

**Recruit, Train,  
Retain: Helping  
Everyone Find  
What They Need**

## Goals for the morning

- Analyze your program's mission
- Setting your program's marketing goals
- Developing strategies to deliver your program to employers and students

# Program mission

- Define your program mission
- Let's revisit your program's mission you defined yesterday. Mission should clearly state what service you offer and who your audience is.
  - How do you then define your program and communicate it to prospective employers and students effectively?
  - Write an ad describing your program. Focus on your services you are trying to promote, your audience, what your services will provide and your image you want to create (15 minutes).

# Review ads

- Break into pairs.
- Each individual review and critique the other person's ad.
- Questions:
  - Does it address audience trying to service?
  - Focus on the program and outcomes?
  - Define specific services?
  - Logo, tagline, etc.?
- Volunteers to read ad?



# Program marketing goals

- Interactive personal/impersonal presentations
  - Personal
    - Seminars, workshops
    - Conference presentations
    - Professional organizations
    - Referrals
    - Others
  - Impersonal
    - Brochure
    - Newsletter
    - Mail
    - Publicity

# Employers

- Employer and student outreach goals
- Employers - goals should be measurable
- Increase employer participation
  - How many?
  - How IDed? (What majors are you known for on your campus or what departments? Example - engineering co-op program -largest major
- On-campus recruiting - employers who hire your students
- Alumni
- Parent program on campus
- Local chamber of commerce
- Faculty

# Students

- Student outreach
- Increase enrollment
- More student placements
- Departments currently enrolling students
  - % increase - % of new employers
  - ID new employers and develop 25 new placements (quantify)
  - Increase student placements through
    - Alumni, parents, faculty, etc.
- Remember - What are the goals you want to achieve in a specific period of time?

# Employer Relations Team

- Strategies for delivery to employers and students
- Define your staff
  - Employer Relations Team?
    - How many and what are their roles?
    - What do you currently offer to employers?
  - How does your office currently work with employers?
    - Job postings
    - On-campus recruiting
    - Career events
    - How are employers divided

# Student Team

- Define your staff - students
  - The responsibilities of the Student Team
  - How many and specific roles
  - What services offered to students
- What's the process for advising students?
  - Job postings
  - Resume and interview skills
  - Career events
  - Recruitment

# Examples

- Examples of Materials
  - Employer Recruiting Manual
  - Employer Relations Network
  - Website
- Data Management System Executive Partner Program
- Career Fairs
- Campus Closet
- Co-op/Internship Fairs
- Corporate Development
- Alumni Office
- Parent Program
- Academic Advisors

# What have we missed?



# Resources

- CEIA website
  - <http://www.ceiainc.org/>
- NACE website
  - <http://www.nacweb.org/>
- Internship listserv – Mike True – Messiah College
  - <http://www.intrueition.com/>
- Georgia Tech Center for Career Discovery and Development
  - <http://www.careerdiscovery.gatech.edu/>
- Mississippi State University Career Center
  - <http://www.career.msstate.edu/>
- Wichita State University Career Development Center
  - <http://www.wichita.edu/careerdevelopment>



# Contact information

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