

Steppingblocks

Innovating Engagement

How to reach the modern student



Meet Your Session Hosts

From the Steppingblocks
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What will you learn?

01

Career Center Infrastructure

What does a modern career center look like?

02

Outreach Tactics

How do you make meaningful student connections?

03

Nontraditional Students

How do you meet the needs of this student segment?

04

Social Media Strategies

How do you attract students with an authentic voice?

11%

Only 11% of employers strongly agree with Chief Academic Officers that students are prepared for the workforce.

Why do employers have doubt?



A Widening Skills Gap

College grads lack the abilities that companies need and value



A Lack of Collaboration

Education-employer partnerships fail to meet full potential



A Deficit in Knowledge

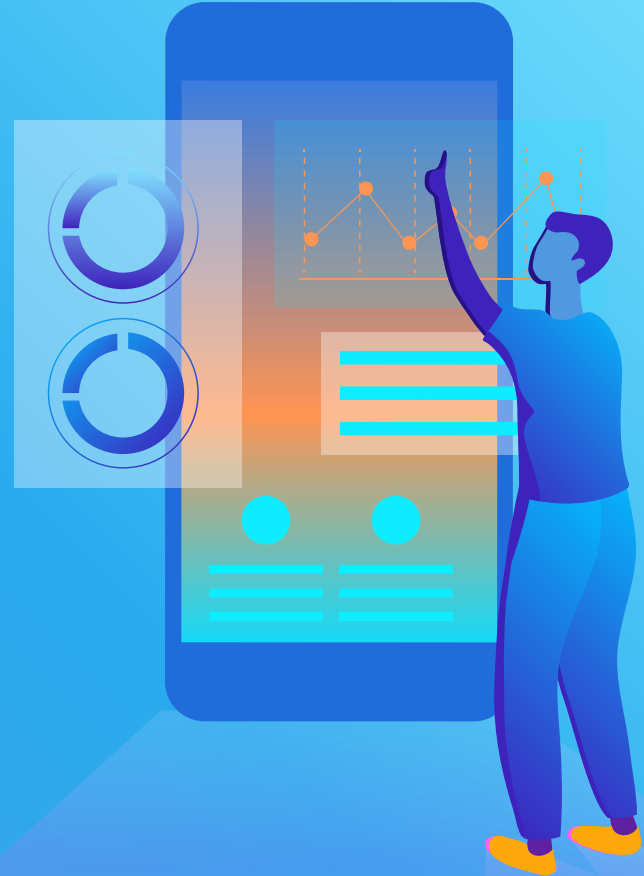
Stark misalignment between supply and demand of talent

**How do you innovate
engagement to create a
confident ecosystem?**

1. Infrastructure

Meet the needs of the modern student with a modern career center

- Build a career advisement staff that looks like your students
- Hire a healthy mix of seasoned professionals and students or recent graduates
- Create a virtual career center to maintain 24/7 access to career resources and coaching



2. Outreach Tactics

Make more meaningful connections with your students

- Integrate career services into the classroom to meet students where they already spend time
- Talk to your students. What kind of content do they care about and how should you package it up?
- Partner students with real professionals in their field



3. Nontraditional Students

Listen to your student body and adjust to their behaviors

- Re-evaluate your extra-curricular and co-curricular activities and learn if they conflict with student priorities
- Introduce career-related requirements to established courses and programs
- Leverage alumni networks to engage with busy, working professionals



4. Social Media Strategies

Engage and attract students more authentically

- Share fresh content: explore broad subject areas that align with students and their career needs
- Tap into content shared within student-led or followed communities
- Reach out to influencers in the education space
- Be aware of what's going on in the culture (leverage students as research tools for what's trending)



Audience Q&A

Have any questions for the panel?

Thanks!

Do you have any questions for us?

Keep in touch!

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Steppingblocks (2021). StepEx21 User Conference.
<https://resources.steppingblocks.com/stepex21>



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