

No Postings? No Problem — Target Employers!

Presented by Victoria Crispo and Flore Dorcely-Mohr

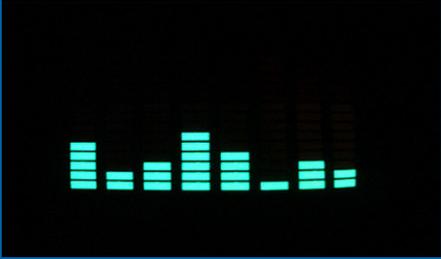
InternBridge Conference
August 18, 2017



Who are Victoria Crispo and Flore Dorcely-Mohr?



Sound check and Chat Share



Slide 2

- 1 Got this image from here:
<https://pixabay.com/en/who-question-information-mark-text-2549178/> No attribution is required.
Victoria Crispo, 7/31/2017

You're in the right presentation if you want to learn how to:

- Use strategies that develop employer relationships and provide internships, especially for our challenged populations (women returning to the workforce, non-traditional students, veterans, etc).
- Gain a clear understanding of the Targeted Employer List tool and how to use it with students.
- Adapt best practices that will work for your own students.



TODAY'S AGENDA

- Part 1- Explore your Career Center challenges and learn about us
- Part 2- Targeted Employer List- what it is, how Berkeley has used it, along with incorporating Idealist searches.
- Part 3- How did the pilot program go? Getting staff on board, student case studies, and results
- Part 4- Questions?



Chat Share

Has this ever happened to you?

you've met with a student who has very specific career interests and expects you'll find their *dream job* or *dream internship* for them

whether they are qualified or not



Slide 6

- 5 We want them to nod their heads virtually and talk about their experiences working with these issues
Victoria Crispo, 7/26/2017
- 3 We'll just say these or maybe have one on each slide and give a few moments for people to chime in on each
Victoria Crispo, 7/26/2017
- 4 Have attendees raise their hand when it applies to them. Also include an image for each slide
Victoria Crispo, 7/26/2017
- 2 <https://pixabay.com/en/moon-dream-fantasy-surreal-night-478982/>
Victoria Crispo, 7/31/2017

Chat Share



You're working with a student with a
- non-industry-specific major
- liberal arts major

In both cases, they have no idea what field they'd like to work in



Chat Share

You've met with students who have transportation barriers or require accommodations in order to work effectively



Chat Share



The student is focused on a job function rather than honoring their values. They are fixated on a job title. And do not see the difference between a job search versus a career search.



Chat Share



You have a student who has been convinced from a young age what she or he wants to do, but after experiencing a taste of it, realizes it's not for them. (Flore's example of mother graduating with CJ degree.)

They then turn to you and ask, "Now what?!"



About us!



Victoria Crispo
Manager,
College & Professional Outreach



About us!



Flore Dorcely-Mohr
Director,
Online Career Services



What to do next?!

Revise your resume

Assess your skills & interests

Research organizations

Read job listings

Network

idealist

Berkeley College ONLINE

Building a Targeted Employer List

A Targeted Employer List!

A what?!

idealist

Berkeley College ONLINE

Why use it?

MISSION

CULTURE

IMPACT

FIT

Do I want to work here?

idealist

Berkeley College ONLINE

Audience Share:

What majors are most troublesome when it comes to *your* students finding internships?

What industries are hardest for your students to find internships in?



Berkeley's problem:

Students who have broad majors sometimes have problems honing in on an internship:

- Information Systems Management
- International Business
- Management
- Marketing
- Business Administration



Student Scenarios



Slide 19

- 7 would be better if we could do this as a screenshare rather than a screen shot
Victoria Crispo, 7/31/2017

Slide 26

- 6 maybe just use a screenshot here?
Victoria Crispo, 7/31/2017

Slide 27

- 8 Go back to Idealist and do a "good" search, focused on finding organizations rather than postings.

Use embedded video for this.
Victoria Crispo, 7/31/2017

RESULTS

1. Students/grads--confidence building among them in getting familiar with using it. Getting feedback on their search.
2. Staff/colleagues using it--now they are encouraged to use it with every initial counseling conversation. So, the resume review, target employer list conversation go hand in hand.
3. Then after those conversations a more strategic search will reveal what gaps may exist: knowledge, skills, education, etc.





Questions





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