



TalentMarks

Make Your Marks Count

10 WAYS TO GET **MORE** RESOURCES FOR YOUR CAREER CENTER

**Take an entrepreneurial approach
and get the budget you need
to prepare graduates for a
lousy job market!**



www.talentmarks.com

**By Don Philabaum,
President/CEO TalentMarks**



10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

TABLE OF CONTENTS

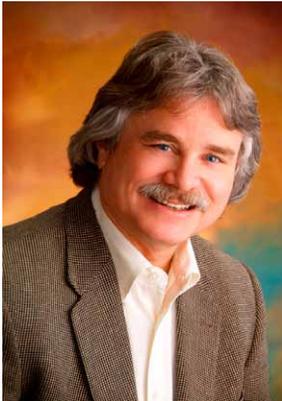
Introduction.....	4
Today’s students can’t wing it.....	5
16 interviews to get a job.....	5
Why does the career center deserve more resources?.....	6
Parents and students are now expecting more.....	7
So what can you do?.....	8
Ten ways to get more resources for your career center.....	9
• Use stats to show a need.....	10
• Start a discussion comparing your piece of the pie to admissions, student services, athletics, orientation, graduation!.....	13
• Show you can improve retention.....	15
• Show you can help admissions recruit students.....	16
• Develop a required four-year career curriculum.....	19
• Identify how you can serve more students more cost-effectively.....	21
• Rebrand yourself.....	23
• Generate your own revenue.....	24
• Reach out to Volunteers.....	27
• Identify the “Cadillac” example.....	28
Next Steps.....	30
Be a part of the solution!.....	31





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

ABOUT THIS WHITE PAPER



I've worked with hundreds of admissions and career-center professionals and alumni over the past 17 years. Over drinks at conferences and in one-on-one conversations both in person and on the phone, I've learned a lot about the issues they face. One thing I've recognized is that all have a shared interest in ensuring that graduates of their colleges have successful careers.

Unfortunately, due to the economy and budget cuts, career centers are struggling under the weight of the additional demand for their services from both students and alumni. Both need more help to compete in a crowded job market.

Without the extra help, graduates are entering the job market totally unprepared to compete for the limited jobs available. And, alumni are suffering long periods of unemployment and/or taking positions that pay way below their expectations.

The need to provide more resources is great, and of course the simple fix would be for the colleges to provide them. However, the reality is that this is unlikely, at least without a plan.

This white paper offers you that plan.

My goal in writing it is to provide you with ideas that will allow you to:

- Convince management that you need more resources
- Expand your staff without major cost

My hope is that you will take away a couple of ideas that help you continue to lead your departments and **build successful careers for your students and alumni.**



**Interested
in additional
information on
this topic?**

Listen to our
webinar. Visit
www.talentmarks.com
and click on
the home page
banner offering
more resources for
career centers.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

INTRODUCTION

A lot has changed in the employment world since 2007.

In that year, nearly 60% of graduating students had jobs by graduation day. Another 15-19% pursued advanced degrees, which left a little over 20% without jobs. *In hindsight, these were the good old days!*

Today, things have flipped nationally. Only 20% of graduating students have a job and 80% are unemployed. It's a miserable time for graduates to be stepping into the cold, cruel world, particularly when you add the fact that they are leaving college with the highest credit-card and student-loan debt of any students in the history of our country or, in fact, the world.

On top of that, the employment world has flipped, too!

Prior to 2007, while online job boards were emerging, the primary way to find a job was looking through classified ads in various publications.

Today's students have to be adept at using online search techniques and social media, and they have to master how to create a resume that will be picked up because they used the right key words. Networking and understanding how to build a job-search strategy have also become increasingly important.

Creating a good resume is only one of a half-dozen (or more) skills they need to stand out in an uncertain job market. For the graduates of 2007 and prior, their degree and a good resume was all they needed to get interviews. Interviews and job offers came easy for many, and most didn't prepare; in fact, 'winging it' was common.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

TODAY'S STUDENTS CAN'T WING IT

The stakes are high for graduates and parents of this generation. They are investing four years and a small fortune to get a degree they hope will earn them \$500,000 or more in their lifetimes in a job that interests and satisfies them.

They are investing 10,000 hours in study, research, class time and report writing, while also working in groups and participating in campus activities. Yet only a handful of colleges require students to spend time evaluating which career path is best for them and developing a job-search strategy. In fact, more colleges require students to achieve a minimum number of hours of community service than require them to invest in their career strategy!

As a result, colleges are condoning “winging it”!

Students are walking into the business world woefully unprepared for the most important next step. **This is not fair to grads and it doesn't help the college reputation either!**

16 INTERVIEWS TO GET A JOB

One of our presenters in our 12-Hour Grad Career Marathon, Tony Beshara, told students that it will take them 16 interviews to get a job offer. This was based on analyzing the more than 8,000 people his firm placed in jobs. In order to stand out, students need to know about the challenges faced by the hiring company and explain how they will contribute to a solution. If they don't, they won't get an offer!

In the past year, we've had the opportunity to talk to hundreds of career-center professionals, who have been putting in untold hours helping grads and students prepare for this ugly job market. **What we found was that nearly all of them are doing it with fewer resources than they had to help the class of 2007.**





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

Nearly all have been asked by their administrations to cut or freeze budgets and some have even had to cut services. So at a time when new technologies have been introduced, new job-search techniques are taking over and fewer jobs are available for graduates, they find themselves struggling to help their students prepare.

By way of their budgets, each has been told by administrators that helping prepare students for their job searches and careers is not a priority. Each has been asked to handle more alumni inquiries and student needs with limited resources.

WHY DOES THE CAREER CENTER DESERVE MORE RESOURCES?

Let me share with you 12 reasons and feel free to add more!

1. Parents, students and alumni expect the college to provide more help
2. The number of grads unemployed on graduation day has quadrupled!
3. Congress' "Gainful Employment" requirements will affect all colleges
4. "U.S. News & World Report" has reached agreement with the American Bar Association to publish law school employment stats, and this will trickle down to undergrad schools
5. The average private college spends approximately \$3,000 to recruit a student, yet only \$84 on average to prepare him for his job search
6. Unemployment of people with bachelor's degrees has more than doubled in the past four years
7. Classified ads and resumes once ruled the job-search process. Today job seekers have to master the interview process, develop strong networks, understand how to use social media and much more
8. Many graduates do not know how to look for jobs.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

- 9. Interviews with HR managers indicate students/grads are woefully unprepared for the interview process
- 10. Nationwide, the percentage of students visiting career centers is below 50%
- 11. Students invest 10,000 hours in study, class, report-writing, research, group projects, tests and more but only a half-dozen hours on their career searches
- 12. This generation is starting at lower salaries, which means it will take them longer to reach the pay levels previous graduates achieved
- 13. _____
- 14. _____
- 15. _____

The top six reasons above will in the next three to five years begin to force colleges to make significant changes in funding to career centers or face significant push-back to their fundraising and admission efforts.

We don't have time to review all 12 in this white paper, but let me take a moment to highlight a few!

PARENTS AND STUDENTS ARE NOW EXPECTING MORE

The Occupy Wall Street movement is giving people from all walks and ages of life a platform on which to share their grievances, anger and frustration. The political parties are showing them that they can't even pass a budget, let alone tackle the myriad problems society is facing.

There is no doubt in my mind that this movement is heading to your campus and when it does, the frustration of both students and parents will come to roost in sit-ins in your student unions and administration buildings, protests that will electrify students finding a voice for their frustration.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

Their numbers will grow as it becomes apparent that:

- The campus is investing \$3,000 to recruit a student but less than \$100 to prepare her for her job search
- The campus is doing little to nothing to help students get jobs after they graduate

And if that isn't enough, Congress may push reforms on your college that will change its curriculum and admissions strategies.

SO WHAT CAN YOU DO?

So we decided to do a bit of research to come up with different ways career centers can get more resources. In discussions with career advisers and parents, we came up with 10 ways the career center can build a case to management for why it needs more resources.

Our hope is that one or two techniques resonate and that you can use them as a template to increase staffing, resources and space!

Facts & Stats

- 60% of grads spent one to five hours per week on their job search
- 95% did not have a written job-search plan
- 50% did not have an alumni mentor.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

TEN WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

1. Use stats to show a need
2. Start a discussion comparing your piece of the budget pie to what other campus departments receive
3. Show you can improve retention
4. Show you can help recruiting
5. Develop a student four-year plan
6. Identify how you can deliver services more cost-effectively
7. Rebrand yourself
8. Generate your own revenue
9. Reach out to volunteers
10. Identify the 'Cadillac' example





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER



USE STATS TO SHOW A NEED

Show effects of the recession on grads and alumni

Administrators are busy people. You know as well as anyone that your president and staff are pulled in a million directions. Their priorities are fundraising, growing the campus and increasing enrollment. To most administrators, the career center isn't a high priority. (How often does top management visit your office?) Many have been in the same job for years and don't have a clue how vastly difficult and different the job-search process is now!

As a result, they may not be aware of how woefully unprepared your graduates are for the dynamic changes the last four years have brought to graduate employment.

As they make long-term strategic decisions for your campus, they need to be painfully aware that:

- According to the National Association of Colleges and Employers, it takes 7.4 months for grads to find a position
- 80 percent of students receiving diplomas on graduation day don't have a job
- You are serving more students with fewer resources than you had in 2007
- Between 2000 and 2010, wages for Americans with four-year college degrees fell by 8.6%.
- 36 million people have student loans totaling \$1 trillion in student loan debt!

We suggest you create a brief report that outlines these issues and the long-term effect they have on fundraising, recruitment and alumni satisfaction. We'd also suggest that you solicit stories about the issues your students/grads are facing. I have a Google Alert for any story about "unemployed college grad." Every day I receive at least 12 stories about grads who can't get jobs and have student loans that are ruining their





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

chances of achieving the life they expected. Meanwhile, those debts are falling on the backs of the guarantors—the parents, which is putting stress on their finances.

From what I've learned on most campuses, upper management will listen to students. Administrators need to have this information so they can make “mid-course corrections” before they're unable to leave their offices due to student sit-ins!

Show current-use stats and identify where you want your department to be.

Successful managers understand the process of continuous improvement.

Your challenge is to get management to accept the fact that you need resources in order to improve your services to grads, alumni and the businesses that employ them. If you are like most leaders of career centers, you are laboriously collecting data to share with management about what your department is achieving. You are probably tracking:

- Number of unique student visits
- Percent of students who return multiple times.
- Number of firms and students participating in career fairs
- Number of alumni utilizing your services

We'd like to see you use that data to justify additional investment in your department.

For example, to increase the number of student visits and generate multiple visits, draft a simple report that outlines a Facebook advertising and marketing strategy, event promotions and contests. Your report might highlight a social media intern whose job is to get students to share testimonials about their participation through their Facebook News Feeds.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

Conduct satisfaction surveys and show where you want to be

It's always good to establish a baseline for what your customers think about your services today so you can use that information to track improvements. If you don't know where you are, you will not:

1. Know how effective your services are
2. What you need to do to improve your services
3. Have any justification for additional funding
4. Be on a path of continuous improvement
5. Know where you are going!

Your budget request should include the cost of conducting a survey. If there is no funding for a professional firm to handle this for you, consider partnering with a public relations or journalism professor to organize and execute a survey of students, grads and alumni.

Your survey should not only seek their opinions about the services the career center offers but also solicit their suggestions for what the career center should be. Armed with this information, you can build a strategy to focus on one or two areas of improvement for the next class.

Compare yourself to competitors

You probably already provide stats to management. Consider talking with peers at institutions your management considers competitors and compare numbers. You can also refer to NACE surveys. The goal is to find competitors who are doing a better job and let your management know about them. When you do, make sure you have a plan to show that you can improve your stats with the right resources.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

2

START A DISCUSSION COMPARING YOUR PIECE OF THE PIE TO ADMISSIONS, STUDENT SERVICES, ATHLETICS, ORIENTATION, GRADUATION!

Why do other departments deserve more?

If you consider it your mission to give graduates the knowledge and skills they need to get a job in this uncertain job market, then you need to become **VERY assertive in letting everyone on campus know that the institution is letting students down by not providing more career-center resources.** We suggest you start to evaluate the per-student investment in various departments and require those departments and management to justify why they should be getting a larger share of the budget.

For example, analyze the average budget allocated per student for:

- Admissions
- Athletics
- Orientation
- Graduation
- Clubs, organizations
- Athletics
- Entertainment
- Transportation
- Health

Compare the average they spend per student versus what you are spending. Research from NACE shows that the average college had \$34,000 in discretionary funding to spend on student (outside of salaries) Assuming the college graduated 400 students, that represents \$85 per student.

You can bet that all the athletic director has to do is compare his/her department's spending per play with that of competitor schools to get the funding needed to be competitive! If your football team is





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

languishing in last place, your administration doesn't just throw its hands in the air and sigh; the administration invests more in recruiting, equipment and staff to reignite the team because to the college, the team is an important symbol.

So how can your administration think morale is good when 80 percent of graduates are not getting a job!?

Do interviews with campus newspapers, radio stations and committees to force an academic discussion

The squeaky wheel gets the grease! Consider starting your own PR campaign to get a steady stream of information into the campus media channels on the issues students face, highlighting their lack of preparation for the work world. Talk with faculty, staff and alumni and use your data to show the need for more resources in your department.

Craft a four-year strategy report

Do you have a multiyear strategy? If not, consider creating a written strategy that shows management what your goals and methods are. Let administrators see that you want 100 percent of students visiting the career center at least four times five years from now. Then show what you need to do each year to make that happen.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

3

SHOW YOU CAN IMPROVE RETENTION

There is a lot of money floating around for programs to improve student retention.

I've presented techniques on college campuses to use Facebook applications and other social media to improve retention. There must have been 50 people on each of the retention committees, each representing a different department. **Are you on this committee on your campus?**

State and federal grants are available to colleges to increase retention for two primary reasons.

1. With nearly 50% of students dropping out of college within the first two years, a significant investment by the federal government in student loans is wasted, and a significant financial burden is imposed on students and family members now saddled with the student loans for which they got nothing.
2. To meet President Obama's 2020 goal, the United States has to increase the number of college graduates by 50 percent—turning out at least 8 million additional graduates by the end of the decade. China is producing 6 million college graduates a year compared to our 1.7 million graduates!

One recent study by Stanford University reviewed the academic records of 13,500 college students during the 2003-04 to 2007-08 school years. It showed that students getting more guidance via professional coaches were more likely to stay in college, with retention increasing each year. The study also showed that coached students were 13% more likely to graduate.

The research also shows that coaching is more cost-effective than other models.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

We think this is important for you as it provides some evidence that further investment in providing students more life and career coaching can help keep students focused on completing their education.

While we can't find the stats for you today, I think it's fair to say that a student who has a clearer picture of what her education is going to do for her will stay in college and stay on track.



SHOW YOU CAN HELP ADMISSIONS RECRUIT STUDENTS

Suggest that career services become part of campus tours and marketing

Parents and students are starting to focus less on the reputation and amenities your college offers and more on what the degree it provides will do for them. After all, they are spending only four years at your institution but 40 years using the degree!

Ask your admissions team to emphasize during campus tours and in literature **the services your career center provides. The literature should include:**

- Testimonials from working students and alumni
- Stats that show the employment rate of graduates who use career-center services
- Interviews with career center staff sharing what you do

This should also include using social media channels to get the information out. We also suggest that your career center hold webinars for prospective students and parents to review why career planning is such an important part of the college experience and what you do.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

Show prospective students your strategy to help them get jobs

A number of colleges are introducing in their admissions recruitment tool chest a “guarantee of 4 years and out.” They guarantee parents and students that as long as the students follow the strategy, they will graduate within four years and, if not, there’s no charge for the 5th or more years.

We’re not suggesting you adopt a “guaranteed employment” program, but consider creating a “10 Step Career Planning and Job Search Strategy” that demonstrates to prospective students your campus’ commitment to their careers!

Your plan could be as simple as:

1. Your freshman year, we’ll help you explore your skills, interests, personality, behavior and passions and then identify job titles, career paths and industries in which you’ll flourish.
2. Your sophomore year, we’ll help you connect with alumni and find mentors who can help direct you to internships and future jobs
3. Your junior year, you’ll concentrate on how to search for a job and what interviewing skills you will need
4. Your senior year, we’ll work with you extensively to refine your resume and give you a chance to do numerous interviews

Get the picture?

Offer prospective students assessment tests

My daughter is a high school senior. Her GPA is excellent and she did very well on the SATs, so she is receiving letters, brochures and postcards from colleges daily. Some colleges and universities are spending an enormous amount on direct-mail campaigns that talk about the facilities and what the campus has to offer, and yet NONE has shown an interest in getting to know anything about Annie beyond her scores.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

You could help your admissions office stand out by offering students a behavior or personality test.

I like Tony Allesandra's "Platinum Rule," which identifies four personality types, but there is also the Myers & Briggs and dozens of others you could choose from.

Now if Annie received a letter, postcard or a post on her Facebook News Feed from the college admissions Fan page that offered her a free personality test AND a follow-up online meeting to decipher the results, that would be incredible!

If you offered this to prospective students, they may learn how to communicate with people who are different from them. Not only will you be enriching their understanding of who they are BEFORE they choose you, but you will be giving them tools to help them communicate with people for the rest of their lives. The follow-up webinar would be an important part of this process. Don't skip it. It's another chance for you to build a relationship with the students.

This one idea can help you increase your admissions yield enormously!

Provide a formula to show prospective students why you are better

We mentioned in the beginning of this report that "U.S. News & World Report" is publishing law school employment stats. Starting this fall, prospective students for the class of 2013 will be able to pick schools based on this data. More importantly for colleges, their ranking will be adjusted to reflect this data. Colleges that ranked high in the past may find they are dropping! That could have an enormous effect on admissions!

You may not like hearing this, but your prospective students will begin developing their own formulas to determine if your degree will give them a return on their investment. We suggest that you take your stats and





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

create a formula to show them how they can get back what they put in and pay off their debts. This will help you seal the deal with prospective students who have you on their short list.

5

DEVELOP A REQUIRED FOUR-YEAR CAREER CURRICULUM

Require students to take personality assessments the first year

It's our belief that the career center needs to be a part of the student's life the minute she walks on campus, if not before! One way you can do that is by implementing the personality assessment for prospective students EVEN before they submit an application!

In addition to personality tests, there are numerous other tests you could offer students in their freshman year to help them gain a better understanding of who they are and where their interests, skills and passions should take them.

As part of your four-year plan, you could show management that your department will offer a series of skills, behavior and personality tests freshman year followed by one-on-one or group interpretation so students can understand where their strengths lie.

Actually, if I had my way, these tests would be administered prior to freshman year, perhaps over the summer as a series of required online workshops. Students would have more time to participate in them and, second, the results would help them direct their energies into career paths that best suit them. I'm not sure if you can put your fingers on stats, but there seems to be plenty of evidence that the vast majority of graduates never work in the career paths their college degree prepared them for because they either couldn't get a job in that career path or they found out they didn't like it.

The more they understand about themselves before they get too far into their studies, the happier and more successful they will be!





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

Build a strategy to network them with alumni using LinkedIn & other social media

So what can we do their sophomore year? We think connections are going to be an important part of their careers, so why not actively require them to reach out to alumni via the various social media.

Not only will this help them begin to understand how to build professional networks, but it will give them access to alumni willing to help them find internships.

Identify specific career curriculum they need to complete each year

We started this discussion talking about how much the job-search process has changed in just the past four years. When student employment at graduation and the percentage of grads moving on to advanced degrees approached 80% combined, “winging it” was an acceptable strategy.

Today, as we discussed, students need to not only have stellar academic and campus participation records, but they need knowledge and skills for finding a job and they need to have a career plan.

The Department of Labor’s research suggests that your grads will have between 11 and 14 jobs by the time they are 38. We all know how stressful it can be to look for a job, so why not make sure your students have the right skills to do it with less time and effort.

One way that can be accomplished is by providing students with a series of e-learning courses that provide them access to relevant information on:

- Creating powerful resumes that include top key words
- Job-search strategies
- Interview techniques
- Ideas on how to use social media to find job opportunities
- Training on how to build a professional network
- Guidance on building their personal brand





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

If you decide to move down this path, contact my firm, TalentMarks. We've already developed a series of online courses that are taught by some of the nation's top career authors and experts.



IDENTIFY HOW YOU CAN SERVE MORE STUDENTS MORE COST-EFFECTIVELY

How can you use technology to reach more students?

If you have 400 students graduating and there are two people in your office, how much quality time can you actually spend with students?

Well, if you subtract vacations, holidays, and ramp-up time for each semester, you are lucky to have six months to serve students. After factoring in meetings, personal days, conferences, and reports to prepare, you might be lucky to be available for 70 percent of those days. So assuming you are working a 40-hour week, when you multiply 120 (six months of work days) times 70, you end up with 84 days you are available to students. That translates to 674 hours. Divide the total hours by 400 students, and you have 1.6 hours to spend with each graduate!

Do this evaluation on your own organization based on your actual numbers. You might be shocked!

We are doing this as a reminder that you just don't have the hours in the day to make a sizable impact on the direction and future of your students. You have a mere 1.6 hours to learn about who they are and what they want to achieve and provide meaningful guidance.

So what can you do? Businesses have adopted technology to help them reduce costs and serve more customers. Think for a moment what technologies you've had the opportunity to invest in to help you serve more students.

- Are you using technology to deliver career and job search education?
- Are you using technology to effectively market to and build interest in the Career Center?





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

There are many new technologies available today that will help you provide “high-touch, high-tech” service. Let’s look at a few ways you can serve more students with less time and effort on a “shoestring” budget!

You could use:

- Webcams and Skype iPhones to provide individual and group coaching based on common themes
- Online appointment setting tools to save time by cutting down on phone calls, emails normally required to set up appointments
- Video or bulletin boards to answer common questions and provide more insight
- Webinars to provide coaching and career education on a series of issues and strategies
- Facebook Fan Page for marketing and promotion through student networks
- Social media to reach more businesses and serve more students
- Chat tools in place of phones, email to serve students anytime, anyplace, any device





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER



REBRAND YOURSELF

How can you get in the president's circle of advisers?

We mentioned at the beginning of this report that the Occupy Wall Street movement is bound to come to your campus, and when it does your students will be asking for tuition relief, student loan relief and a job!

You can't solve the tuition issue or provide student loan relief, but you can help students better prepare for their job search and jobs.

This would be good for your department!

We think you are in a unique place of influence because few departments on campus will become as important as yours. To get ahead of student demands, consider sending a note and meeting your president immediately to brief him/her on the issues students and alumni are facing and your suggestions on how you can provide relief and solutions before they are demanded.

What can you do to create an organization "brand" so that students create a positive buzz about you?

What do you think alumni say about the career center? When I talk to alumni around the world and ask about the career center, few provide a positive response. I get the same response from current students!

Why is that?

My theory is that students are picking up from older students a buzz they might have picked up from previous classes that did not get much value from the Career Center. So we need to find a way to build a positive buzz. One way is to start to use your social media tools more effectively, using the viral nature of Facebook, Twitter and other tools to talk up the career center.

But first you have to find out what alumni and students think. Remember, what you find out is not an indication that your department is not





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

doing its job, it's an indication that your department does not have the resources to serve ALL students and alumni effectively.

You need to find out the good and bad news to share with management so you can let those officials feel the pain you feel by not having the necessary resources and having that affect your department's reputation.

Some of the resources you will be asking for will be used to deliver 24/7 career services to students and to create a marketing plan and buzz around the career center's activities and services.



GENERATE YOUR OWN REVENUE

Offer "deluxe" career services for which students pay

Tough times require us to think out of the box and take steps we never would have taken under different circumstances.

I know you are not going to take a "shine" to this technique, but please keep an open mind!

Students currently pay an activity fee, a graduation fee, fees for campus transportation, and dozens of "hidden" fees buried in their tuition, so why not a fee for deluxe career services.

We identified that you might have 1.6 hours to dedicate to a student. Now what do you do if a student requires 10 hours of your time? It's obvious you don't have the time. Your current strategy is to treat all students the same regardless of their needs OR wants. That approach leaves those students who need more help floundering, frustrated and jobless. You know better than most who these students are. They might be your foreign students, your minority students, those with poor social skills, or even students from a specific major!

A "you all get the same services" approach because that's all we have the budget for is hurting students who need the additional help and





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

whose parents would more than happily pay for additional time and attention to help their graduates succeed.

There is no question in my mind that students and parents will pay for “deluxe services.” After all, these are probably the same parents who invested anywhere from \$400 to \$10,000 for services and coaching to help their students improve their SAT scores. I just completed a one-way 35-mile bike ride from my rural home to downtown Akron, where I met my wife for a “rewarding” hamburger at our favorite build-your-own burger restaurant. On the drive home, we passed a Sylvan and two other tutoring companies. It reminded me that parents are willing to invest in their children’s success.

I know this is something that has been close to heresy on most campuses, but these are difficult times and your parents and students are about to get noisy as they demand that you change the system to improve their outcomes. You need to have a plan to get ahead of their demands!

Increase marketing of affinity products and services

Today there are hundreds of high-tech tools available to your students to help them get a job. There are video, resume-proofing and social media tools with proven track records.

You could offer these tools to your students and receive a commission on each sale. Your bookstore does it, your candy shop does it, the movie theater and literally anything on campus that sells things to students does so by adding a profit into the costs.

Why not your department!





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

Ask businesses for money!

You now have a number of ways you can help businesses advertise and reach more of your students. Now that you have a Facebook Fan page, consider giving businesses their own tabs where they can “introduce” themselves. There are a number of easy tools available today that will help you build pages on your website for very little time or expense.

Ok, this might be a stretch, but what if each business that hired your students contributed to a scholarship fund or paid \$50. You are in effect helping them find a new employee; headhunters/recruiters get paid big bucks for making this connection. Think about how you can do this so the business gets a write-off by treating the \$50 as a contribution.

For large employers that hire many students, create a program they can share with their management that shows they are getting priority treatment and access to the best students and not only does it save them recruiting time but money, too!

You can also use a number of events, activities and channels to provide them with marketing and branding exposure. Think about using your:

- Facebook Fan page
- Twitter account
- Website
- Email signatures

As well as events and activities as part of your strategy to generate revenue.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

9

REACH OUT TO VOLUNTEERS

We both know your administrators are not going to throw any additional staff to you in the near future. And if they do, the posting requirements and hiring process mean it would be a year before they came on line! So in light of today's difficult financial situations for every campus, the classes of 2012, 2013 and, probably by the time you are reading this, 2014 will not see the benefits additional staff can provide them.

So we need to come up with a plan to help you get immediate relief!

Students

If you can't get additional paid staff, consider building bridges to your faculty and build internships around things you need from their students.

I suggest you hire students as ambassadors, just as admissions does—to spread the word about the opportunities, activities and events at the career center. Also consider developing internships for students in your journalism office and/or public relations courses to develop social media strategies that promote what you do and to spin positive testimonials using the viral nature of Facebook and the web.

Retirees (faculty, staff, alumni, community members)

You have an opportunity to reach out to retired faculty, staff, alumni and even community members to help out with the day-to-day activities in your career center.

There are also displaced workers who would love to be doing something even if they are not being paid. Your alumni association can direct you to hundreds of displaced 50- to 60-year-old alumni who will NEVER get re-employed within their area of expertise. They've been displaced because of downsizing, the economy or because the company can replace them for 1/3 the cost!





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

Imagine if you have 20 volunteers each willing to put in four hours per week. You'd end up with two full-time staff with the experience, knowledge and passion to teach and coach students.

If I were you, I'd get management support to invest the time and effort to build a strategy around this. You'll need:

- A volunteer acquisition strategy
- Job descriptions
- Goals and expected outcomes of the project
- Marketing plan to drive students to connect with the volunteers

10

IDENTIFY THE “CADILLAC” EXAMPLE

What services do they offer?

We touched on this earlier, but I wanted to go into greater detail, as I think it's extremely important to benchmark what you are doing against competitors and those regarded as the top in the industry.

You need to identify what services they offer and then do a “gap analysis” to determine which services you are not offering. If you can offer management a list of services and products others are offering, you will have a much more compelling case for more resources.

You need to remind management that you are already working a 40-hour-plus workweek and that each of the additional services and products will require administrative, support and implementation time.

Consider calling your colleagues at these colleges to gain insight into how they were able to get the resources. What were their hot buttons, goals and reasons for providing them.





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

What are their stats?

You will also want to find organizations with the best stats in the industry. It's important for you to identify who is placing the most students, whose students are getting jobs faster and at higher average pays, which organizations have the most satisfied alumni, etc.

All of this information will help you drive home your needs.

We're not suggesting that you simply do everything your competitors do. My two decades' experience working with hundreds of colleges around the world has shown that each is unique and what works at one will not necessarily work or be relevant at others. So it will be important to query your students and alumni to make sure the ideas, programs and products you are considering implementing are things your students and alumni are going to be interested in.

What is your "Cadillac Model"?

Now that you've done your research, know what the top peer institutions are doing, and what your students want, you need to build your "Cadillac Model." Your plan will be the foundation that will take your career center into the next decade.

Identify what:

1. Services, programs and products you want to add
2. Staffing you will need to implement them
3. What your goals are
4. How you will gather stats so you can measure ongoing success





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

NEXT STEPS

You don't have to accept the fate today's economy and administration have dealt you. You have a unique opportunity to take advantage of political, cultural and financial changes, as well as customer frustrations, to create the programs and services that will help your students, grads and alumni have successful careers.

Here are your next steps!

1. Create a one-page document outlining the issues and problems you think the college faces if it doesn't direct more resources to your department
2. Request a meeting with your boss and upper management to discuss the document
3. Ask for their support and help create a campus-wide vision that supports career exploration and job-search skills
4. Create a four-year strategy and begin to promote it to decision-makers on campus
5. Implement the student/alumni side of your strategy





10 WAYS TO GET MORE RESOURCES FOR YOUR CAREER CENTER

BE A PART OF THE SOLUTION!

We hope the time you invested in reading this white paper will provide you with a foundation and inspiration to get the resources you need.

If you are interested in helping us, we are looking for career professionals who can help develop a “template” report that all career centers can share with their management. The idea is to help everyone as quickly as possible get management’s focus on increasing resources.

The thought is, if we help “lift the boats” of everyone, ours will be lifted and our management will raise the bar and provide the resources that are needed.

If you want to be a part of this process, email us at info@talentmarks.com!



TalentMarks provides online career eLearning curriculum and technology for career centers, alumni associations, employers and provides students and alumni virtual career coaches.

Call us to learn more!



TalentMarks

Make Your Marks Count

800-849-1762

www.talentmarks.com