Get On The Bus: College Talent & Industry Tours

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The trip solidified the choice of major and career path. Continued focus on first and second. Motivated students to sustain/improve GPA, get involved & 5.00. Helped students realize the versatility of engineering degree. Provided opportunities to relate classroom learning to. Taught students to take a more active approach to job. Workshop series for student participants prior to trip. for WMU students was also. ~ Mike H., 2.00 3.00 5.00. Helped students develop networking & communication skills. Faculty/staff nominations within student. 2.00 3.00 5.00. Road Trip Ambassador positions for past participants. Create a road trip committee (faculty & staff). Research skills and knowledge needed for a career. Identify employment opportunities within the…. Dress appropriately for professional interactions. Identifying employment opportunities within the…. Post-graduation destination data for WMU students was also. Considered while designing the trip. Many college graduates are. - Interview for a job. Employers and career services professionals are always looking. Ways to efficiently connect students to internships and job opportunities early in their college careers. Streamlining the early identification process for college students and employers has become vital to higher education institutions and companies in Michigan as they strive to retain talent in the state. College and university educators are equally committed to helping students learn the professional networking skills necessary for achieving their career goals.

In order to address both outcomes, career services staff at Western Michigan University (WMU) created a five-day immersion program that allows engineering & applied sciences students to participate in a state-wide industry road trip. Program participants will visit companies, tour facilities, participate in case studies, network with HR staff, and connect with university alumni in industry. The initiative is designed to engage students in the career development process and connect them to hiring employers earlier in their college career.

Theoretical Models

American educational theorist David A. Kolb believes “learning is the process whereby knowledge is created through the transformation of experience” (1984, p. 38). His theory presents a cyclical model of learning, consisting of four distinct stages. Kolb’s (1984) model for experiential learning informed the design and implementation of the program. Subsequently, the Michigan Industry Road Trip was designed to be an immersion program whereby students practiced their networking skills and reflected on each day’s experience to improve their networking skills & learn more about potential career pathways in industry.

Why an Industry Road Trip?

Employers and career services professionals are always looking for ways to efficiently connect students to internships and job opportunities early in their college careers. Streamlining the early identification process for college students and employers has become vital to higher education institutions and companies in Michigan as they strive to retain talent in the state. College and university educators are equally committed to helping students learn the professional networking skills necessary for achieving their career goals.

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