

Re-designing Career Services for Virtual Delivery While Maximizing Student Engagement

Campus Recruiting Forum
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Agenda

- Institutional Context
- Programs and Services – Students & Alumni
- Employer Relations & Recruitment
- Communication Strategies
- Individual and Operational Effectiveness
- Q&A

Institutional Context



- 20,000 students, multi-campus context
- Experiential Learning & Career Development structure
- Centralized model, decentralized delivery
- 3 Career Centres, 2 Co-op Offices, 2 Community & Workplace Partnership Offices
- 50 FTE staff in total (includes 24 FTE staff in the Career Centre plus 20 – 25 student staff)

Programs and Services – Students & Alumni



Appointments

- Virtual appointments
- Peer program delivery

Workshops/Certificate Programs

- Increased delivery of workshops
- Cohort delivery of career development certificate program
- Non-Profit Sector Experiential Certificate Program
- Resource development

Curricular Programs

- Career-Integrated Learning and Career Development Sessions
- MyLearningSpace modules
- Graduate-level professionalization course in Political Science
- Academic program orientations

Programs and Services – Students & Alumni



Employers

- In-the-House Series
- Employer panel series
- Fairs
- Recruiting sessions

Campus Programming

- Student clubs/associations
- Laurier Work-Study Program
- Career/industry panels
- Career Strategies Certificate for Alumni

Employer Relations & Recruitment

Employer Engagement

- Shift to fully remote
- Support for building brand
 - Career Centre programming
 - In-class presentations
 - Student clubs and associations
 - Career profiles, Ten Thousand Coffees – alumni
 - Videos
- Job postings, interviews

Next Steps

- Exploring virtual networking – smaller groups, breakout rooms, speed networking, etc.

Communication Strategies

Stakeholder Communication

- Newsletters
 - Graduating Students – weekly
 - Career Forward - monthly
- Laurier COVID-19 Daily Digest Website
- COVID-19 website landing pages for both students and employers
- Career Centre website Spotlights and articles
- Laurier 101 - online orientation (fall and winter) for incoming students
- First-year student webinar
- Returning student webinar
- Social Media
- Workshop/Certificate promotion
- Alumni – convocation packages, Ten Thousand Coffees

Individual and Operational Effectiveness

Human Resources

- Virtual Meetings!
 - Team and Units – weekly
 - Individual Staff – weekly and as needed
- Support for Learning
 - Webinars (internal and external), virtual conferences
 - Colleagues, Web research
 - Sharing through meetings and SharePoint site
- Strong collaboration among units
- MS Teams – informal and formal connections
- Flexible Hours
- Fun – bitmojis, celebrating 100 days, scavenger hunt, Kahoot trivia
- Staff wellness is a priority

Individual and Operational Effectiveness

Metrics and Accountability

- Ongoing focus on strategic plan, goals and objectives
- Student Engagement Survey
- Graduate Survey
- Evaluations and Statistics

Technology

- Optimization of Orbis platform functionality
- New technologies – virtual events, live chats, interview tools

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