

OCDA Coffee Chat Highlights!

3/12/20

Welcome! At the Ohio Career Development Association, we are a state division of the National Career Development Association. Our goal is to foster career development practices and improve the standards of professional service in career guidance & counseling. These Coffee Chats serve as a wonderful opportunity for us to share ideas and best practices with other career professionals.

- **What marketing medium have you found most effective? (e.g. Social Media, Newsletters, Mail, Internal/External).**
 - **Newsletter**
 - Many have found this helpful
 - Student newsletter, faculty/staff newsletter
 - Handshake has a newsletter. There are templates available.
 - Works well on Tuesday afternoon.
 - **Baldwin Wallace is using a “pilot page”.**
 - Send out daily updates on events coming up.
 - **In a survey of how students like to hear from career professionals, the resounding response was “email!”**
 - Sunday night emails have worked well with events and notes from the office.
 - **Job postings**
 - Can use a system called “wrath.”
 - Send targeted messages to specific school populations.
- **Who do you partner with to get the word out about your events, jobs & services? (e.g. communications professionals, Alumni Relations staff, etc.), and what strategies have been most effective?**
 - **Faculty**
 - Been training them; very powerful.
 - Help promote events and services to students.
 - **Alumni Relations**
 - Alumni are employers in the area.
 - Invite Alumni to attend career events.
 - Engaging with students in networking events.
 - Wizr resource to connect Alumni with students. *Need a dedicated staff for it to be effective.
 - **Contacting department heads**
 - Getting to each of the colleges, talking to all of the chairs.
 - Individual chairs and faculty reached out to say they would love to share our events, and have us come in to do events/workshops for them.
 - **Administrative Assistants**
 - Have a list of Assistants. Used the Handshake toolkit idea to send them tools and collateral they can print out, use as PowerPoint slides, put in a slideshow, or an email. They keep their eye out for career related events.
 - **Best partnerships are with the students.**
 - Going to be starting a Peer Career Advisor program. They’re willing to let their friends know, and push their friends in the right direction.

- **How can you empower students/clients to use word of mouth to promote your services?**
 - We ask our own interns to spread the word.
 - Give students a great experience!
 - Been tracking with surveys.
 - Asking students to bring a friend to an event.
 - Student Advisory Board.
 - Hope is to have one student from every college, they would do specific outreach, re-tweet social media, word of mouth among campus.
 - Meeting once a month.
 - Official student organization. More legitimacy with the student body, they will be a student org that believes in what career services does.
 - Student Organizations/Clubs.
 - Attend and present their experience with the summer internship program.
 - Share student success stories on social media.
 - That looks cool and effective. Will feature students from their programs/events.
 - Spotlights of student employees. Allow them to tell their stories.
 - Annual summer internship photo contest
 - Get a quote that talks about their experience; utilizing it for social media.
 - Top 3 students get swag or a gift card.
 - Unveiling of winners at the end of summer.
 - Promote “intern of the month”
 - Students get excited about this!
 - There is one Intern of the year.
 - Students want to find out the best way to be competitive for the intern of the year award.

- **How do you market to students/clients who aren't proactive, but may need your services the most?**
 - Career Courses.
 - Presentations in freshmen seminar courses.
 - Coordinating with academic advisors to get to know students while they schedule.
 - Senior capstone classes.
 - Career Pathway Servicing model.
 - Reaching students by their pathway, job fair, business specific job fairs (getting to specific pathways and reaching students that way).
 - See them at intake, no matter what, and do some assessing.
 - Career Competencies
 - Using career competencies through NACE or SHRM
 - Infuse the campus community with those skills.
 - Partner to offer certificates. Employers value that certificate – not here, may not be doing it, but talk to students about it.
 - Point system using housing and reslife.

- **Which social media accounts do you leverage amongst your different populations/ stakeholders, and what strategies have been most effective?**
 - **Overview**
 - Instagram = students
 - Facebook = staff, Alumni & Parents
 - Twitter = Employer Engagement
 - LinkedIn = Alumni, once or twice a month
 - SnapChat = Prospective students
 - Tick-Tock = Where the young people are
 - **One person has it as their job role.**
 - 10 hours of work on it a week.
 - Posting at least once a day.
 - Part of just one person's job.
 - Voice and branding is so important.
 - **Usefulness of social media may not be as effective.**
 - Some offices have stopped using social media.
 - **Have other departments piggy-back. Instagram take-overs, snapchat takeover.**
- **What is the major brand and "message" of your office?**
 - **Life Ready**
 - Here to help students become "life ready" and make the needed connections. Integrated into the fabric of the student's experience.
 - **Journey**
 - Students being on a journey; would love to help you on your journey – one of the best first steps is into the career services center.
 - **Bold vision**
 - At the time of graduation, we want all students employed or have multiple offers, or been accepted into a grad/professional school.
 - President is working on a promise for that type of goal.
 - **Brand Guidelines**
 - Created a career services brand guidelines – aligned with the university. Following brand standards. Integrated marketing department.
 - Use Canva for individual colors and branding so they're all in one place. Useful for slide-decks and marketing.
- **What's your image currently, and where do you want it to be in the future?**
 - **Less Transactional**
 - Less of a center that relies on students to reach out to us; less of a transactional approach.
 - **Promoting the value we can bring to students.**
 - Whether it's your first semester. 4 pillars of the office: student employment, career advising, employer relations, professional development through events.
 - **More targeted to bring students all together.**

- Build ambassadors internally, within student affairs
 - Candid conversations to identify individuals to be ambassadors to advocates on our behalf, get them included to become ambassadors.
 - We have to win those folks over, letting them know what we do.
- **What is one strategy that you would like to take back to your unit and use proactively this year?**

**I am going to do more of the ambassador with individual units, and create the student advisory board.

**Newsletter for students and dedicated person for each platform.

**Weekly Sunday night emails and targeting them specifically to a college.

**What is our brand for our department, something we're going to take to our career services director.

**Intrigued by the point system idea and how we can utilize something on that.

**Pilot page for student updates, for consistency. Really nice add to the home-page on the website.

Coronavirus

- Trying to keep things positive, pushing that we're virtual. Send an email to all students that we're open, we've gone virtual! Still schedule an appointment on Handshake. You have time for it!
- Keep faculty & staff informed as much as possible!
- Next week – sending an email per class year. Reaching out to specific departments, and communicating which departments are staying open –and they're communicating with students.
- Do virtual engagements (e.g. grad/professional school panel, Handshake 101).
- Keep things as positive as possible!