WMU Career and Student Employment Services – present practices and future recommendations for employer relations

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Definitions and Abbreviations

- **NACE**: National Association of Colleges and Employers
- **Career services office**: provides services to students in multiple colleges
- **Employer relations activity**: those that include employers or recruiters
- **CS**: Career Services
- **WMU CSES**: Western Michigan University Career and Student Employment Services
- **OU**: Oakland University
- **CMU**: Central Michigan University
Who are our stakeholders?

- Specific for each university
- Generally:
  - Students
  - Employers
  - Faculty & Staff
  - Alumni
  - Members of university and general community
What is programming?

- Any offering from career services offices
- Can include:
  - Career fairs
  - Networking events
  - Information sessions
Questions to Answer:

- What are current and best practices?
- What does NACE recommend?
- What are others doing?
- Where do we want to be?
- What is the future?
- How can we get there?
Presentation

• Review of the Literature
• Current Practices from Interviews
• Methods, Sample, Data Analysis
• Conclusion
• General Recommendations
• Recommendations for WMU CSES
• Limitations
• Questions
Three major themes:
- Relationship brokering
- Specialized programming
- Marketing & branding
Relationships with stakeholders are key!
• Faculty & staff
• Alumni
Relationship Brokering: Faculty & Staff

- Career services offices and faculty & staff
  - Resource awareness
  - Referrals
- Employers and faculty & staff
  - Connect with faculty & staff
  - Keep each other informed
Relationship Brokering: Alumni

- Currently underutilized
- Invaluable resources
  - Classroom presentations
  - Document critiques
  - Networking
- Long-distance career support
- Timing
Specialized Programming

- Adaptation
- Student and employer expectations
- Opportunities
Specialized Programming: Adaptation

- Must adapt programming to fit current demand
- Move from traditional locations
- Accommodate the students
Specialized Programming: Expectations

- **Students**
  - Personalized, targeted
  - Size

- **Employers**
  - Targeted
  - High return on investment
Specialized Programming: Opportunities

- Classroom presentations
- Mock interviews
- Document critiques
Marketing

• Marketing
  • Definition
  • Marketing mix
  • Target market

• Stakeholder awareness
“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”

(Definition approved by the American Marketing Association Board of Directors in 2013)
Marketing: Marketing Mix

- Referred to as “4 Ps” – product, price, place, promotion

“To meet customer’s needs a business [or organization] must develop products to satisfy them, charge the right price, get the goods [or services] to the right place, and it must make the existence of the product known through promotion”
Marketing: Target Market

• Identifying target market ensure resources are distributed most effectively

“Your target customers are those who are most likely to buy from you [or use your service]. Resist the temptation to be too general in the hopes of getting a larger slice of the market. That’s like firing 10 bullets in random directions instead of aiming just one dead center of the mark – expensive and dangerous”

(Entrepreneur.com)
Marketing: Stakeholder Awareness

- Awareness of resources available
- Availability to everybody, not just “profitable” programs
- Adapt communication to each stakeholder group
- Message consistency
Methods Section

- Methods
- Sample
- Data analysis
Methods

- Six unstructured interviews
- Five in person, one over the phone
- Additional questions
- Sent via email before each interview with a thesis description
- Verbal thesis description before each interview
Sample

- Three offices: OU CS, CMU CS, WMU CSES
- Chosen because office serves multiple colleges
- Housed under equivalent of Student Affairs
- Full-time and part-time/student employees/volunteers
- Excluded Career Center at Haworth College of Business – only serves one college
Data Analysis

- Total interview minutes: 400 (6.67 hours)
- No transcripts, but detailed notes
- Five major themes: student engagement, faculty & staff engagement, alumni engagement, employer relations
- Two subthemes: wishes & future plans
Results: Current Practices

• Data gathered from interviews
• Major themes:
  • Student engagement
  • Faculty and staff engagement
  • Alumni engagement
  • Employer relations
  • Programming
  • Wishes and future plans
Results: Student Engagement

• Major avenues:
  • Technology – social media and emails
  • Programming – networking and exposure opportunities
  • Publications – disseminating information
  • Orientations – create connections
  • Advising – direct influence
Student Engagement: Social Media

- Facebook, LinkedIn, Twitter – all CS offices
- Google + - WMU, CMU (CS), OU (General)
- YouTube – OU CS Channel, CMU CS feature video, WMU CSES video
- Instagram – CMU CS
- Struggles with engagement
  - Awareness
  - Subscription
Student Engagement: Email

- All offices utilize email
  - Personal
  - Through job sites
- Different promotions
  - Jobs
  - Internships
  - Events
Student Engagement: Programming

- All offices create, organize and support events
- Purpose: acquisition and development of skills applicable to future employment
  - Mock interview programs
  - Large career fairs
  - Small networking events – employers and alumni
  - Site visits
- Promotion through website, emails, print and social media
Student Engagement: Publications

- *Career Guide* (CMU CS) & *Career Development Guide* (WMU CSES)
  - Self-assessment
  - Career exploration
  - Job search strategies
  - Interviewing skills

- Website sections
  - *Job Search, Informational Interviews & Networking* (OU)
    - Job search strategies
    - Informational interviews
    - Networking
    - Researching companies
    - 30 second personal commercials
Student Engagement: Orientations

- OU CS and WMU CSES
  - Stops on first-year orientation tours
  - Presentations at transfer orientations
- CMU CS
  - No orientation presentations
  - Information given at Residence Life stop
Student Engagement: Advising

- **OU CS**
  - Three Career Consultants, ten Career Ambassadors
  - Appointments: scheduled & drop-in
  - Open to alumni

- **CMU CS**
  - Two Career Coaches, 27 interns and volunteers
  - Appointments: scheduled & drop-in
  - Open to alumni

- **WMU CSES**
  - Two* Career Development Specialists, three Graduate Assistants, four Career Coaches
  - Appointments: scheduled & drop-in
Results: Faculty & Staff Engagement

- Oakland University Career Services (OU CS)
- Central Michigan University Career Services (CMU CS)
- Western Michigan University Career and Student Employment Services (WMU CSES)
Faculty & Staff Engagement: OU CS

- Engagement with faculty & staff with buy-in
- Partnership with First-Year Experience
- Faculty & staff promotion - internships
Faculty & Staff Engagement: CMU CS

- Strong relationship
- “Career services & employer relations happen everywhere”
- Direct employer/faculty & staff organization
Faculty & Staff Engagement: WMU CSES

- Strong, but requires rejuvenation, esp. College of Arts and Sciences
- College of Engineering and Applied Sciences
- Partnership with First Year Experience program
Faculty & Staff Engagement: WMU CSES - Data

- 2011-2012 Career and Student Employment Services Annual Report: Classroom Presentations
- College of Arts & Sciences
  - 17 presentations, nine schools/departments, one program
- College of Education and Human Development
  - 15 presentations, three schools
- College of Engineering and Applied Sciences
  - 30 presentations, seven departments, one program
- College of Health and Human Services
  - 19 presentations, four schools, one program
Faculty & Staff Engagement: WMU CSES - Data

- 2011-2012 Career and Student Employment Services Annual Report: Other Programs
- Lee Honors College – two programs
- Graduate College – three programs
- College of Aviation – two programs
Faculty & Staff Engagement: WMU CSES - Data

- 2011-2012 Career and Student Employment Services Annual Report: Co-Curricular Programs
- "Programs delivered in collaboration with campus groups"
- 21 programs for 19 organizations
Faculty & Staff Engagement: WMU CSES - Data

- 2011-2012 Career and Student Employment Services Annual Report: Support Programs
- “Programs delivered in support of WMU programs and services”
- 69 programs for 34 groups
Results: Alumni Engagement

- Engagement strategies
- Social media
Alumni Engagement: Strategies

- No active strategies
Alumni Engagement: Social Media

- OU CS: alumni mentor group on LinkedIn
- CMU CS: no formal group, Director working with alumni relations
- WMU CSES: alumni mentor group on LinkedIn, working with Office of Alumni Relations and Development to have presence at WMU CSES events
Results: Employer Relations

- Common practices
- Oakland University Career Services (OU CS)
- Central Michigan University Career Services (CMU CS)
- Western Michigan University Career and Student Employment Services (WMU CSES)
Employer Relations: Common Practices

- Job sites
- Points of contact for employers
- Involvement in programming
Employer Relations: OU CS

- Employer request for access – effective engagement message
- Sent multiple times per year
- Employer relations point of contact plus advisors
Employer Relations: CMU CS

- Executive Secretary point of contact for new employers
- Staff members – assigned industry/industries
- Faculty & staff
Employer Relations: WMU CSES

- Assistant Director of Employer Relations and Job Development; Employer Relations Team
- Unique position: Career Development Specialist for College of Engineering and Applied Sciences
Results: Programming

• Common offerings
• Event organization
• Mock interview programs
• On-campus recruiting
Programming: Common Offerings

- Information sessions
- Information tables
- Smaller networking/program-specific events
- Large, nonspecific, career events
Programming: Event Organization

- OU CS – mix of in-house and collaboration
- CMU CS – nearly entirely outsourced
- WMU CSES – nearly all internal
Programming: Mock Interviews

- OU CS – Mock Interview Program – mix of career ambassadors and recruiters
- CMU CS – Mock Interview Program – mix of volunteers and recruiters
- WMU CSES – Employer on Duty - exclusively recruiters
Programming: Campus Interviewing

- Intent-to-hire interviews
- Space available in all three career services offices
- OU CS, WMU CSES – all take place in career services office
- CMU CS – 85% take place in career services office
Results: Wishes & Future Plans

• Wishes & Future Plans: Oakland University Career Services (OU CS)
• Wishes & Future Plans: Central Michigan University Career Services (CMU CS)
• Wishes & Future Plans: Western Michigan University Career and Student Employment Services (WMU CSES)
Wishes & Future Plans: OU CS

Wishes

• Expand Mock Interview Program
• More resources

Future Plans

• Work on expanding Mock Interview Program
• Partner with university to increase required internships
• School of Business Administration
Wishes & Future Plans: CMU CS

Wishes
- Hire someone to assess whole student
- Hire someone to focus on alumni
- Hire someone to leverage marketing collateral

Future Plans
- Hiring a Career Coach for Global Campus students and area employers
- Organizing formal LinkedIn alumni mentoring group
Wishes & Future Plans: WMU CSES

**Wishes**
- Expansion of Employer on Duty
- Rejuvenation of faculty & staff relationship
- Employer relations staff for College of Engineering and Applied Sciences
- Employer sponsorship

**Future Plans**
- Grant to expand Employer on Duty
- Encourage faculty & staff to include career services in syllabi
- Secure employer sponsorships
- Partner with Assistant Manager of Engagement for Office of Development and Alumni Relations
Conclusion

- Shift in general career services offerings
- Role of employer relations
Conclusion: Career Services Offerings

- Provide self-assessment, career guidance, document critiques
- Transition into component of network between stakeholders
Conclusion: Role of Employer Relations

- Employer relations at center of the network
- Must be involved with engagement of all stakeholders
General Recommendations

• Relationship brokering
• Role definition & cooperation
• Recruiter return on investment, student satisfaction
• Faculty & staff relationships
• Industry impact on offerings
• Marketing & brand recognition
Relationship Brokering

- Everyone must be involved
- Decide: one staff member for employer relations, or everyone for employer relations
- Communication and cooperation
Role Definition & Cooperation

- Responsibilities defined within roles
- Greater cooperation within office and groups
Recruiter ROI & Student Satisfaction

- Programming adaptation
- Value: career fairs
- Value: smaller events
Faculty & Staff Relationships

• Valuable relationships
• Communication varied for each group
Industry Impact on Offerings

- Should not define offerings
- Should be taken into account
- Inclusion of industry personnel in programming - validation
Marketing & Brand Recognition

- Identify target market(s)
- Marketing mix analyses for each stakeholder group
- Target market and analyses ensure resources used efficiently
- Help form communication strategies for each group
- Create consistent brand & increase brand recognition
Recommendations for CSES

- Role definitions & cooperation
- Events organization
- Specialized programming & incorporation of recruiters
- Employer relations
Role Definition & Cooperation

- Career Development Specialist for College of Engineering and Applied Sciences
- Assistant Director for Employer Relations and Job Development
- Benefits of cooperation to programming and student takeaway
Events Organization

- Hire someone
- Delegate or let go
  - Nursing Networking Day
  - Aviation Outlook Day
Specialized Programming

- Include industry personnel in programming – adds value for students
- Take it to the students
- Smaller programs more often
Employer Relations

- At the center of the network
- “Compass” concept
- Create & strengthen relationships:
  - Faculty & staff
  - Employers & recruiters
  - Alumni
  - Student/campus organizations
Thank you for your time

Who has the first question?