



Enter For a Chance to Win: Exploring New Models for Engagement

Presented by Jamie Kunkel
Career and Placement Coordinator
University of Guelph-Humber

Introductory Polls -testing the technology!

- What is Poll Everywhere?
- Instructions:

Text **JAMIEKUNKEL003** to **37607**

- This is a Canadian phone number

What drew you to register for this workshop?

Response	Count
A) Interested in increasing engagement in on-campus recruitment/career events	26
D) Mostly the engagement piece, but the prizes helped!	9
C) I heard there would be prizes	1
B) I have an unlimited texting plan and jump at every chance to use it	1
Total	37

Are you an educator or an employer?

Response	Count
A) Educator	32
B) Employer	6
Total	38

Workshop Format

- What is Engagement?
- University of Guelph-Humber: our career and placement model
- Overview of University of Guelph-Humber Business Networking Event-Before
- Discussion on areas of change that addressed engagement
- Overview of Business Networking Event-After
- Group discussion on ways to increase engagement

What is Engagement?

- Student Engagement?
- Employer Engagement?
- Staff/Faculty Engagement?

What is the University of Guelph-Humber?

- Smaller University- 7 programs offered
- Newer school
- All students receive an Honours Degree from the University of Guelph and a Diploma from Humber Institute for Technology and Applied Learning
- Commuter school located in the GTA



GH Model for Career and Placement Services

- Career and Placement Services for each program offered by the same Coordinator
- Every program at GH has a placement component
- Offer program specific networking events for many of our programs

Business Networking Event- 2013

Format: 1.5 hour career fair, 1 hour sit-down, plate service dinner

Employer attendance: 12 organizations registered

Student Attendance (Career Fair): Did not keep track- estimate of less than 100

Student Attendance (Dinner): 35 registered, 24 attended



<https://campustocareer.files.wordpress.com/2010/09/empty-career-fair.jpg>

Changing the event

- How do we make the event more appealing to students and employers?
- What small changes can increase engagement?
- Format: 3 hour mix and mingle style networking event/contest

Setting up the environment

- Cruiser tables
- Location
- Size of space

Why add a contest?

- Encourage students to interact more with all employers
- Encourage students to prepare in advance
- Immediate feedback/encouragement for students

Who do you think was more excited about the event, employers or students?

Response	Count
Employers	21
Students	15
Total	36

Marketing the event to employers

- Opportunity to recruit as well as build brand on campus
- Open layout of event provided more flexibility than sitting behind tables
- Contest encourages more meaningful interactions
- Primarily email and phone outreach

Marketing the event to students

- Class Visits
- Weekly careers email
- Posters
- Social media
- Partnering with student societies for cross-promotion of events*
- Enlisting student volunteers and workstudy students for peer-to-peer marketing*
- Networking kits*
- Promotional chocolate bars*

BUSINESS NETWORKING EVENT

UNIVERSITY OF
**GUELPH
HUMBER**

OCTOBER 29, 2014

1:00pm - 4:00pm | GH Atrium

CONNECT WITH BUSINESS PROFESSIONALS
AND LEARN ABOUT DEVELOPING
YOUR CAREER

CONNECT WITH
THESE BUSINESSES:

BMO, Public Service Commission of Canada, Canada Post, TJX Canada,
Reynolds and Reynolds (Canada) Ltd., The Sherwin Williams Company, **and more...**

Business Networking Event- 2014

- Employer Attendance: 12 organizations registered
- Student Attendance: 184 students signed in at the event





Employer Feedback:

“Improvement over last year. Students were better prepared and more focused.”

“Great Candidates- prepared for conversation.”

“Great format- encouraged networking.”

Areas for Improvement

- Getting more faculty “buy-in”
- Increasing number of companies in attendance
- Small tweaks that could cut costs
- Formal feedback from students

Think, Pair, Share!

- Think about an event: Either one that you have good engagement, or one you would like to increase engagement in
- With the person sitting next to you, discuss the events. If you have an event that has good engagement, share successful techniques you've used
- If you have an event you'd like to increase engagement for, brainstorm ideas on how to increase engagement
- Once both partners have had a turn to discuss their events, we will discuss some ideas in the larger group

Brainstorming Session Results (from Poll Everywhere Poll)- Ideas to increase engagement

- Design events around employer individual needs from the outset of the event planning. Poll employers “What would you need to have at the close of the fair?”
- Have good prizes
- DeGroote runs an event where the ballot holders are alumni and the purpose is for students to practice their introduction pitch, handshake and how to graciously ask for their business cards. And it gives them an opportunity to meet alumni, practice (receive feedback) in a safe environment
- Hackathon!!!
- Create a hashtag specific to your event
- One of our partners does a Dress for Success and one student's name is drawn at the end for \$250 gift card of their choice
- Have an employer do an info workshop about careers in IT-virtually for students

Time for the contest!

- Get out ballots handed out near the start of the workshop
- Prizes: \$25 gift card for Tim Horton's, a University of Guelph-Humber chocolate bar

Don't forget to sign off of Poll Everywhere!
Text **LEAVE** to 37607 to end your session.



Thank You!

- Questions?
- Feedback?

Email me!

Jamie.Kunkel@guelphhumber.ca