

Welcome

2017 CEIA Academy Vail, CO

General Housekeeping

- Breaks
- Lunch
- Dinner at
 - 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/ grad co-op one semester
 - Enrollment: 15,489 undergraduate/11,350 graduate
 - 1200 Co-op Placements/ 1400 Internship Annually-undergraduate
 - Staff 25
 - President of CEIA, CEED Chair, PIC V Chair, ASEE Fellow
 - 33 years of experience



Introductions

- Zach Osborne
 - Director of Internships & Study Abroad
 - Office of Internships & Career Services
 - Menlo College
 - Full-service, centralized career center including internships
 - Staff: 2.5
 - Enrollment: <800
 - Long time member of CEIA and conference committee participant
 - 14 years of experience



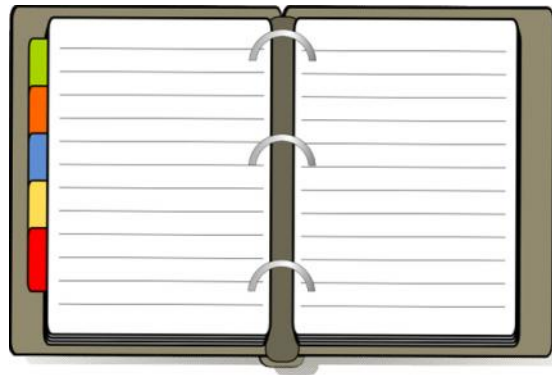
Introductions

- 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



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

CEIA Academy

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

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

Employer Relations

Recruit, Train, Retain

Zach's Second Joke

- What's the best thing about living in Switzerland?



I don't know, but the flag is a big plus.



Goals for the morning

- Define Employer Relations as part of the overall program mission
- Identify Campus Partners
- Develop strategies to deliver program to employers and students
- Set program's marketing goals

Define Employer Relations

- Employer Relations defined mission and vision
 - Should clearly state what services are offered and targeted to specific audience
 - Stated program goals
 - Measurable and Attainable
 - Assessment-Objectives met

Define Employer Relations

- Example-Employer Relations Document
 - [Annual Report](#)
 - [Employer Relations Manual](#)
 - [Team Document](#)
 - [Infographic](#)
 - Student Agreement
 - Employer Agreement
 - Performance Evaluation
 - [Employer Handbook](#)
 - [Student Handbook](#)

Identify Campus Partners

- Who do you CONNECT with...know your institution
 - In your group, discuss other offices on campus that could be potential partners.
 - What are some of the current challenges that are preventing partnering?
 - What steps can you take in order to cultivate partners?

Identify Campus Partners

- Who do you CONNECT with...know your institution
 - University Advancement-Corporate Development
 - Academic Departments
 - Faculty
 - Alumni
 - Professional Student Chapters
 - Honor Societies
 - Fraternities and Sororities
 - Diversity and Inclusion Organizations
 - Service Organizations
 - Economic Development Office
 - Academic Advisors-GTAAN

Employers

- Employer outreach
- Employers - goals should be measurable
- Increase employer participation
 - How many?
 - 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
- Academic Departments

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

Program marketing goals

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

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

Open Discussion

Resources

- CEIA website
 - <http://www.ceiainc.org/>
- NACE website
 - <http://www.nacweb.org/>
- Georgia Tech Center for Career Discovery and Development
 - <http://www.careerdiscovery.gatech.edu/>
- Mississippi State University Career Center
 - <http://www.career.msstate.edu/>
- Menlo College
 - <http://www.menlo.edu/student-life/career-services/>
 - <http://www.menlo.edu/internships>

Contact information

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- Zach Osborne, Director of Internships & Study Abroad @ Menlo College
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