



Get More Resources

10 Ideas on how your Career Center can get more resources



Presenters



Agenda

- 1) Introduce 10 ways
- 2) Get your input
- 3) Continue the discussion

Why?

- Ave. spent to recruit student \$1,000 to \$3,000
- In 2007 - 60% of grads had jobs by graduation – today? 20+ %
- Student & parents expectations are changing
- Congress “gainful employment” rule & U.S. News & World Report ratings
- Grads don’t know HOW to search for a job



Your Responses to our 6 Questions

More Funding	100% NO!
Reports to	51% Student Affairs 49% Academic
Serve More	80% - No, 15% Yes - 5% Maybe
Argument	Fear of competitors having better stats Need more employer outreach Alumni with better paying jobs contribute Better employment stats helps recruitment
Generate Revenue	Increase participation at job fairs Advertise fee services to alumni Hold workshops and charge Sponsorship with businesses
Fee	90% - No, 10% - Yes

Call Now to Register for 11:00 to 1:00 pm EDT

Time	Speaker/Webinar	Topic	Discussion
11:00 - 11:30	Martin Yate	Job Search	Finding a Job in an Uncertain World
11:30 - 12:00	Gary Schoeniger	Entrepreneur	Develop the Entrepreneur Mindset
12:00 - 12:30	Natecha Saunders	Facebook	Tips & Strategies to Use Facebook
12:30 - 1:00	Dr. Inam Elmaghrabi		
2:00 - 2:30	Robert Ashton	Careers	Social Entrepreneurship!
2:30 - 3:00	Clare Darling	Networking	Networking for Career Success

- 50 percent of the students spent 1-5 hours a week
- 95% do not have a written career plan
- 50% did not have an alumni mentor



Free for GRADS and Parents

10 Ways to Increase Resources

1. Use stats to show a need
2. Start a discussion comparing your piece of the pie
3. Show you can improve retention
4. Show you can help recruiting
5. Develop a student 4 year plan
6. Deliver services more cost effectively
7. Re-brand yourself
8. Generate your own revenue
9. Reach out to Volunteers
10. Identify the "Cadillac" example



Use Stats to Show a Need

1

1. Show effects of recession on grads and alumni
2. Show stats and identify where you want to be
3. Conduct satisfaction survey and show where you want to be
4. Compare yourself to competitors



Compare with Other Departments

2

1. Why do other departments deserve more?
2. Whose mission has the most long term significance for the college?
3. Do interviews with campus newspapers, radio station, committees to force an academic discussion
4. Share your department 4 year strategy report



Where's the \$

990 Form

University budget

Program Expenses

- STUDENT FROM COURSES - CREDIT STUDENTS
- STUDENT RESIDENCE FUNDS
- SPONSORED PROGRAMS
- CONCERT AND THEATRE TICKETS
- ATHLETIC TICKETS
- ALL OTHER PROGRAM SERVICE REVENUE

Total: All other 2A-2F

990 Form

University budget

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Show You Can Improve Retention

3

1. Site recent students
2. Identify how much is currently being invested

Grant focuses on success of older, working students

\$1 million aims to improve state college graduation rates

11/22/10 10:26:20 AM | Comments

FILED UNDER: News, Education, Ho Tech, Hoosier Events

Hoosier students will get more help finishing their two- and four-year degrees, thanks to a \$1 million grant announced Tuesday.

The money will help pay for more flexible scheduling, more courses tailored to students at different achievement levels and more customized, computer-based instruction at Ivy Tech Community College and Indiana University's regional campuses, state officials said.



Show You Can Help Recruit

4

1. Suggest Career Services become part of campus tours
2. Offer prospective students assessment test and online review of them
3. Provide formula to show prospective students why you are better
4. Provide advertising/marketing/PR ideas to use your stats



Develop a 4 Year Curriculum

5



1. Require students to take personality tests, assessments the first year
2. Build a strategy to network them with alumni using LinkedIn
3. Identify specific career curriculum they need to complete each year



Become More Cost Effective

6

1. How can you use technology to reach more students?
2. Where can you get volunteers?
3. What services can you deliver on the web?
4. What services can you outsource?



Rebrand Your Department

7

1. How can you get in the President's circle of advisors?
2. What can you do to become as important as "athletic" coaches?
3. What can you do to create an organization "brand" that students will want to create a positive buzz about you?



Generate Your Own Revenue

8

1. Require or make optional "deluxe" career services fee students pay
2. Increase marketing of affinity products and services
3. Ask businesses to contribute \$100 when they hire a student



Reach Out to Volunteers

9

1. Students
2. Retirees (faculty, staff, alumni, community members)
3. Business partners



Find the "Cadillac" Example

10

1. What are their stats?
2. What services do they offer?
3. What is their employee to student/grad ratio?





Are YOU mad yet!

Next Steps

- 1) Create a 1 page strategy document
- 2) Get feedback from boss & management
- 3) Get commitments
- 4) Follow your plan



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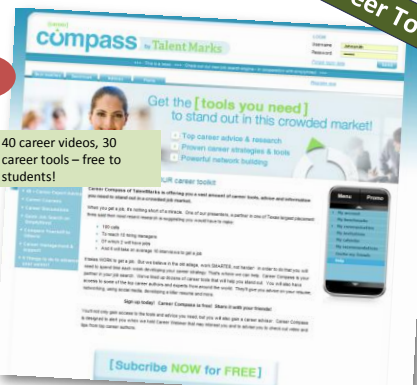
www.collegerecruiter.com



Fall Webinars

1

Speakers will be announce August 26th. Series starts October 5th 4 – 4 PM EDT



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