

FROM CLASS TO CAREER:

INDUSTRY WEEK SERIES

Presented By | Christine Y. Cruzvergara & Kelly Sargent

OVERVIEW

Context

Purpose

Industry Week Series

Applicability for other institutions

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Applicability for other institutions

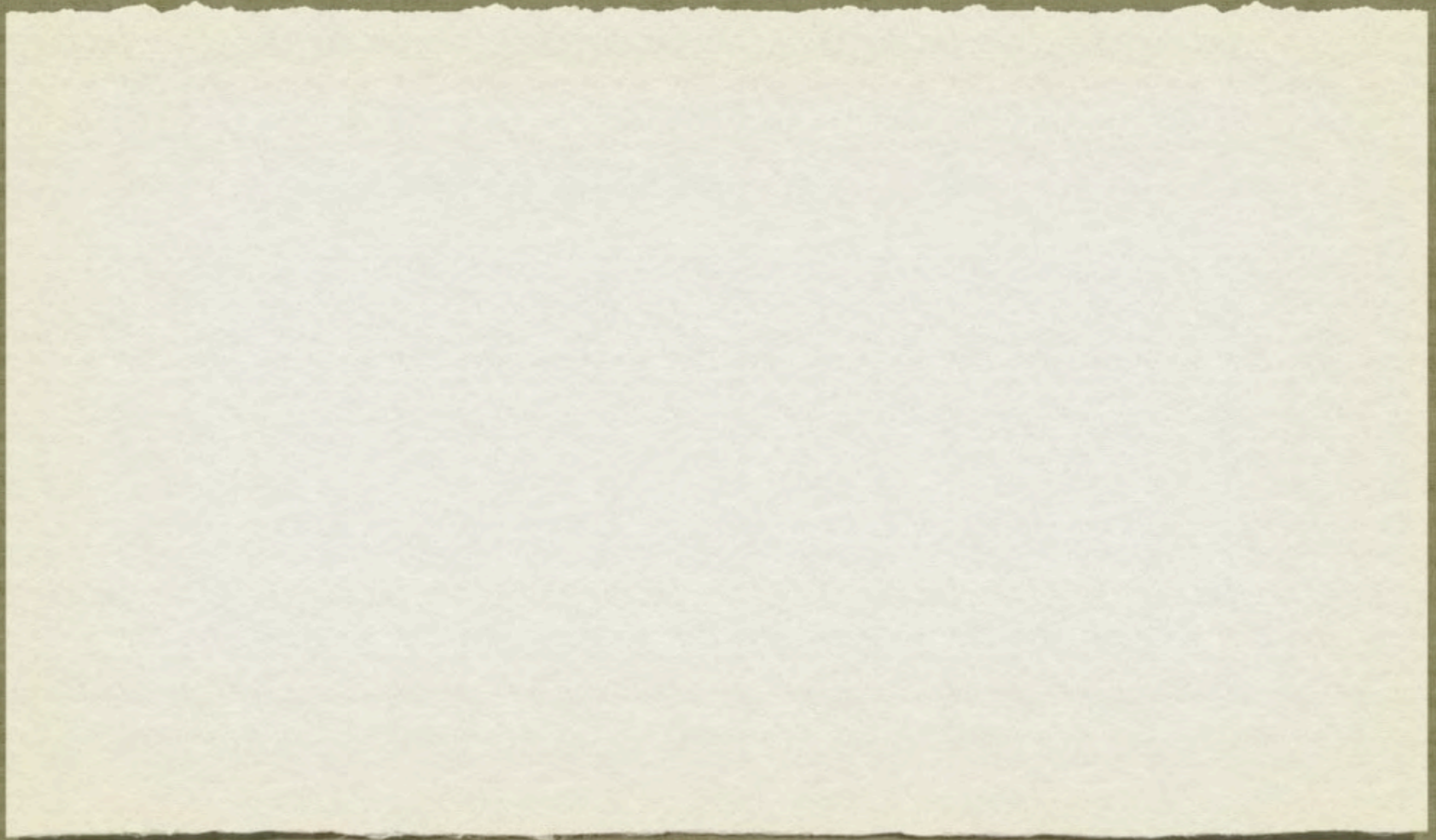
LEARNING OBJECTIVES

Knowledge of framework

Creative ideas for involving others

Marketing techniques

WHO WE ARE | GEORGETOWN UNIVERSITY



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The Campus

- Approximately 6500 undergrad
- Jesuit, Liberal Arts institution
- Four major undergraduate schools
- Business-bias pervasive on campus
- Traditional-aged, residential campus

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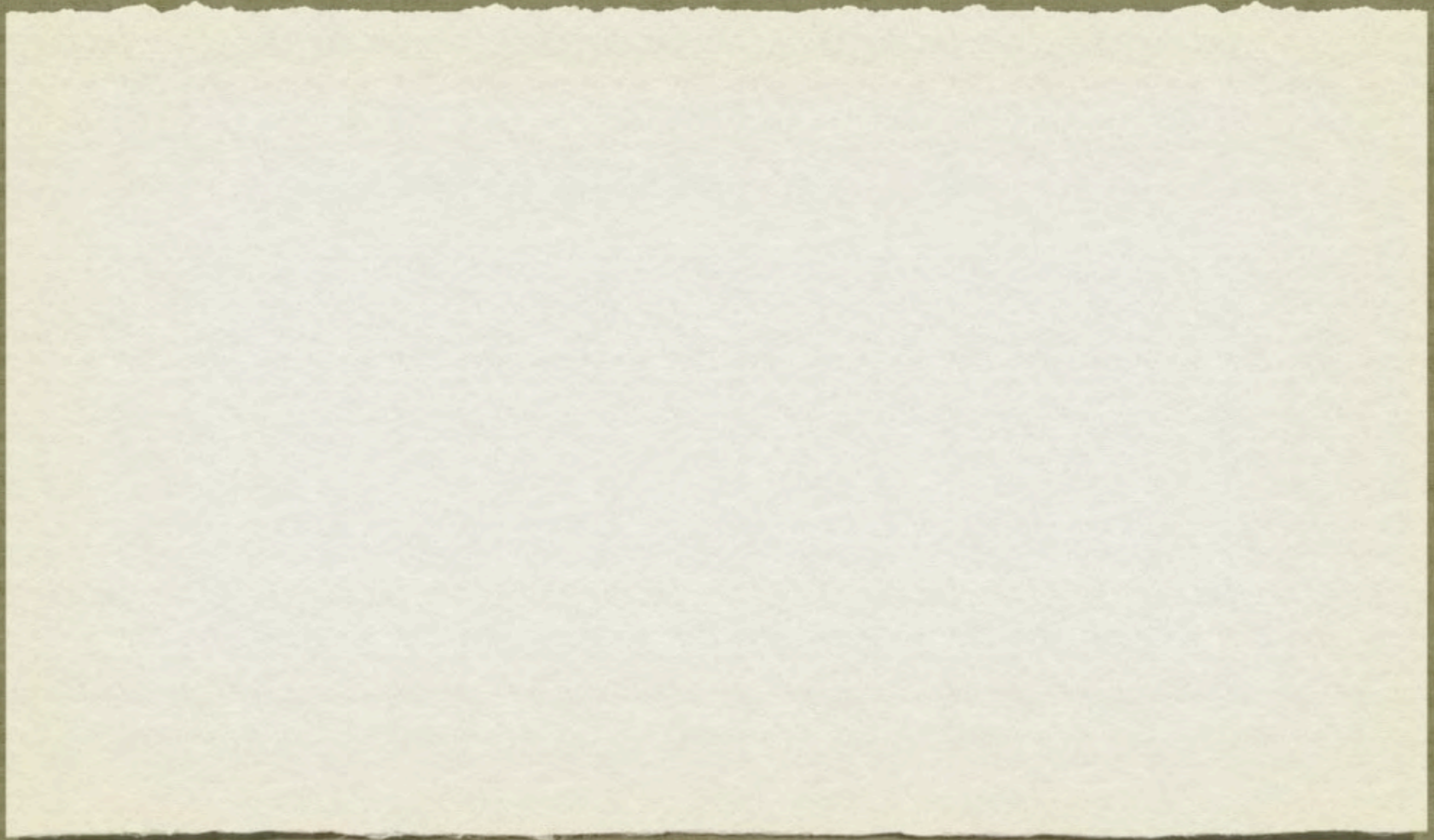
The Campus

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The Career Education Center

- 13 Full-Time Counselors and Advisor, 2 Administrative Support Staff, 3 Paraprofessional Counselors
- 4 Staff Members serve as primary Industry Week program directors

WE SAW A NEED...SO WE FILLED IT



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- Business Bias

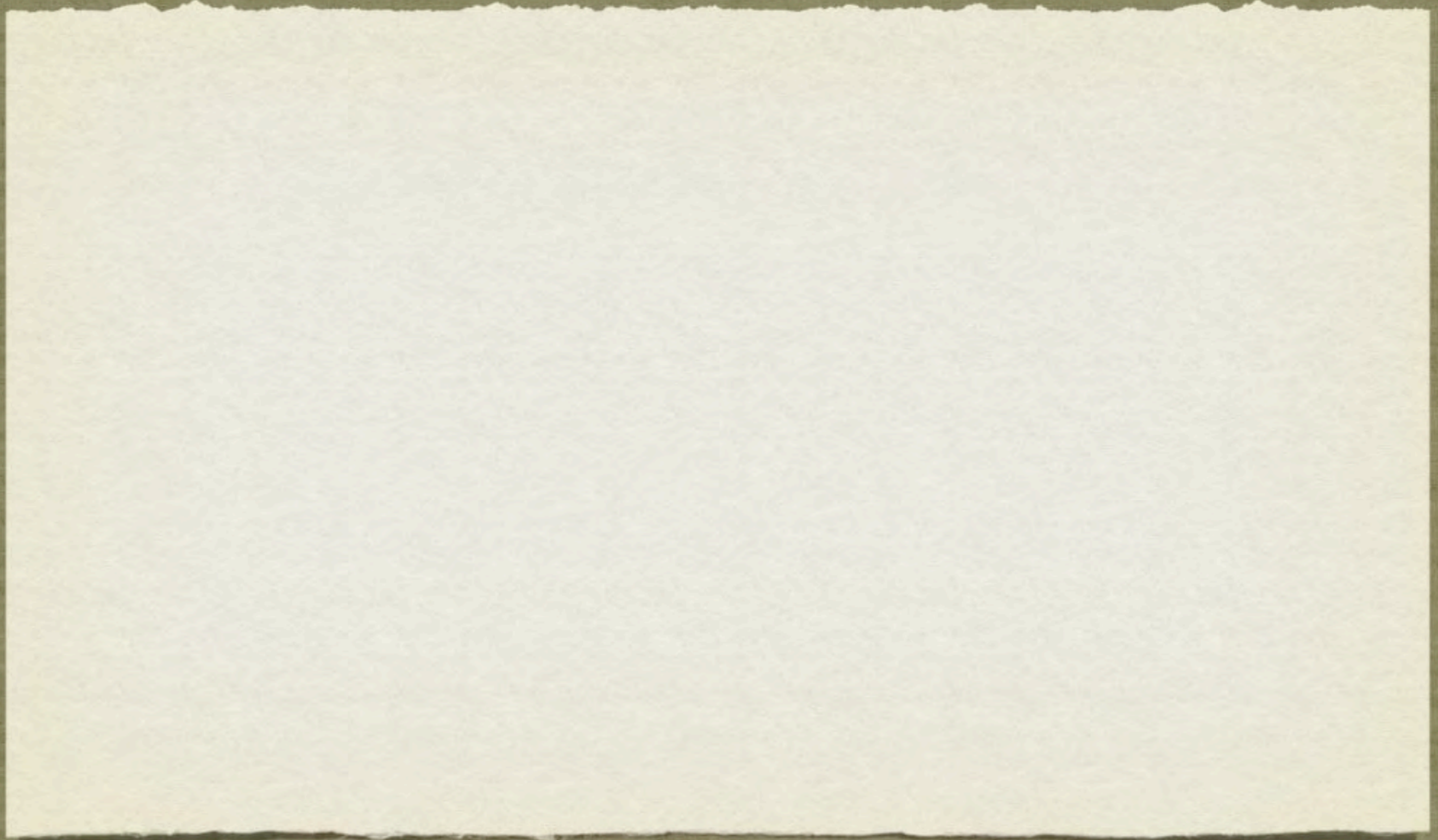
WE SAW A NEED...SO WE FILLED IT

- Business Bias
- Increase student attendance at events

WE SAW A NEED...SO WE FILLED IT

- Business Bias
- Increase student attendance at events
- Increase awareness of the Career Education Center

THEORETICALLY SPEAKING...

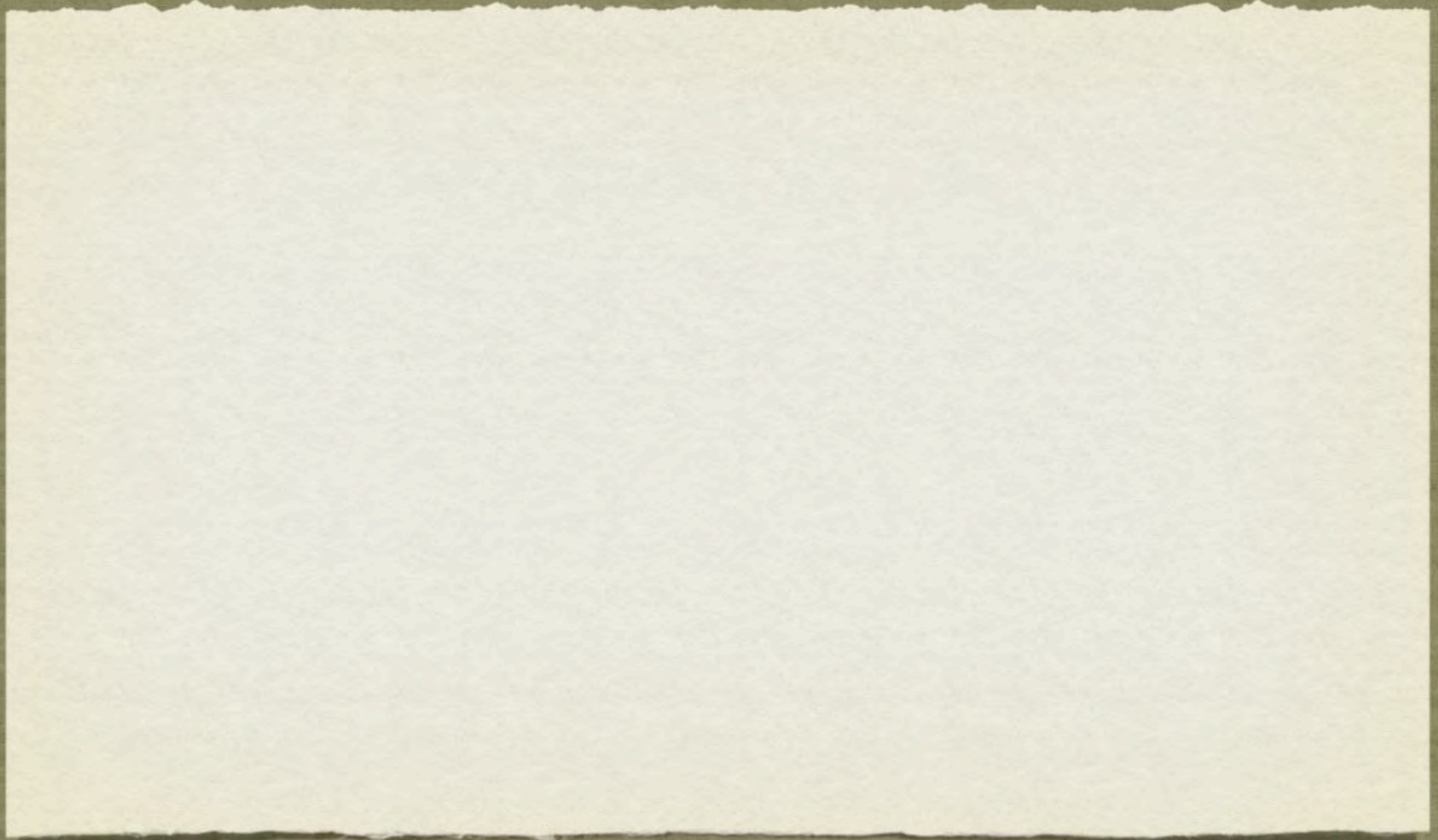


THEORETICALLY SPEAKING...

Arthur Chickering | Student Development Theory

- Developing Purpose
 - Vocational Clarification
 - Assessing Interests and Options

PRACTICALLY SPEAKING...



PRACTICALLY SPEAKING...

- Low-cost grouped programming

PRACTICALLY SPEAKING...

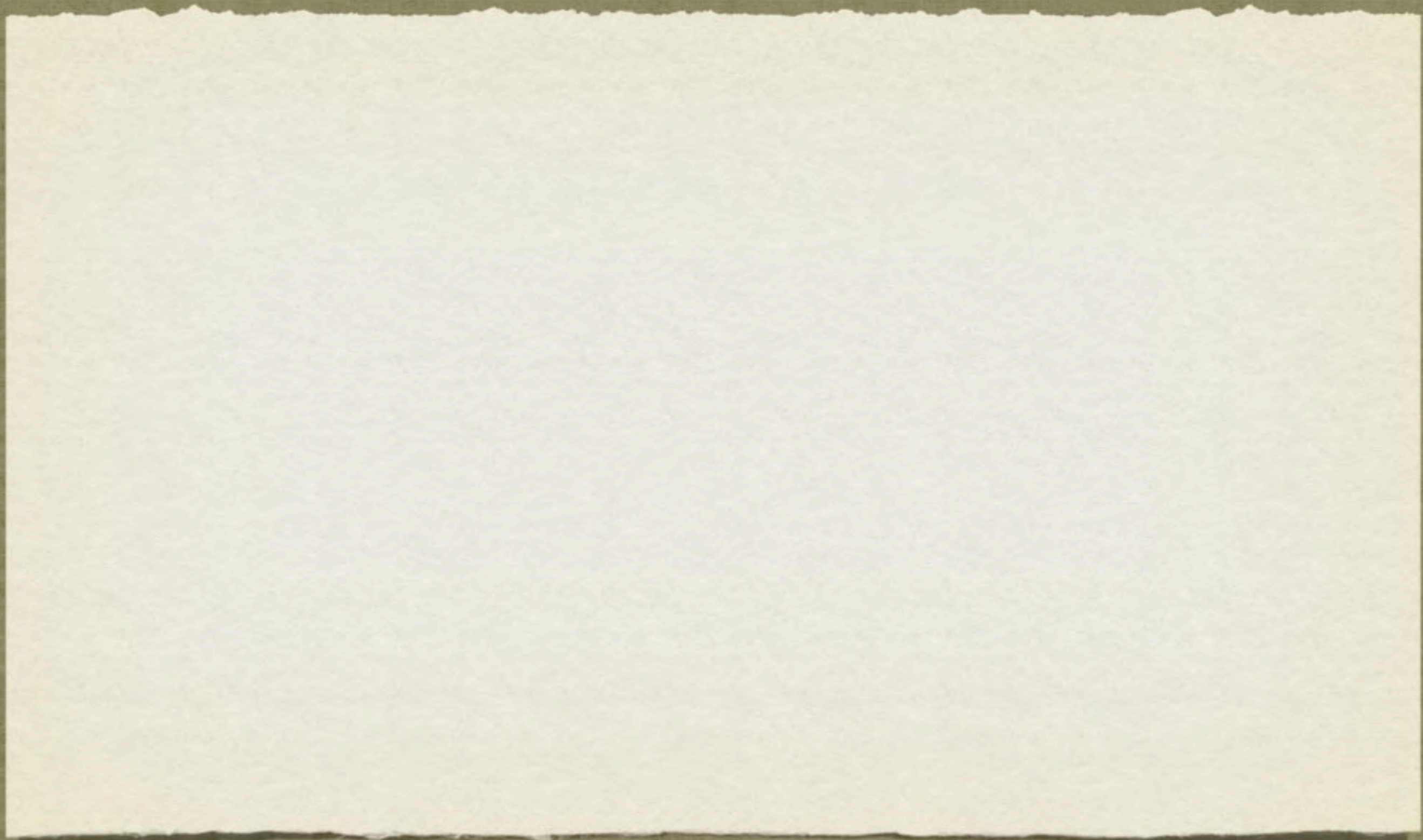
- Low-cost grouped programming
- Cross-campus collaboration

PRACTICALLY SPEAKING...

- Low-cost grouped programming
- Cross-campus collaboration
- Provide students with a broader concept of their career search and multiple career paths

PRACTICALLY SPEAKING...

- Low-cost grouped programming
- Cross-campus collaboration
- Provide students with a broader concept of their career search and multiple career paths
- Alumni engagement



THE MAIN EVENT(S)

Fall Semester	Government Week
	Health & Sciences Week
Spring Semester	Education & Nonprofit Week
	Marketing, Advertising, & PR Week

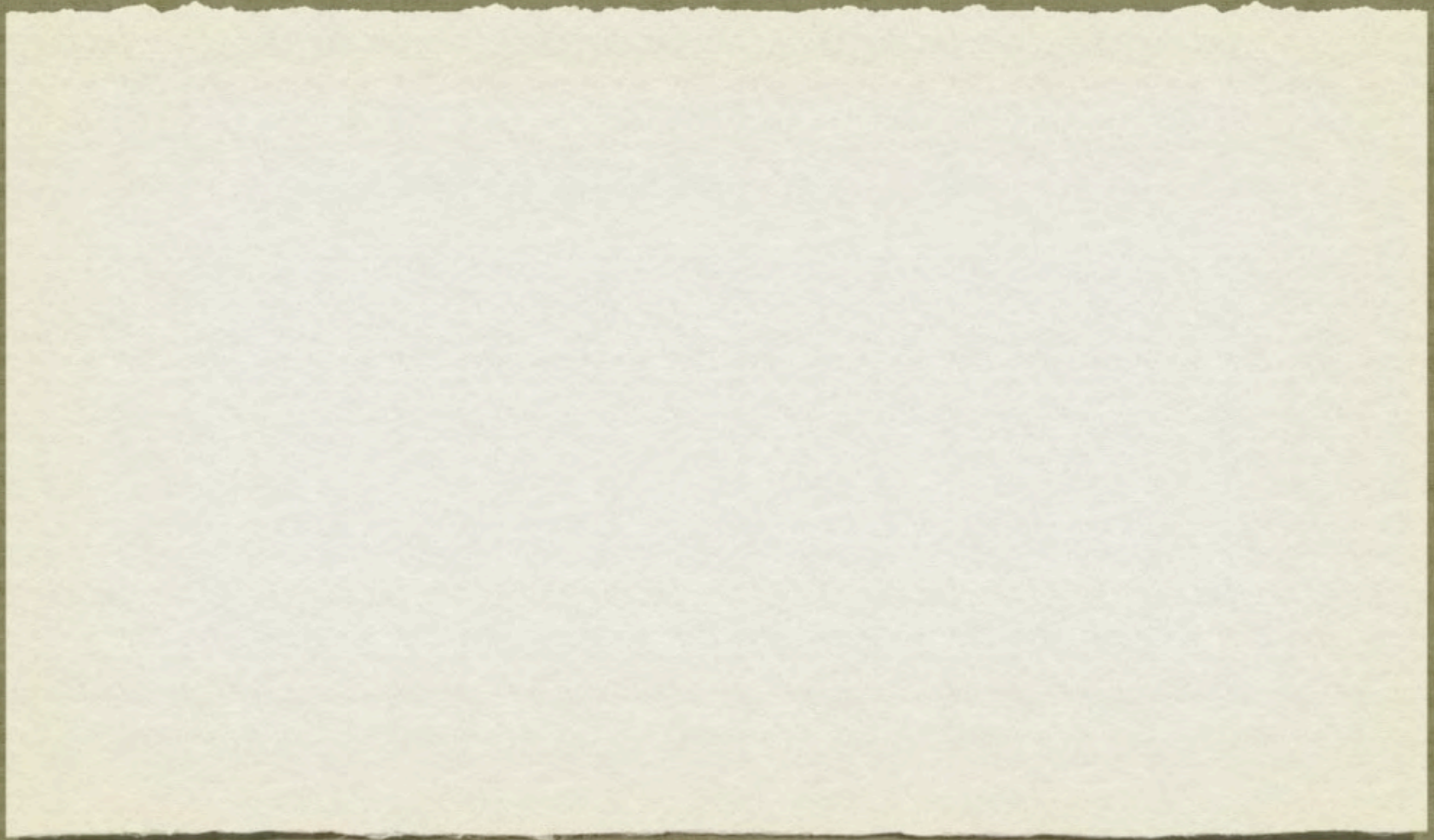
INDUSTRY WEEKS
BEYOND THE HILLTOP : FROM CLASS TO CAREER

FALL 2010
GOVERNMENT WEEK
HEALTH & SCIENCES WEEK

SPRING 2011
NON-PROFIT & EDUCATION WEEK
MARKETING, ADVERTISING & PR WEEK

GEORGETOWN UNIVERSITY | CAREER EDUCATION CENTER
CAREERWEB.GEORGETOWN.EDU/INDUSTRYWEEKS

THE NITTY-GRITTY

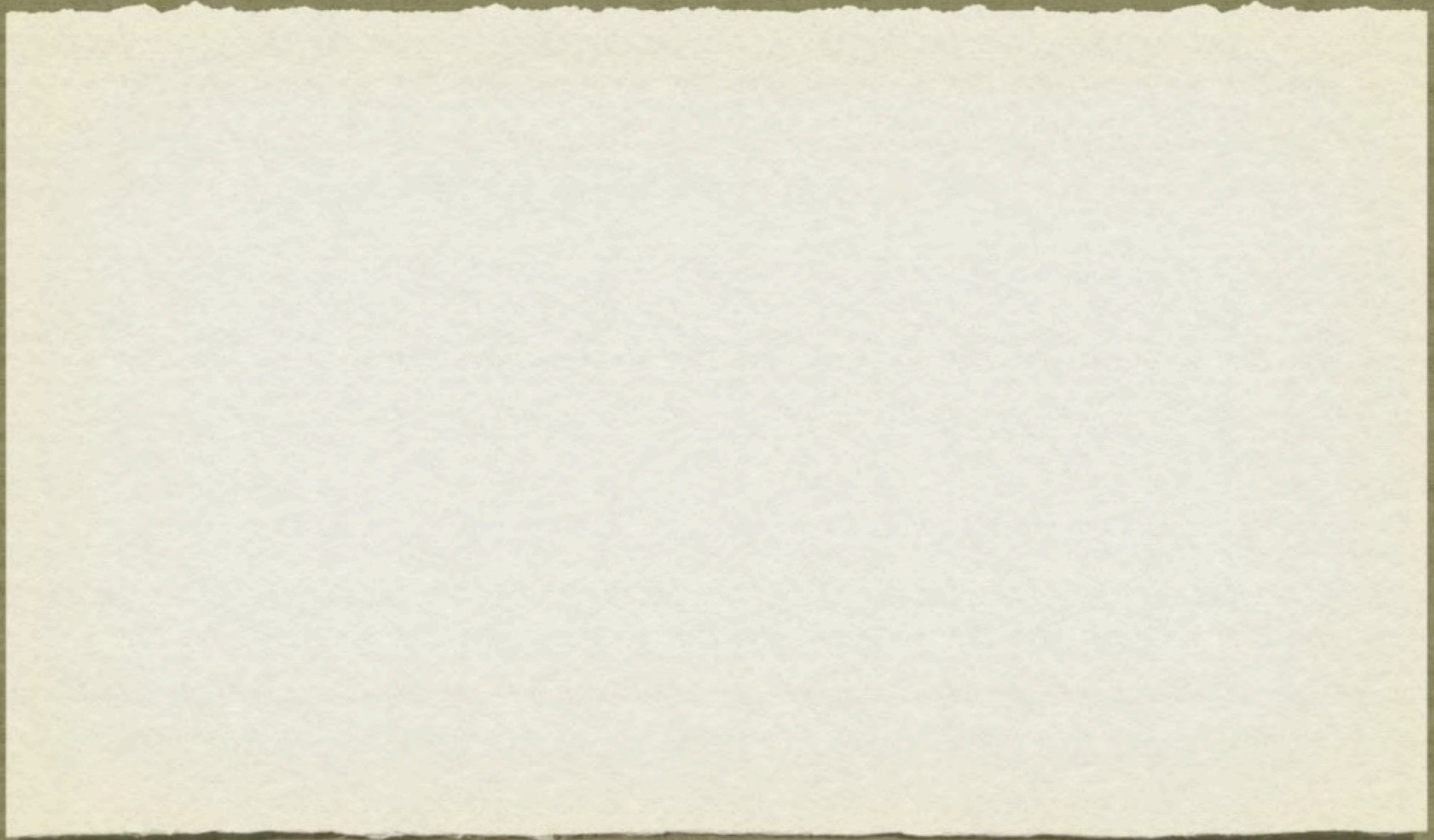


THE NITTY-GRITTY

Structure | Design Week
Contact Participants
Market Events
Host Week
Assess Events



THE NITTY-GRITTY



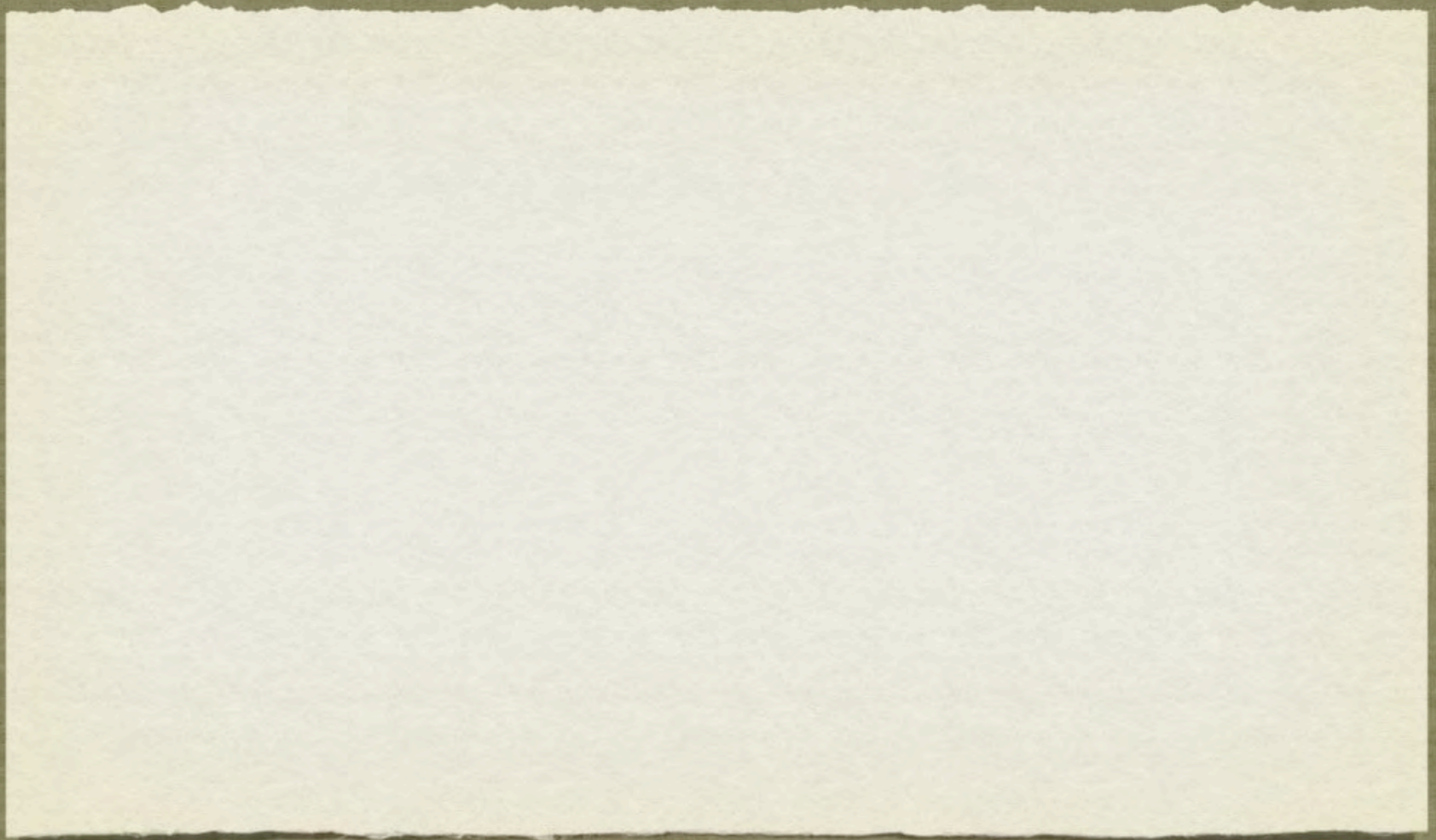
THE NITTY-GRITTY

Design Week | Event Options

Talking Points



THE NITTY-GRITTY

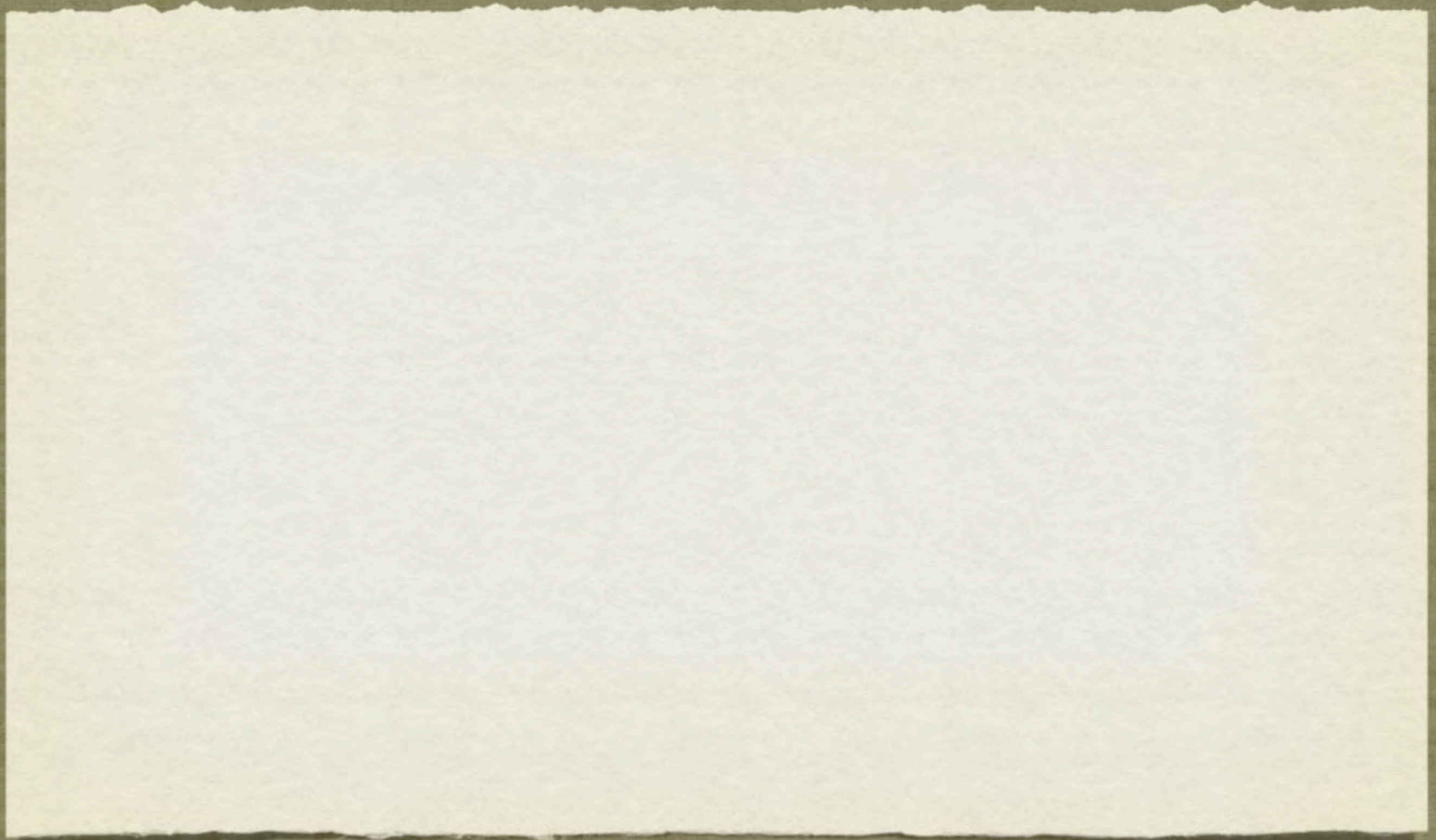


THE NITTY-GRITTY

Contact Participants |



THE NITTY-GRITTY



THE NITTY-GRITTY

Market Week | Online advertising

Print advertising





General Advertising | One Month Out

career education center

PUBLIC SERVICE SOCIAL RESPONSIBILITY SOCIETY
CHARITABLE ENTREPRENEURSHIP COMMUNITY
CULTURE **EDUCATION** GLOBAL ENLIGHTENMENT
CIVIC LESSONS **& NONPROFIT** CAUSE
STATE **WEEK** LEARNING EDIFICATION
STUDENTS INSTRUCTION **IMPACT** ORGANIZATION SOCIAL CHANGE
TEACHING HUMANITARIAN **FEBRUARY 14-18TH**

careerweb.georgetown.edu/industryweeks

career education center

MARKETING, ADVERTISING & PR WEEK
MARCH 14-18, 2011



careerweb.georgetown.edu/industryweeks

General Advertising | One Month Out



Specific Week Advertising | Two Weeks Out

EDUCATION & NONPROFIT WEEK

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
14	15	16	17	18
<p><i>Nonprofit 101</i> @ 2:00 pm</p> <p><i>Education 101</i> @ 5:30 pm</p>	<p><i>Resume Reviews</i> @ 2:00 pm</p> <p><i>Careers for the Common Good</i> @ 5:00 pm <i>Hariri Building</i></p>	<p><i>A Path Less Traveled Brunch</i> @ 10:00 am</p>	<p><i>Alumni Lunch & Learn</i> @ 11:30 am</p>	<p><i>Government & Nonprofit EXPO</i> @ 10 am <i>GU Hotel & Conference Center</i></p>

career education center

learn more & RSVP at: careerweb.georgetown.edu/industryweeks

MARCH 14-18
MARKETING, ADVERTISING & PR WEEK

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
14	15	16	17	18
	<p><i>Resume Reviews</i> @ 3:00 pm</p> <p><i>Local Employers Panel</i> @ 6:00 pm</p>	<p><i>Stokefire Site Visit</i> @ 9:00 am</p> <p><i>Marketing & Branding Brown Bag Lunch</i> @ 12:00 pm</p>	<p><i>Employer Roundtable & Networking Event</i> @ 5:30 pm</p>	<p><i>Alumni Lunch & Learn</i> @ 11:30 am</p>

career education center

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Specific Week Advertising | Two Weeks Out

MONDAY, FEBRUARY 14, 2011

Nonprofit 101

2:00 PM, Career Education Center

The goal of this roundtable event is to provide students with an overview of the variety of career opportunities available within nonprofits. Students will hear from a variety of employers who will share insights and answer students' questions about industry trends and how best to enter the field.

Scott Beale, Founder & CEO, **Atlas Corps**

Luisa Boyarski, Assistant Director, **Georgetown Center for Public & Nonprofit Leadership**

Nicole Hauspurg, Human Rights Program Coordinator, **Vital Voices**

Anthony Francavilla, Development Manager, **Life Pieces to Masterpieces**

Education 101

3:30 PM, Career Education Center

The goal of this panel style event is to provide students with an overview of the variety of career opportunities available within the education field. Employers will share insights and answer your questions about industry trends and how best to enter the field.

KIPP DC, Jessica Cunningham

DC Teaching Fellows, Kristin Jarrett

China Education Initiative, Monica Kim

Flint Hill Independent School, Doug MacLeod

Georgetown University, Alana Housholder

WEDNESDAY, MARCH 16, 2011

Stokefire Site Visit

9:00 AM, On-Location at Stokefire

Six students will be selected to tour Stokefire's office and experience a "branding brainstorm" session. Submit your RSVP for a chance to be selected!

Tate Linden, Co-Executive,
Chief Creative & President, **Stokefire**

Katie McIntyre, Co-Executive,
VP of Strategy & Operations, **Stokefire**

Marketing & Branding Brown Bag Lunch

12:00 PM, Career Education Center

This lunch with employers gives students the chance to better understand the world of marketing and branding. The event will begin with a brief intro from each employer and flow into a casual discussion and Q & A session with students.

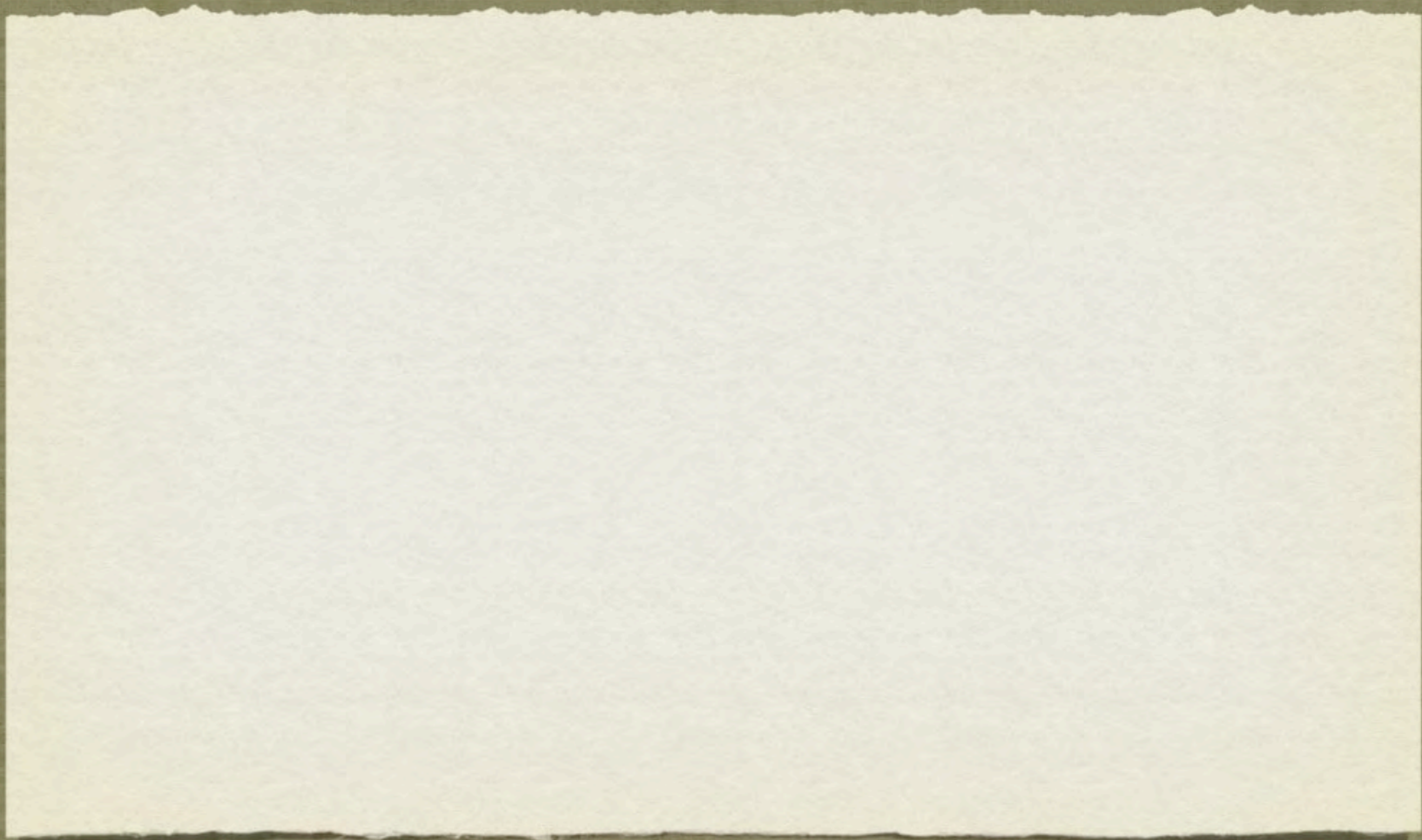
Belmont, Branding Agency

RedPeg, Experiential Marketing

Stokefire, Branding and Advertising Agency

Specific Day Advertising | The Week

THE NITTY-GRITTY



THE NITTY-GRITTY

Host Week | Food & Beverages

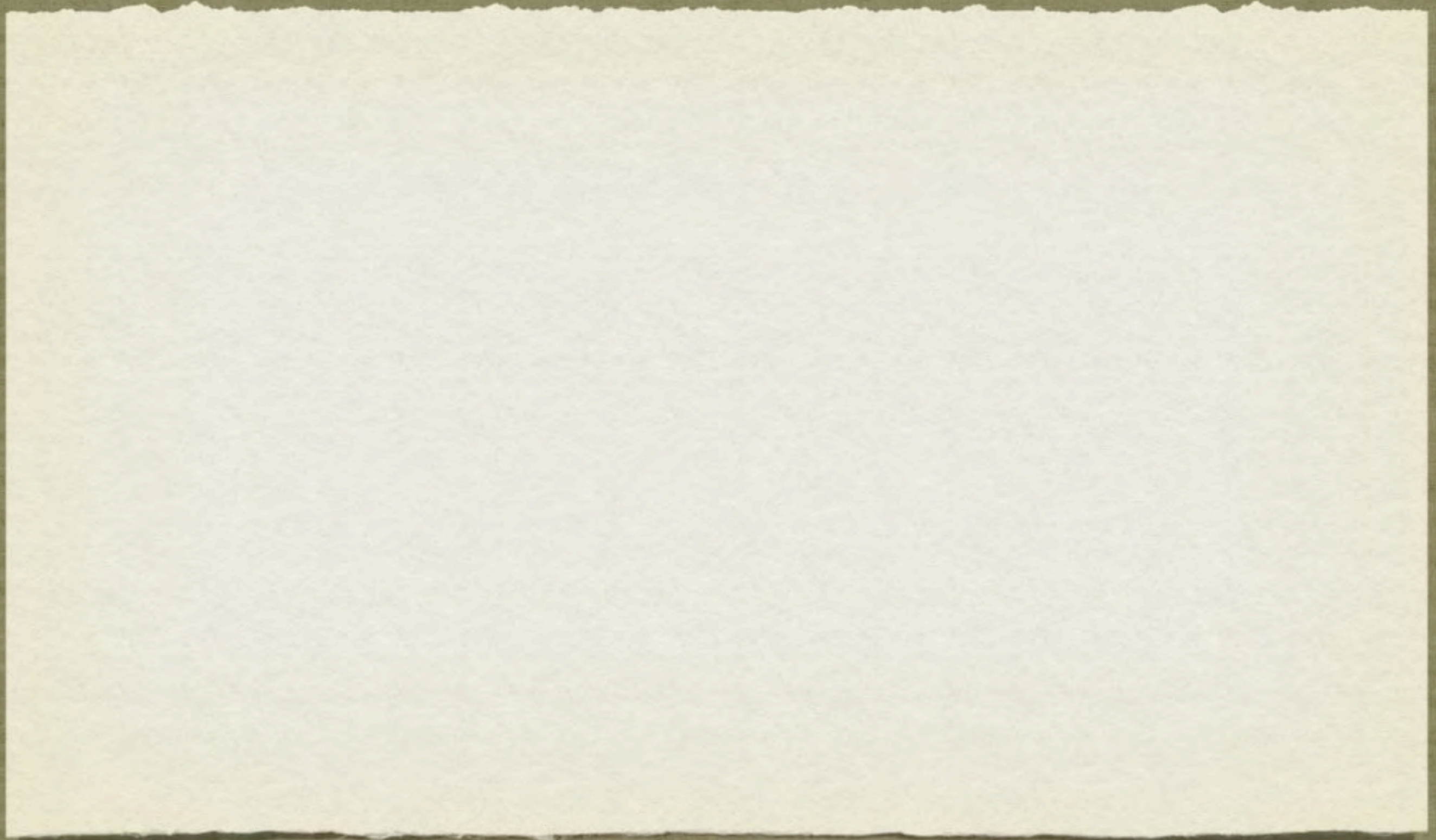
Participant Gifts & Thank You Cards

Parking Validation

Palm Cards for Advertising

Event Logistics

THE RESULTS ARE IN!



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Assess Events | Student Survey

Employer/Alumni Survey

Survey Results

Center Benefits



SURVEY SAYS...

- I gained information about new organizations to check out and also received valuable career advice from one-on-one consultation, I was also able to meet fellow students interested in the same discipline.
- Great tips about applying, interviewing. Gave me a great perspective on what goes on in the panel's jobs.
- I learned how diverse and multifaceted the nonprofit sector is. I learned the skills that are most valued in nonprofit employees and interns.
- Talk to as many people in the industry as possible.

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THE BALL IS IN YOUR COURT!

Final Thoughts |

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Final Thoughts | Factors to Consider

Our Manual



QUESTIONS?

Contact Us!

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