



ACPA Conference 2011

ARE WE THERE YET?: A JOURNEY TO DEVELOP A NON-TRADITIONAL EXPERIENTIAL EDUCATION OPPORTUNITY

PEPA CARLSON AND JENNIFER JENNINGS
MARCH 28, 2011

Who Are We?

- ◎ **Pepa Carlson**, MSU Career Consultant – Lear Career Center, Eli Broad College of Business



- ◎ **Jennifer Jennings**, MSU Career Consultant – Center for Spartan Engineering, College of Engineering



MSU Spring Break Corporate Tour

- ◎ YouTube video:
<http://www.youtube.com/watch?v=tgU5VTjDaxs>



The Purpose

- ◎ **Employer Development**
 - ◎ Connection with alumni
 - ◎ Strengthen partnership
 - ◎ Build new relationships
- ◎ **Student Development**
 - ◎ Who goes?



Kolb's Experiential Learning Theory

- ⦿ One may begin at any stage, but must follow each other in the sequence
- ⦿ Concrete Experience (or “DO”)
- ⦿ Reflective Observation (or “OBSERVE”)
- ⦿ Abstract Conceptualization (or “THINK”)
- ⦿ Active Experimentation (or “PLAN”)

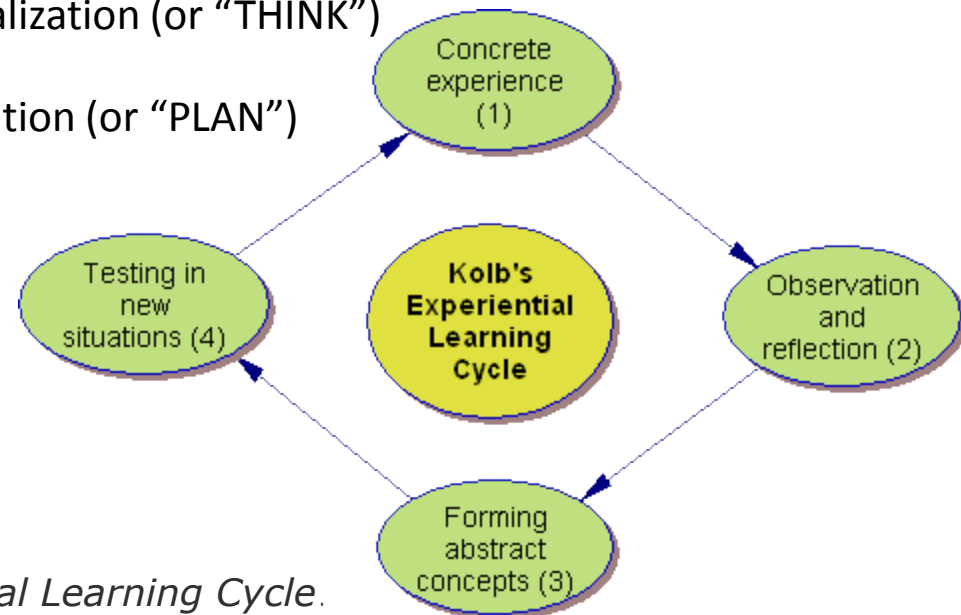


Figure 1. *Kolb's Experiential Learning Cycle.*



Experiential Education

- ⊙ Experiential Education is any type of career related work that a student receives prior to graduation.
- ⊙ Today's career centers are moving away from career decision-making and placement efforts to concentrate more on the career planning dimension of helping students explore their values, skills, and interests through experiential learning program. Students are demanding more than inventories, workshops, Introspections and career fairs (Shea 1995, p. 31)
- ⊙ Experiential Education at MSU

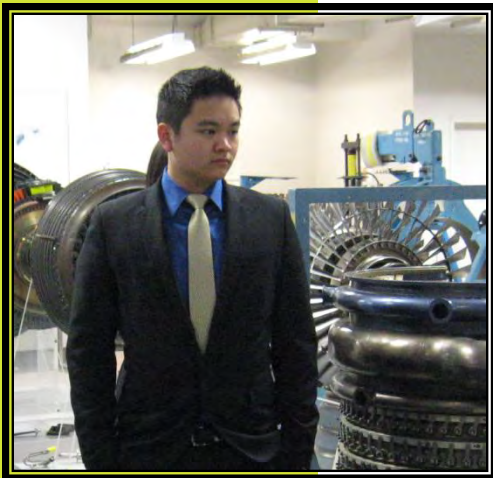
Theory: DO

Gaining New Experiences

- ⊙ Professional Development
 - ⊙ 1 week internship
 - ⊙ Student academic level
 - ⊙ Employers are people too
 - ⊙ Meetings, bus time, research, and reflection
 - ⊙ Networking with companies, staff, and peers
 - ⊙ Case studies, tours, community service



Alex Lee, SBCT 2011



- ◎ It was a great opportunity to be exposed to experienced professionals at their workplace. With only a week, we were able to visit six successful companies that toured us around their facilities. They also provided us with valuable information regarding opportunities within each of their companies as well as useful advice for college students to improve and prepare ourselves for life after school. We even had the opportunity to give back to a community we visited at the Great Smoky Mountains National Park by volunteering our time at one of their camps.
- ◎ Overall what we all took away from the trip were new friends, new professional relationships, and great knowledge of the companies we visited. It was a valuable experience that college students are rarely given the opportunity to do.

Theory: Observe & Think

After the visits...

- ⊙ Did the visits help define my professional purpose?
- ⊙ Case Studies
- ⊙ Tours
- ⊙ Hands-on
- ⊙ Interactions with Alumni and Executives
- ⊙ Community Service
- ⊙ Did the trip influence my career path?



Alex Hartford, SBCT 2008

This trip gave us a very realistic view of Corporate America. Every activity, presentation, and tour gave us insight about what the culture of each company was like.

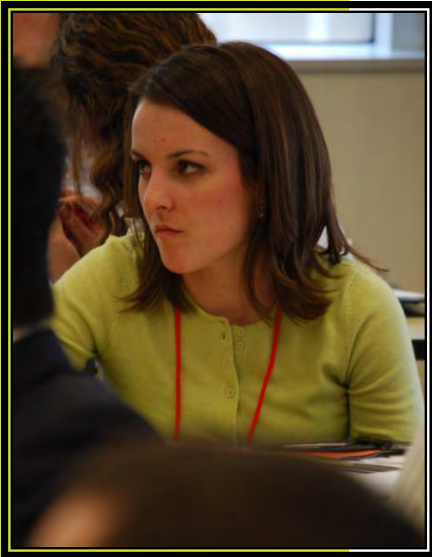
I learned a lot and I now have a better idea of what I am looking for in a future career. More than that, I met so many other students on this trip and got to know some faculty members better.

This trip was truly one of the best experiences I have ever had.



Andrea Scarlett, SBCT 2009

- ◎ The SBCT influenced my decision to stay in Supply Chain Management. I changed my major to SCM December 2008 and attended the SBCT in March 2009. The information I learned about SCM from the companies heightened my excitement about the field.
- ◎ The companies I toured showed what SCM means to them and examples within their company. Because I was able to see "real life" examples of SCM business problems, I realized I wanted to graduate with SCM so I could apply my problem solving skills in the workplace some day.
- ◎ The company visits definitely played a role in planning my career direction! I am grateful I visited companies in a variety of industries. The SBCT helped me narrow my career direction to a specific industry that interests me most.



Theory: Plan

- ① Internships/co-ops/job shadows
- ① Leadership
- ① Career Fairs
- ① Preparing for full-time
- ① Reunions
- ① Connections, LinkedIn



**Spring Break
Corporate Tour**

Reunion

**Tuesday, April 20
5:30 - 7:00pm
Lear Center - 21 Eppley**

MSU
Careers Services
Network

S
Spring Break
Corporate
Tour

Join us for a reunion of Spring Break Corporate Tour participants! Share your stories, give and receive advice, hear about other trips, have some fun & join us in our group photo!

Gary Golden, SBCT 2008

- © The Spring Bring Corporate Tour contributed to my career search by helping me realize how different every company can be. Every company offers a distinctive culture, diverse challenges, and different standards. After speaking with the representatives from the individual company I also realized how important it was to gain experiential education before I graduated college. Experiential educational opportunities gave me a chance to test drive my future career to determine if engineering was my true calling. The Spring Break Corporate Tour truly opened my eyes as a sophomore on what awaited me after college.



American Society of Mechanical Engineers
Regional Conference
3/07

Membership Chair
American Society of Mechanical Engineers
8/07-5/09

Structural Fire Engineering and Diagnostics
Research Assistant
3/08-8/08

DuPont Mechanical Reliability
Co-Op
1/09-5/09

Vice President
Society of Mechanical Engineers
8/09-5/10

DuPont Building Innovation Product Development
Co-Op
5/10-8/10

Membership Chair for National Society of Black Engineers
8/10-5/11

National Society of Black Engineers
Regional Conference
10/10

Logistics: How We Do, Observe, Think, & Plan

- ① Department, College, and University Approval
- ① Transportation
- ① Lodging and Meals
- ① Employer Demand and Interest
- ① Money and Sponsorship
- ① Marketing
- ① Student Applications
- ① Assessment



Questions?

- ◎ Thank you for your time, please let us know if you have any questions...



Contact us:

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