

Career Crawls:



Engaging Students Through Career-Focused Immersion Trips

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What to Expect...


- Career Crawl Beginnings
- What Makes a Career Crawl?
- Engaging Students – Interaction and Reflection
- Crawls in Action
- Planning for a Career Crawl
- Assessment and Student Feedback
- Where to Now?
- Q&A

Career Crawl Beginnings

- Benchmarking – Treks at peer institutions
- NACE Career Readiness Competencies
- Existing programs at University of Miami
- Toppel strategic planning and target audience



What Makes a "Career Crawl?"



Immersion: What's it "really like?"

Exploratory vs. Recruiting

Industry Insight

Career Readiness


UM Community

Interactive and Reflective....

Engaging Students

Interaction

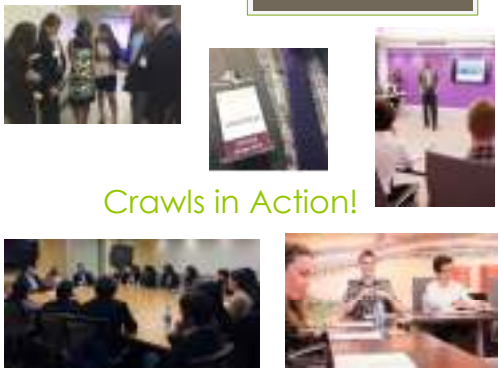
- Company site visits
- Receptions
- Alumni panels
- Learning activities



Reflection


- #ToppelCrawls
- Application process: Goals for career development
- Future Crawls: Incorporate reflective projects

Crawls in Action!



Downtown Miami

- Focused on nonprofit sector
- Site visits to The Miami Foundation, YWCA Miami, and United Way Miami-Dade
- 1 day
- 9 students



Washington, DC

- Focused on government and public service
- 3 days
- 6 site visits
 - U.S. Department of State
 - Congressional Hispanic Leadership Institute
 - Federal Reserve Board
 - U.S. Global Leadership Coalition
 - The Alpine Group
 - MAXIMUS
- Evening reception with DC-area UM alumni and employer partners
- 18 students



Next Stop....London!


- Focused on developing a global career
- Supported by UM Parents Council member
- 1 week
- Interactive site visits to employer locations
- Insight into a variety of roles/industries on a global scale
- Evening receptions with UM alumni / young professionals
- Tours of the city and business hubs
- Reflection exercises



Planning for a Career Crawl

City and Industry

- Consider starting in "your own backyard"
- Areas of high concentration – alumni bases and student post-graduation plans
- Where are your employer contacts?
- Broad industries that encompass a wide range of potential paths
- Donor support



Site Visits and Receptions

- Site Visits
 - Variety is key!
 - Current employer partners
 - Outreach based on the theme
 - Utilize alumni
 - Communicate the goal of the program
 - Educational vs. hiring – takes the pressure off
- Reception
 - Employer contacts (partners and who has posted in your system?)
 - Alumni Associations (ex: DC Canes)
 - Personal contacts



Logistics

- All expenses covered for students
- Toppel books travel and hotel, organizes meals etc.



Marketing

- Toppel Insider/social media
- Targeted outreach
 - Student groups
 - Faculty/campus partners
 - Attendees of related events
- Information sessions




Student Applicants



- Who is doing it for the right reasons?
- Process
 - Online application
 - Short answer questions – what they hope to gain, how they hope their participation impact their career development, questions they are eager to ask
 - London: Presentation/Q&A
 - NACE Career Readiness Competencies

Preparing our Students for Crawl Success



What We'll Cover...

- Logistics
- Flight
- Hotel Accommodations
- Travel Insurance
- Health
- Transfer School etc.
- New York
- Breakfast
- Expectations for Student Participation
- Professional Dress
- Registration
- Orientation by Date
- Any questions?

Assessment and Student Feedback

What Have our Students Gained?

DC

"The site visits did a fantastic job of showcasing the options available in the DC area and the variety of sectors that operate in the city."

"I learned that I could really see myself working for the government, whether abroad or in DC."

"Meeting with past alumni who have a connection to you, and somehow already know and understand you."

100% - Overall satisfaction was excellent or good

"There is a position/job for anyone in DC due to the diversity of the companies and organizations that are housed there. I also learned that you can be successful in any career that you have passion for."

"Always follow-up. Network, network, network. Always be ready to take on a new challenge."

Downtown Miami

"Great chance to see the actual working environment and get a sense if you will like working in that industry/job or not. This should be a requirement to graduate from UM- having career crawls will enable students to get a taste of everything and then pick what they like more efficiently."

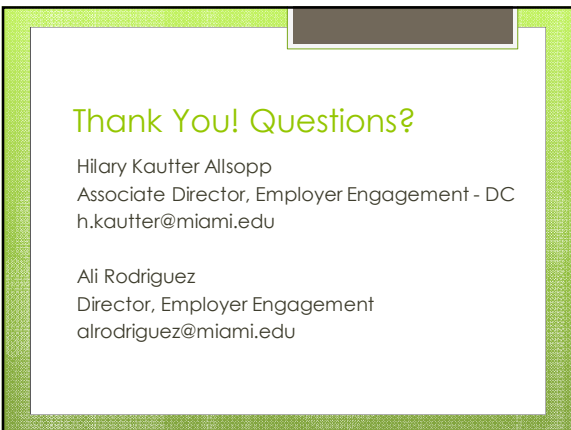
"I learned that anyone can apply to work for an NGO, people's backgrounds are not traditionally in Public Administration, NGO-related, etc."

"I was able to see a broader range of employment options in the non-profit sector that I had not be exposed to previously."

Hear From our Students!

Where To Now?

- Future Crawl locations
- Additional reflective components
- Student Crawl Leaders
- Buzz = funding sources



Thank You! Questions?

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