



# **In the Name of Student Success: Recognizing the Power of Connections in Action**

This presentation will explore ways Old Dominion University (ODU) and local companies can connect and create more career programming opportunities for ODU students. Career programming can be as simple or as complex as you make it. Let's build a brighter future together!

# Introductions: Your Facilitators

## Donna Chitum

*Recruiter, Fairfax-Falls-Church Community Services Board*

A recruiter from a Virginia company who will share her perspective on career development as a recruiter.



## Emily Harmon

*Academic Counselor, ODU TRiO Student Support Services*

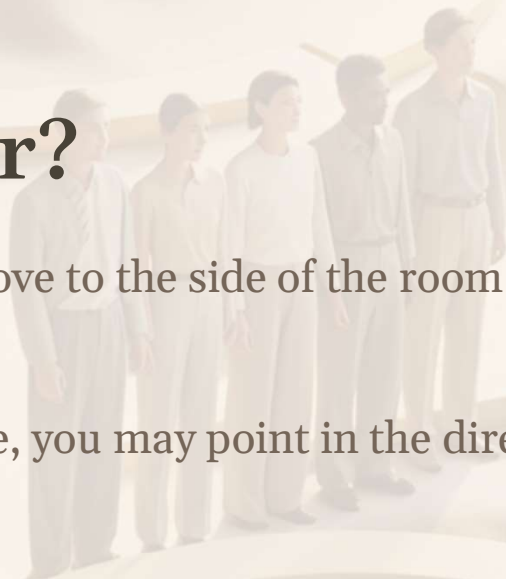
ODU employee working at TRIO SSS, with record of past development on career initiatives and collaboration.



# Would You Rather?

Prompts will be read and you will move to the side of the room that you relate with more.

If you do not wish to physically move, you may point in the direction you favor.



# The Plan in Action

Ready to bridge the gap between students and employers? Our comprehensive Career Event Planning Worksheet provides the structure you need.



## Choose Your Event

Select from proven formats or create your own custom career connection opportunity.



## Set SMART Goals

Define specific, measurable outcomes that benefit both students and employers.



## Identify Partners

Connect with employers, faculty, and campus resources for maximum impact.



## Plan Logistics

Create a 30-day action plan to transform your idea into reality.

This structured approach ensures meaningful connections that enhance student career readiness while meeting employer needs.



# The Need: Connect ODU Students with Local Companies



## Student Success

Enhance student career readiness and employment prospects.



## Local Economy

Support state-wide companies by providing access to talented graduates.



## Access

The more intentional we are, the more success students will have with getting a foot into the door of the companies they want to work for.



# Objective 1: Innovative Communication Methods for Employers & Location of Interest for Job Seekers



## Handshake

Post jobs and be sure to select the “messaging availability” option where students will be able to message you directly with questions – then invite for the 1:1 opportunity. Let people know that you are not spam.



## LinkedIn Recruiter

Setting up filters and reaching out via InMail – So many replies to indicate interest – many resulting in a 1:1 follow-up



## Professional Association Blogs

Great place to post job opportunities when looking to hire people from specific industries. Also, offers free or reduced-cost memberships for students

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## Job Fairs/Tabling Events

Can be college-specific or university-wide open to currently enrolled students, alumni, and/or community members

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## Career Panels

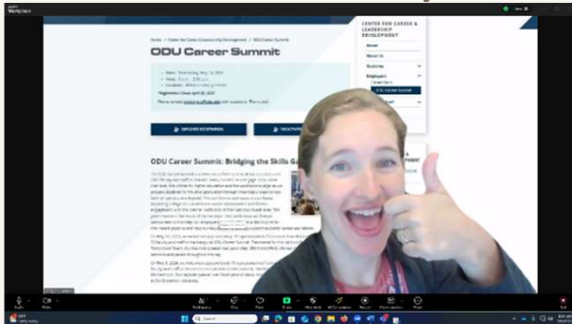
Invite companies to speak directly to an audience to answer questions developed by students and/or staff to learn more about working in the industry and best practices to secure job opportunities.



## Objective 1: Innovative Communication Methods for Career Programming

### Virtual Background

Set your Zoom/TEAMS background with some representation of the upcoming workshop/event you want people to attend. Can even be the flyer itself



### Eye Catching Subject Lines

1. Giving out gift cards as raffle prizes at your event focused on climbing the career ladder?

**Subject Line:** Win Big with Career Promo(tions)

2. Hosting on the spot interviews?

**Subject Line:** Jobless Today, Employed Tomorrow - Interviews Happening Today!

3. Hosting a Fashion Show for Career Attire?

**Subject Line:** Work It & Walk It @ The Fashion Show!

### Drop in those DMs

Message students directly in Handshake to let them know you are inviting them to the event you are hosting.

Create a group for your students on LinkedIn or in Canvas and share career opportunities.

Post flyers in buildings with QR codes + Link

Post on student announcements

Have professors share information about upcoming events in their classes

### Text Messages

Include the event flyer and text "Happening Tomorrow!"



## Objective 2: Leverage AI for Career Programming Development

Explore communication strategies beyond traditional email and flyers. Use modern tools to reach a broader audience. Consider social media, video marketing, and podcasts. It's okay to be afraid of AI, but you should definitely give it a try for this purpose. **For Example....**

### *LinkedIn AI Rewrite Example Prompt*

"Write a social media post for ODU undergraduate students to join the College of Sciences for a lab day where employers in the sciences field will come out and showcase research and job opportunities available within their company."

[Click Here: Let's Demonstrate!](#)

### *Chat GPT Example Prompt for email invitation for employers*

"Write an email for employers in the sciences field who will come out and showcase research and job opportunities available within their company to recruit ODU undergraduate students to join the College of Sciences for a lab day where employers in the sciences field will come out and showcase research and job opportunities available within their company on July 15th 2025 12pm - 3pm. Food provided and business casual attire"

[Click Here: Be Fearless and Try New Ways!](#)

### *Gamma AI Presentation Example Prompt*

"Create a presentation to be on display highlighting 10 sciences companies in Virginia that can visit ODU to showcase their research work and job/internship opportunities being offered. Include details about each company on their slide and current job/internship opportunities available."

[Click Here: Prepared to be WOWED!](#)

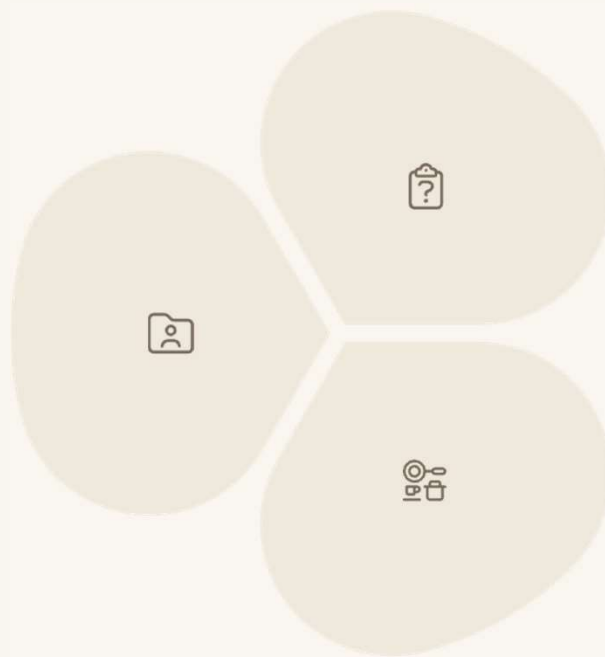


# Objective 2: Leveraging AI for Career Skill Building

## Resume Building

Crafting compelling resumes.

[Click here: Save some time!](#)



## Interview Prep

Practicing for job interviews.

[Click here: Practice Makes Perfect](#)

## Skill Assessment

Identifying skill gaps.

[Click here: S'killing it!](#)

## Success Story: ODU TRIO SSS Inaugural Career Industry Dinner



### Event Impact

50 total attendees including employers, students, and staff

Catering	Supplies	Experience
<b>\$1,085</b>	<b>\$150</b>	<b>PRICELESS!</b>



### Event Details

**Date:** October 19, 2023

**Location:** ODU President's Dining Room in Broderick - \$0

**Attendance:** 10 Employer Representatives, 3 TRiO Personnel, & 37 Students



### Catering & Supplies

**Dinner:** Table Arrangements/Linens, Salad, Rosemary Chicken, Manicotti, Pan-Roasted Vegetables, Cheesecake, Lemonade, Water, & Mocktail

**Supplies:** Seating Chart, Name Tags, Table Name Tags, Table Numbers, Resume Paper, Keynote Speaker Gift, Vases (donated)



### Marketing

Email Subject: "SSS Special Event: You're Invited! TRiO Inaugural Industry Dinner 10/19. Free Food!"



### Networking Activities

Keynote Speaker, Conversation Sticks & Roundtable Rotations



### Planning Effort

24 hours total time and effort, supported by student workers and colleagues



# Need for Speed....Networking

Zoom! Zoom! A quick way to grow your professional connections



## 3-Minute Exchanges

Pair up with someone you don't know and exchange business cards or contact information.



## Make It Count

Share your name, role, and one career goal or opportunity you're seeking.



## Follow Up

Note one key detail about each person you meet to reference in your follow-up message

When you hear the signal, thank your partner and move to the next person.

# Objective 3: The Power of Career Conversations

## It's All About Connections

At the end of the day, it really is all about connections – how we approach people makes all the difference. Use the Career Conversations One-Sheet to guide you in career conversations



### Know Your Audience

Take time to learn who you're connecting with and what matters to them.



### Understand Needs & Interests

Communication that captures attention starts with understanding what resonates with others.



### Plant Seeds for the Future

Building meaningful connections is a long-term strategy - plant today for relationships that will blossom later!



### Building Rapport

Connecting is essential - Building trust, fostering open communication, listening, and offering encouragement (I like to tell people that they now have a friend in Fairfax).



### Keep an Open Mind

Help others identify what transferable skills they have acquired so they can speak confidently about their capabilities and potential in interviews



### Stay Engaged

Recognize that you are the face of your agency – I frequently invite some other staff members to join me for various recruitment outreach efforts – and I always tell them that if you work here, you are a recruiter! Whether you are giving us positive or negative reviews, you are a reflection of our agency – and as a result, either be encouraging or discouraging others from wanting to make a connection to us!

**We would love to hear about the career programming you implement this year!**

Feel free to connect with us on LinkedIn

**Emily Harmon**

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**Donna Chittum**

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