HELLO MARKETING. IT’S ME, LEARNING OUTCOMES. I THINK WE’RE GOING TO BE GREAT FRIENDS

SUPPLEMENTARY HANDOUT OF MARKETING & ASSESSMENT EXAMPLES
NATIONAL CAREER DEVELOPMENT ASSOCIATION CONFERENCE
JUNE 30, 2017

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The Career Center, University of Illinois at Urbana-Champaign
Contents

Supporting Materials for Three Examples

- Career Readiness Campaign: Winter 2016-2017
- Get Experience Campaign: Summer 2017
- Graduate School Month Campaign: October 2016
CAREER READINESS CAMPAIGN
WINTER 2016-2017

Resources Include:

- Example campaign poster / social media visuals
- Screen capture of campaign webpage
- Facebook Post – Kickoff of campaign, Dec. 5
- Example student responses / contributions
- Facebook Post - Follow-up of campaign, sharing quote, Feb. 27
How Many Boxes Are Checked on Your Career Ready List?

Tell us how you are becoming career ready at go.illinois.edu/careerreadynow for a chance to win an Amazon Fire Tablet!

Explored My Options:

- Joined a RSO or club on-campus
- Connected my academics to possible career options
- Met with professionals in informational interviews
- Researched graduate & professional school programs
We’re inviting students to share...

with a BIG raffle incentive!

go.illinois.edu/careerreadynow

"Career Ready Now" Contest
What have you done to become career ready? Tell us your stories and enter a drawing for a chance to win a FREE Amazon Fire Tablet!

The contest will be open through January, with prizes given in early February.
Campaign Kick-Off, 12/5/2016

- Campaign was simultaneously released on social media, digital displays across campus, and printed window posters
- Even the university website homepage took notice and picked us up!

2,057 people reached with this single post from The Career Center
“I went to The Career Center to edit and update my resume.”
Madeline, Freshman, LAS

“I went to an AMSA event where a first year medical student shared her experiences getting into medical school. She inspired and motivated me to keep working towards my goal of being a doctor.”
Kotryna, Junior, LAS

“I interned at an agency that is potentially interested me as a future career choice.”
Alexandria, Senior, School of Social Work
Campaign Follow-Up, 2/27/2017

- More than 100 career readiness examples received from students across all academic colleges
- Approximately 60% provided permission to use their quotes in future marketing campaigns

1,489 people reached with this single post from The Career Center
GET EXPERIENCE CAMPAIGN
SUMMER 2017

Resources Include:
- Example data-informed campaign poster / social media visuals
- Reddit discussion post: No Internship, No Problem!
More than 1/2 of IL graduates reported completing internships

1/3 of the completers turned their internships into full time jobs

9/10 internship completers reported securing a job or enrolling in a graduate/professional school at graduation

Source: Illini Success Report 2016-17
MAKE THE MOST OF YOUR SUMMER
Gain Valuable Work Experience

- Establish good work habits
- Enhance your communication, leadership, interpersonal, and critical-thinking skills
- Develop relationships with your peers and colleagues
- Show initiative and take on projects
- Ask questions
- Learn about the field & industry
- Build a portfolio of your work

Source: Illini Success Report 2016-17
Example Poster / Social Media Visual: Window 3

LEARN HOW.
VISIT THE CAREER CENTER.
We keep seeing woeful posts asking what to do if you didn’t get a summer internship. PLENTY of people don’t have an internship this summer. 59% of last year’s graduates reported doing an internship at some point during their studies. What do the other 41% do?

Here is a list of suggestions for this summer. It is in no particular order and by no means exhaustive. Let us know about other experiences you’ve had that were not your traditional internship.

Research
There are many campus options for summer research. It’s getting late to find opportunities for this year, but it’s still possible. Contact professors in your field and ask if they have (or know of) research opportunities. Be prepared to explain why you want this and how you’d contribute.

Check the Virtual Job Board as well, and consider getting involved with the Undergraduate Research Opportunities Program.

Job Shadow
If you didn’t take advantage of our Job Shadow program, set up your own. Reach out to an employer, phone or email, and let them know you’d like an opportunity to shadow a professional in their organization. They may have a job shadow program, or they may want to hear about your expectations. Either way, this is a chance for you to network a little and see what a typical day looks like for a professional of your interest.

Network
Set up your LinkedIn page and start researching alumni that work in your area or for companies you are interested in knowing more about. Set up informational interviews with professionals in fields that you want to explore.

Does your field have active professional organizations? Consider joining them. Students typically get a discount rate, and following their group on LinkedIn is often free. A good professional org will keep you apprised of the latest news in your field, give you networking opportunities, and share relevant job opportunities.

Volunteer
Find some volunteer work that you enjoy doing. Bonus points for you if you find something that utilizes your professional skills. Similar to a part-time job, volunteering can develop transferrable skills beyond the degree-related areas you’re focusing on in school. Plus, commitment to a cause shows a kind of dedication that can help you stand out as a job candidate later.

Check out www.idealist.org for volunteer opportunities near you. United Way has a directory of volunteer opportunities too.

Start a new hobby or develop an old one
Check out what’s going on with your local park district. Sometimes they offer hobby classes over the summer; they are fun, and you can learn a new skill. This can be great for answering the “Tell us about a time you had to learn a skill on your own” type of interview question.

Illinois students also have free access to lynda.com.

Get a job
Any kind of work can contribute to your skill set. Employers want more than the technical skills you’re working on for your degree. They want leadership, ability to work in a team, problem-solving skills, and so much more. A part-time job that can assist in building these skills is a smart investment in your future.
Resources Include:

- Comparison:
  - **The Before:** Focus marketing on the Graduate and Professional School Fair
  - **The After:** Focus marketing on Graduate and Professional School Month (considering graduate school, preparing applications, and attending the fair)

- Example Trend Data
Graduate & Professional School Fair
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Wednesday, September 30, 2015
12-4 p.m.
ARC Gym 1

careercenter.illinois.edu
October 2016 Flyer ("The After")

ALSO, JOIN US FOR GRAD SCHOOL PREP MONTH!
Attend a workshop before and after the Graduate and Professional School Fair:

10/5 **Finding Research Opportunities:** The Career Center Interview Suite, 616 E. Green St., Champaign, Room 213, 4 - 5 p.m.
*Co-hosted by the Graduate College and Office of Undergraduate Research

10/6 **Exploring Graduate School:** The Career Center Interview Suite, 616 E. Green St., Champaign, Room 213, 3 - 4 p.m.

10/11 **Personal Statement Workshop (with the Writer’s Workshop):**
The Career Center Interview Suite, 616 E. Green St., Champaign, Room 213, 6 - 7 p.m.

10/26 **Personal Statement Workshop (with the Writer’s Workshop):**
The Career Center Interview Suite, 616 E. Green St., Champaign, Room 213, 3 - 4 p.m.

10/27 **Application Process Workshop:** The Career Center Interview Suite, 616 E. Green St., Champaign, Room 213, 3 - 4 p.m.

University of Illinois at Urbana-Champaign
GRADUATE & PROFESSIONAL SCHOOL FAIR

Wednesday, October 19, 2016
Noon - 4 p.m.
Illini Union, Rooms A, B, & C
careercenter.illinois.edu
Reflections from Graduate and Professional School Representatives in October 2016

- **DONT CHANGE! :)** It was fantastic. This was the busiest fair I've been to in the past several years and the students were well prepared.

- **It was one of the best fairs I attended this Fall.** I ran out of materials!!! I was so happy to see Freshman and Sophomores there learning about what to do!!! I was really, really impressed with this year's group at UIUC! Great job!

- It was my first time attending the GP school fair. I was impressed with the turnout, especially for our university. It was great to meet and talk to over 40 students from UIUC. The students were prepped with good questions regarding [our university] and it's graduate programs.

- Keep it up! I attend many grad fairs and sometimes it's depressing when students don't show--UIUC did a great job of getting the word out...

- **This is (by far) the best general graduate school fair in the U.S.** Keep up the good work!
Grad & Prof School Fair Trend Data

Graduate and Professional School Fair Participation by Academic Class

- Freshman
- Sophomore
- Junior
- Senior
- Graduate
- Alumni
THANK YOU FOR YOUR INTEREST.
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