

ODU Career Summit

Beyond Strome- A Core Skills Toolkit

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UNIVERSITY



Project Background

- Post COVID-19, student interactions within classroom and club activities led to routine communications regarding student needs.
- Selected project for the 2023 Strome College of Business-Problem Solving Challenge

Student Statistics

- Per the National Association of Student Personnel Administrators (NASPA), more than 50% of U.S. Students are first generation students, neither parent having earned a four-year college degree (2019).
- 46.2% of the incoming 2023 Freshmen are first generation
- ODU designated as a First-Gen Forward Advisory Institution by the Center for First-generation Student Success by NASPA and the Suder Foundation



Strome College of Business



2022-2023 College of Business Degrees Conferred

- Summer 2022: 29.6% undergraduates were classified as first generation
- Fall 2022: 31.9% graduates were classified as first generation
- Spring 2023: 33.5% undergraduate and 13.6% graduate students were classified as first generation



Skill Development

- Relationship management skills
- Communication and networking skills
- Virtual working skills
- Leadership skills
- Mentorship opportunities
- Experiential learning opportunities

A success story

Annual Accounting Readiness Workshop

- Participants
 - 2022: 14 students
 - 2023: 33 students
- Professional involvement
 - 2022: 10
 - 2023: 20
- Structure
 - Review of accounting cycle
 - One-on-one resume evaluation with a professional
 - Professionalism and poise
 - Etiquette dinner
 - Participation and purpose



A Core Skills Tool Kit

- 2024 Programming
 - Resume Writing and LinkedIn Page Creation
 - Dress for Success
 - Service-learning event
 - Etiquette Dinner

This series was designed to equip and empower Strome students with the skills they need to feel confident from the interview room to the board room.



Session 1: Hiring Documents and Center for Career & Leadership Development

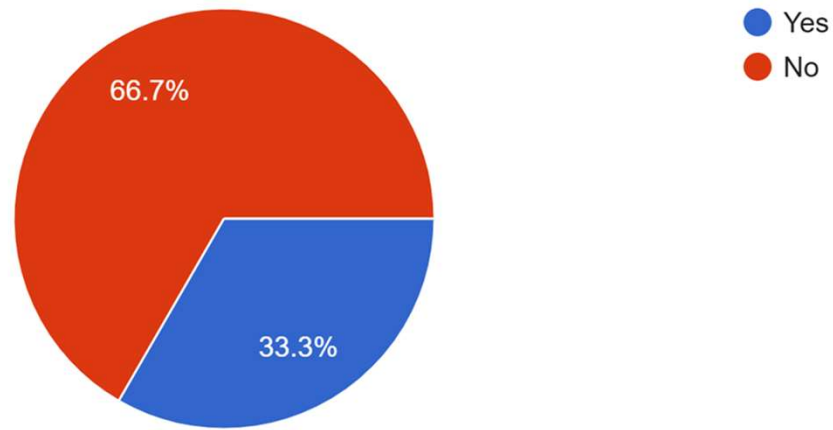
- More than 160 students participated in the kick-off event, held over two sessions, featuring Samantha Koenig, assistant director of the Center for Career and Leadership Development.
- Attendees learned about hiring documents, including resumes and cover letters, as well as the creation of online portfolios and business cards.
- Each participant completed an exit survey with their contact information for business cards; business cards were distributed prior to Session 2.



Day 1- Takeaways

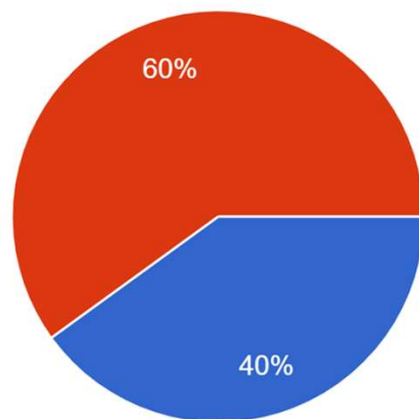
Prior to Session 1, I have used the services offered by ODU's Career Development Services (CDS).

15 responses



How useful was the hiring document information presented?

15 responses

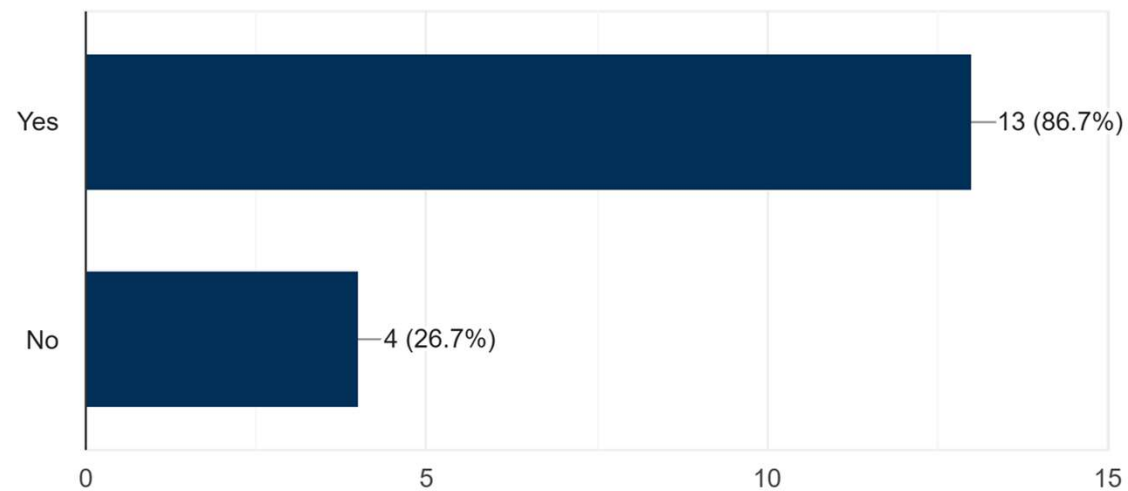


- Extremely helpful
- Very helpful
- Somewhat helpful
- Slightly helpful
- Not helpful at all



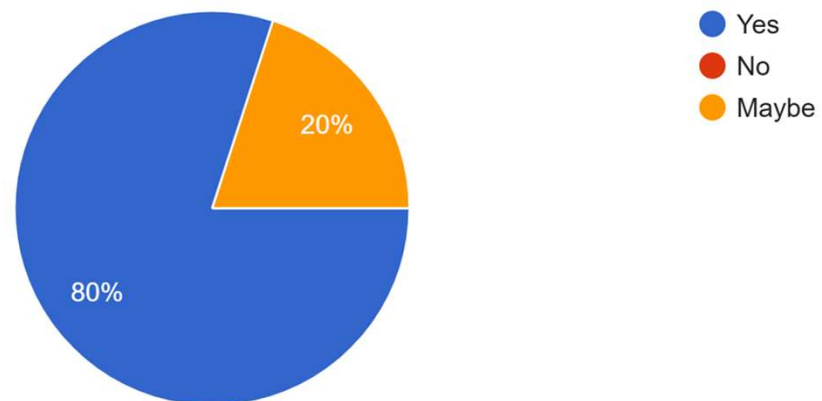
Following the event, I plan to contact Career Development for additional assistance with my resume, LinkedIn page, or to seek additional information.

15 responses



I would be interested in participating in a session with industry professionals to review my resume.

15 responses



Session 2: Dress to Impress

- Personal Stylist, Ginger Casals-Pierce from Macy's at the Lynnhaven Mall discussed wardrobe presentation focusing on knowing your audience, choosing the right outfit for a job interview, and what not to wear.
- ODU Photographer, Chuck Thomas, photographed each student and provided headshots for their LinkedIn profiles.



Dressed to Impress!

The second session in the Beyond Strome: A Core Skills Toolkit series helped students learn how to dress for job interviews and beyond.

More than 136 students participated in hearing a personal stylist with Macy's talk about business formal and business casual attire, as well as what not to wear during interviews and on the job.

Also, ODU photographer Chuck Thomas, snapped more than 100 headshots for student's LinkedIn and online profiles.



Session 3: Business Etiquette Dinner

- Representatives from the following firms joined the event: CarePatrol of Hampton Roads; Dollar Tree/Family Dollar; Enterprise Mobility; Frantz; Harbor Group International; Stanton Partners, Inc.; and Townebank.

- The significance of Business Etiquette was presented by Professor Kilduff.

- Key areas included
 - Invitation
 - Dress
 - Arrival and timeliness
 - Nametags
 - Networking



Etiquette Dinner Comments

That was such a lovely experience for our students. Thank you for making that happen.

- Veronica Thomas, Associate Professor of Marketing, Strome College of Business

Thanks for including me in last night's event. Well done!

- Kim Little, Dean's Advisory Council and CarePatrol of Hampton Roads

Thank you again for the opportunity to attend this evening. I was incredibly honored and impressed.

-Meredith Elliott, Senior Vice President, LEAD Program Manager, Townebank

I enjoyed talking with the students that shared my table. Hopefully, the students took notes and appreciated the work that the staff did to make it happen. Great job!

-Teresa C. Peters, President, Stanton Partners, Inc.



Conclusions and Thoughts

- Integration of industry professionals was key to bridging the gap between classroom activities and the real world
- Events scheduled during scheduled class/instruction time were well-attended.
 - For future planning, timing of events will coincide with classes.
- Based on Exit Survey 1, professional development activities should be incorporated into our courses.
 - These programs focused on Finance, Accounting and Marketing students; joint programming not only by disciplines but also with University service providers is beneficial and needed.
- To improve participation in business etiquette, we recommend an etiquette luncheon.



Moving Forward

- Community service component
- College and University-wide integration with the support of industry professionals
- Artificial intelligence



AI, Students, and industry professionals



A new module

- Student and industry professionals work together on a career planning assignment using AI
 - Students identify typical job descriptions for their prospective industry
 - Work with AI and the industry representative to reconfigure resumes and cover letters to incorporate keywords while maintaining a student “voice”



Thank you

