Fact

- It takes the whole campus to enroll, train, retain, graduate, and help find employment for a student.
- It is a team effort and every department and every employee is a part of that team.
Evolution thru Education

- Evolution is defined as: A *gradual process in which something changes into a different and usually more complex or better form.*

- Our students have asked us to help them evolve by applying to school.

- They are seeking a change that they feel education is the key to helping them obtain.

- They are not simply here to learn terms and applications; they are here to learn how to be more successful.

- Encourage our students to embrace the changes they see and encounter.
Our Business

- We are in the business of customer service and our industry is education.
- Our students are our top priority. They are the reason we are in business.
- We are to provide consistent, reliable and equitable service to our students.
Right out of high schools – Trying to establish a career
Unemployed and under employed…Financial trouble
Unsatisfied with the current job…Depressed
Changing career out of adventure/boredom
People needing retraining due to the strained economy
Displaced workers needing retraining for new skills
Vocational rehabilitation after injury/illness
People with unpleasant personal experiences…Divorce
People who had only failures in their lives and looking for their last and only chance…Running for their lives
People who were told again and again that they were never going to succeed in their lives
Nature of our students – What are they afraid of?

- Fear of failure…Past experience
- Fear by intimidation…Lack of confidence
- Fear from going back to school after a long break
- Fear out of low self esteem…Some have little self-worth
- Lack of trust…Fear of interacting with or trusting others
- Fear of having to start a new career from the bottom…Lower pay than they are used to…
- Fear from low math and reading skills…Out of sight, out of mind
- Fear from test anxiety…Please don’t ask me to take a test
- Fear of school…Will this work for me? Is this worth the investment?

- **FEAR OF SUCCESS: TOO SCARED TO TRY & TOO AFRAID TO FAIL**
Establishing Your Direction

- Pride in our profession
- Pride in our campuses
- Pride in our students and their success
- Student satisfaction
- Employer satisfaction
- Community involvement
- Making lives better – students’ and ours
Professionalism

- **Definition:** *Having or showing great skill based on a code or standard; expert*

- You act and dress the part. It is a job requirement.

- Your work is defined by your professional and personal standards and ethical values.

- Treat each student equally.

- Do not allow personal issues to block your ability to successfully navigate the functions of your position.

- EVERY student is our student, regardless of your job function and what students you have been assigned.

- Live the Mission Statement. If they are only words, then you are missing the mission.
Integrity

- Definition: *Steadfast adherence to a strict moral or ethical code*
- Honor and respect for duty and responsibilities.
- The hardest thing to maintain but the easiest to lose.
- Your integrity directly relates to the respect you give and receive from our students.
- Integrity is beyond your job title, salary or seniority. It is the truth and belief that our students place in your word and your work.
- Integrity = Value
Accountability

- Definition: *Liable to being called to account; answerable*

- Rigid responsibility - Accepting the duty of placing our students with consistent assertiveness and responsible aggression.

- Your job as a staff member makes you accountable to company, your supervisors, corporate leadership, those who employ our students but most importantly -- the students themselves.

- By choosing to accept your position at your school, you have told your President/Director, the company and our students that you will be accountable for the success or failure of our graduates.
From Orientation to Graduation: Get Active

- Orientation
- First week of Class – Connect with the Classes and engage your students.
- Classroom visits – Regularly visit classes and updates classes on success.
- Workshops – Here are some potential topics
  - Job Searching
  - Resume Writing
  - Dress for Success
  - Mock Interviewing
  - Follow-up
  - Job Retention
- Externship/Graduation Meetings – Meet with students during their final quarter.
- Externship – Match the right student with the right site for the best results.
- Job Placement Assistance – weekly contact, strategize each graduate’s search
- Handling Rejection – How to accept rejection, learn from it and move forward.
- Getting and Keeping the Job – You got the job, now what?
Placement: Supply & Demand

“Supply Side” Tips and Tools
- “Work fast”- Using outreach tools to explore employment
- Customizing the job development process
- Support for job development from the campus

“Demand Side” Tips and Tools
- Understanding employers’ needs
- Tips and Tools for employer marketing
When should job development start?

- **Old paradigm**: Wait until people are ready and all together before you provide help getting a job.

- **New paradigm**: Include conversations about employment at Orientation. This will demonstrate:
  - Early engagement in jobs to build trust
  - Hope and motivation to change
  - Customize to address job-seeker and employer’s needs.
What we know

- **Job Development** is more than just **Job Placement**
- The best ‘work readiness’ programs are those that get people into jobs quickly
  - Jobs that they choose and want
  - Jobs using the skills gained from their career programs
  - Jobs in real work settings for real pay
  - Jobs with pre and post employment support
- Employment services should address both:
  - The ‘supply’ side (our customers’ interests, needs, barriers and opportunities) and
  - The ‘demand’ side (what employers want or need)
The Role of Career Services

- Placement is a factor in school retention
- Create a retention plan based on the student’s motivation
- Help to identify ‘triggers’ for at risk students
- Be clear with employees and employers about your role
- Communicate with students on a consistent, regular basis throughout their program
- Help to “problem-solve” through advising, role playing, reviewing assessments and employment plans
Partner with Graduates & Employers

**Job Preferences**
- Type of job
- Location & business type
- Size of employer
- Self-employment?
- Proximity to specific services
- Transportation
- Income expectations
- Effect on benefits?

**Support**
- Developing confidence
- Housing situation
- Access to training
- Budgeting
- Preparatory skills
- Ongoing advising and support
- Transportation
- Clothes
- Soft skills
Career Services Workshops & Seminars

- Career Development 101
- The Job Search Process
- Cover Letter/Resume Writing
- How to complete a job application
- Networking, References and Connections
- Dress for Success
- The Interview & Follow-up
- Work Habits – Good and Bad
- Email, Social Media and Networking
- Budgeting
## Tips for Job Development and Placement

### Typical Challenges

- Force-fitting placements to meet program outcomes
- ‘Passive job development’
- Not following up on a regular basis with active and potential employers
- Focusing on the disability/challenges rather than the ability
- Making promises
- Guaranteeing anything
- Offering to do all the training and supervision
- Failing to plan for the next step (advancement, transition)

### Suggested Responses

- Define features and benefits
- Offer examples to employers of ways part time, negotiated or carved jobs has helped an employer in the past
- Understand employer training needs, growth jobs
- Help the job seeker break down the job development process into attainable steps
- Use peer support and mentors
- Use testimonials and referrals
10 Characteristics of a Successful Professional

- **Professional**: A person with great skill, experience and/or expertise in a vocation, trade or industry who conforms and demonstrates the standards of quality in that chosen career.

- **Organized**: The ability to retrieve anything pertaining to CFI in an orderly and efficient manner.

- **Team Player**: The ability to work together with others, both co-workers and students.

- **Positive Attitude**: The ability to radiate supportive, empowering vibrations in your immediate environment with a “can do” mentality.

- **Flexible**: characterized by a ready capability to adapt to new, different, or changing requirements.

- **Customer Service**: The standard of quality provided to all consumers (internal and external) and potential consumers for products, goods and services; including complaints, sales and conflicts to produce maximum consumer satisfaction.

- **Passionate**: Love what you do! Do what you love! To have a strong feeling about something, usually an intense desire.

- **Ethical**: A being of character, integrity and principles.

- **Accountable**: Employees taking ownership of the results of their actions and non-actions in fulfilling the responsibilities of their positions and in providing the best possible customer service to our students and our fellow employees.

- **Empathetic**: The action of understanding, being aware of or being sensitive to and responding to the emotional state and ideas of another person. It is the ability to put yourself “in someone else’s shoes” without judgment, even if you have not personally experienced the same situation or emotional state.


Leading Placement

- Establish the overall placement goal.
- Identify the Annual pool of graduates.
- Develop an obtainable weekly run-rate.
- Define a placement and/or related placement.
- Contain placement waivers.
- Meet regularly and recognize success.
- Train.
- Set a timeframe to achieve goals.
Any Questions?
Career Services Best Practices:
From Orientation to Graduation

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