

PREPARING YOUR PACK FOR IMPACT





WHERE IT ALL BEGAN



How the Career Center prepared me for the future

TRUMAN'S PROGRAM



Make-up of Student Staff

❄️ Human Resources Intern

- ★ Career Assistants: Resume reviews, internship/job search
- ★ Mock Interviewers: Conducted interviews & provided feedback

❄️ Communications Intern

- ★ Public Relations Team: Raised awareness of Career Center and Events

❄️ Graphic Design Intern

❄️ On average totalling about 16-20 students

Make-up of Full-time Staff

❄️ Full-time staff: 2 Career Counselors, 1 Employer Relations, 1 Administrative Assistant

LOGISTICS



The Money

Any student at Truman who has a scholarship must complete 120 hours a semester with an on campus job to keep their scholarship. Anytime over 120 hours, they were paid minimum wage.

Hiring

Each student had to submit a resume & cover letter, then complete an interview. Which is significantly more than what most scholarship jobs require.

Professional Development

Each month the students were given a professional development assignment to help prepare them for the real world.

- ❄ Resume Critique
- ❄ Job application process
- ❄ Self-reflections
- ❄ Mock interview

TRANSFERABLE SKILLS: NACE



Leadership

The interns were given a chance to lead those they supervised.

Ability to Work in Team

Adjust to changing circumstances, learned from each other, dealt with frustrations.

Communication Skills (written & verbal)

Resume writing, emails, communicating with employers & students, etc.

Interpersonal Skills

Work with diverse groups of students and employers.

Initiative

Each student was required to do a self-driven project. They developed the topic and did it during their free time throughout the semester.

Creativity

Developing new ideas for the center & raising awareness of our services.



“Tell me and I’ll forget, teach me and I’ll remember, involve me and I’ll learn.” -Ben Franklin



UNIVERSITY OF ARKANSAS

Transitioning to the U of A



Why?

Work loads of current staff members

Attendance at events

Experiential learning opportunities

THE PROCESS



Presentation to the
CDC staff

Wrote
proposal for
funding

Presented to
the Executive
Advisory
Board

THE PROPOSED INTERNSHIP POSITIONS



Web Redesign Intern

Develop a more user-friendly platform for students, alumni, and employers to navigate

Social Media Intern

Manage all social media accounts and increase social media presence across campus

Public Relations Intern

Develop creative strategies to raise awareness of the Career Development Center

Graphic Design Intern

Develop all advertisements to be displayed around campus and on social media including, but not limited to, flyers, posters, and table tents

BUDGET

Position	Yearly Pay	Quantity	Total
Internships	\$1,000	4	\$4,000
Materials	Cost	Quantity	Total
Adobe Creative Suite	\$150	1	\$150
Popcorn Cart	\$300	1	\$300
Popcorn (case of 50)	\$49.95	2	\$99.90
Popcorn Bags (80)	\$14.99	3	\$44.97
Printing	\$200	1	\$200
Tax, Shipping, & Extra Charges	\$205.13	1	\$205.13
Total Cost			\$5,000

Justification

According to the National Association of Colleges and Employers (NACE), students that take advantage of the full range of Career Center services increase their chances of getting the initial job offer.

NACE also found that internships are critical in finding a job early on in the job search.

NACE has shown that employers have begun to rely more and more on internship experience as a significant factor in the recruiting process, further increasing placement rates upon graduation.

“Aside from the student benefits, the internship program would also address the Career Development Center’s staffing needs and reduce the workload of many full-time professionals to provide more time for our increasing number of student appointments.”

CAREER DEVELOPMENT CENTER GOALS



- (1) increasing the number of students who receive our services
- (2) annually increasing the number of UA student and recent alumni engaged in experiential learning opportunities
- (3) utilizing and enhancing technology to deliver quality career education, career resources, and career information to UA students, recent alumni, and employers.



INTERN TRAINING

PROFESSIONAL DEVELOPMENT

2	8/29-9/2		<ul style="list-style-type: none"> Set individual goals (internship, personal, & professional) 	Read <i>Confessions of a Recruiting Director</i> Chapter 1, pg. 5-39
3	9/5-9/9	Mon: Labor Day Wed: Career Fest	NO MEETING- Labor Day	
4	9/12-9/16	Tue: Resume Reviews Thur: Grad & Prof Fair/ All Majors	<ul style="list-style-type: none"> Resume Critique #1 	Make changes to personal resume
5	9/19-9/23		<ul style="list-style-type: none"> Personal Resume Review 	Read LinkedIn Article
6	9/26-9/30	Mon/Tue: Resume Reviews Wed: Stem Career Fair	<ul style="list-style-type: none"> LinkedIn Profile Review 	Update LinkedIn Profile
7	10/3-10/7		<ul style="list-style-type: none"> Resume Critique #3 	
8	10/10-10/14	Wed: Nonprofit Fair	<ul style="list-style-type: none"> Career Action Plan (CAP) 	Write personal cover letter based on Career Action Plan <u>Optional:</u> Read <i>Confessions of a Recruiting Director</i> Chapter 3, pg. 49-59
9	10/17-10/21		<ul style="list-style-type: none"> Cover Letter #1 (via email) 	Read <i>Confessions of a Recruiting Director</i> Chapter 4, pg. 60-98
10	10/24-10/28	Thur: Ag Fair	<ul style="list-style-type: none"> NO MEETING 	
11	10/31-11/4		<ul style="list-style-type: none"> Mock Interview 	



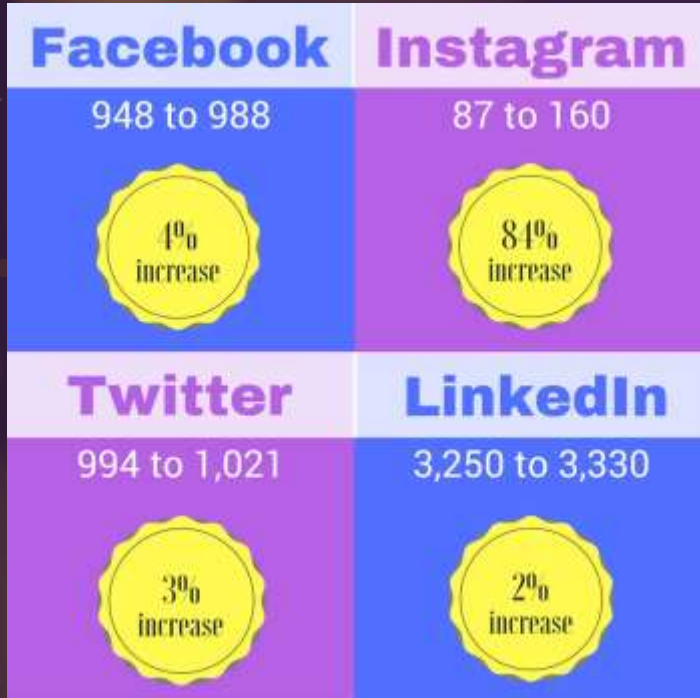
THE CHALLENGES

Website Redesign - The Graphic Design Intern - Time-Commitment



The Progress!

SOCIAL MEDIA



#TransformationTuesday

intern, Important Company

- **Worked** with team
- **Made** graphics for team project
- **Started** a charitable contribution fund

VS

intern, Important Company

- **Collaborated** with team members
- **Designed** graphics for team project
- **Established** a charitable contribution fund

Transform your resume's vocabulary from verbs that are common and vague to those that are descriptive and illustrative of your experience! Spice up your word choice to remind recruiters that this candidate has impressive qualifications and a vocabulary to match!

UA Career Development Center
Published by Hannah Hanges | 1 |
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Keep working through that resume by transforming the vocabulary from generic verbs to illustrative descriptors of your personal contribution to the organization! Draw attention to those accomplishments! #TransformationTuesday

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PUBLIC RELATIONS INTERN



CUE VIDEOS

NEXT SEMESTER



Public Relations

- Elevator Pitch “gameshow”
- More Career Fair videos
- Job search videos

Social Media

- Research social media trends in other fields

Web Redesign

- Coding website back on Public Relations feedback

Design

- Help design website
- Design flyers as needed

DELTA EPSILON IOTA



<http://deltaepsiloniota.org>



Questions?