

Get More Resources

10 Ideas on how your Career Center can get more resources





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



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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 Fear of competitors having better stats Argument Need more employer outreach Alumni with better paying jobs contribute Better employment stats helps recruitment Increase participation at job fairs Generate Revenue Advertise fee services to alumni Hold workshops and charge Sponsorship with businesses 90% - No, 10% - Yes Fee

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. 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

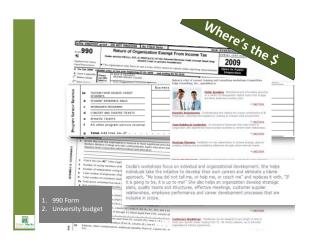


Compare with Other Departments

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- 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





Show You Can Improve Retention

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



Show You Can Help Recruit





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



Develop a 4 Year Curriculum





- Require students to take personality tests, assessments the first year
- 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



- 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?



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Rebrand Your Department

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- 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



- 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



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Reach Out to Volunteers

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



Find the "Cadillac" Example

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





Next Steps

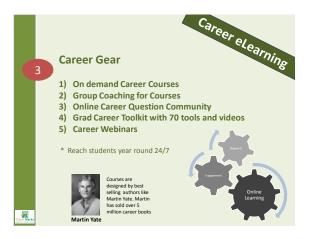
- 1) Create a 1 page strategy document
- 2) Get feedback from boss & management
- B) Get commitments
- 4) Follow your plan

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Follow – up!



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"let's keep the conversation going!"