Career Club Hub;
Making Inroads with Student Organizations

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University of Toronto

- 65,612 undergraduates

- 15,287 graduates   = 80,899 Total

- 11,581 faculty members

- 6,017 staff members

- 3 campuses, 17 faculties, 7 colleges

- Unicameral system of Governing Council

What is a Club Hub*?

The purpose of Hubs for Clubs is primarily to gather like-minded clubs and groups together a few times each term to **network, share ideas and resources and develop ways to collaborate and work together**. Group executives will be able to discuss issues, brainstorm and **develop relationships** with each other as well as with University of Toronto faculty and staff who advise that hub.

The hub will have the opportunity to develop the purpose of their hub (networking, brainstorming, programming, training) to suit the group's needs. The advisor will help to facilitate the discussions, host the group and connect the members to resources on campus.

*Office of Student & Campus Community Development

Getting Started

- Student Colleagues from across Career Centre teams worked together to lead Career Club Hub
  - Prepared meeting agendas
  - Built club lists
  - Invited clubs
  - Ran meetings
- Career Club Hub meetings in February 2015 and July of 2015 with a total of 13 clubs came together to discuss Career Club Hub

Career Club Hub Goals

- **Connect** with each other clubs & to employers

- **Collaborate** on events with other clubs

- **Actively Participate** in the enhancement U of T career services

- **Access** career resources & PD

- **Synthesize** CCR & Career Club Hub

Career Club Hub Kick off

- Club Leaders Reception with Employers- Career Information Days 2015

- Opportunity to Introduce Career Club Hub, Connect Clubs with each other and with employers

- Master of Ceremonies was our Student Ambassador

- Many student colleagues were present

- 25 Clubs & 18 priority employers attended

Closed Facebook Group

Who's Involved?

- AIESEC
- ASHRAE U of T
- Biochemistry Undergraduate Students Association (BUSS)
- Biomed Engineering Student Association
- Black Ties
- Buddhism Psychology Student Union
- Cinema Studies Student Union
- Design in Design
- Digital Trinity Labs
- Engineering Society Directorship of Professional Outreach

- Statistical Sciences Association of Students (SSAS)
- U of T Application Development Association (UTADA)
- University of Toronto Association for Information Systems (AIS)
- University of Toronto Philosophy Congress (UTPC)
- Financial Optimization and Risk Management Society

Mid-Point Review

- There is a strong interest from Clubs and Staff to grow and strengthen Career Club Hub

- Most Staff and Student Clubs identified collaboration (with employers & Career Centre staff) and increasing knowledge of resources as key goals

- Clubs and Staff want to build stronger relationships with each other but there is a lack of clarity around processes

- Career Club Hub would benefit from having a wider representation of clubs

- Our conclusion: the Career Centre needs to develop a strategy for working with Campus groups and how Career Club Hub goals can be leveraged through these relationships

Activity

In small groups, read the scenario provided and imagine a collaboration between the student group, key employer(s) and the career centre.

- What is the goal in forming this collaboration?
- What might it look like in practice?
- What is the value proposition for each stakeholder?

Moving Forward

- We know that student organizations and student leaders are valuable partners for both career services and employers

- We came together at a Leadership team level conducted an environmental scan of our current work with student organizations

- SWOT analysis

SWOT Analysis

	Large Student Organizations	Smaller Program/Cause Groups
	Examples: UTSU, You're Next, ACE, LSCDS, AISEC	Examples: Program Councils, course-based groups, advocacy groups/interest groups
S T R E N G T H S	• CC has the capability to build great relationships with them • They see CC as influencers/valuable to them • They see the CC as a strong resource for career information • They reach & serve a high # of students • They have a focused student audience • They know their student audience well • They are strong partners	• CC has the capability to build great relationships with them • They see CC as influencers/valuable to them • They see the CC as a strong resource for career information • Some are highly motivated to engage with the CC • They have a focused student audience • They know their student audience well • They are hungry for resources

SWOT Analysis

	Large Student Organizations	Smaller Program/Cause Groups
	Examples: UTSU, You're Next, ACE, LSCDS, AISEC	Examples: Program Councils, course-based groups, advocacy groups/interest groups
W E A K N E S S E S	• Currently some of the CC work overlaps with their work • CC lacks strong relationships with all of these groups • Some areas/students are not represented • Traditionally CC has seen them as competition/not as competent as us	• These groups have a lower reliability/sometimes are less organized • These groups are smaller and have a higher exec turnover • Relationship strength depends on the student who is in the exec position • These groups have few resources, require a high level of support

SWOT Analysis

	Large Student Organizations	Smaller Program/Cause Groups
	Examples: UTSU, You're Next, ACE, LSCDS, AISEC	Examples: Program Councils, course-based groups, advocacy groups/interest groups
OPPORTUNITIES	• CC can provide career resources to these groups • These groups could mentor other groups with similar objectives/share resources • Define the role of the CC and the role of the organization in these relationships • CC can develop new & innovative large-scale programming in collaboration with these groups • By working with these groups, CC can build capacity & knowledge & serve more students • By working with these groups, CC can serve students we would not have otherwise served	• CC can provide career resources to these groups • CC can find groups who serve a student group that is not currently served by the CC • CC can empower these groups to build their capacity • CC can act as consultants/advisors to them • By working with these groups, CC can serve students we would not have otherwise served

SWOT Analysis

	Large Student Organizations	Smaller Program/Cause Groups
	Examples: UTSU, You're Next, ACE, LSCDS, AISEC	Examples: Program Councils, course-based groups, advocacy groups/interest groups
T H R E A T S	• These groups can be successful without the CC • These groups might mis-inform students • These groups could damage relationships that are valuable to the CC • These groups could have priorities/values/operation standards that conflict with those of CC partners (i.e. other CCs at U of T)	• These groups are small and some could disappear in the next year if the student interest wanes • These groups might mis-inform students • These groups could damage relationships that are valuable to the CC • These groups could have priorities/values/operation standards that conflict with those of CC partners (i.e. other CCs at U of T)

Moving Ahead

- Identified 3 areas of potential work with student organizations to:
  - Supercharge our marketing efforts & reach more students
  - Connect specifically with niche & 'priority' student groups to learn from them
  - Create a space to spark important dialog on career-related hot topics & issues

Work with Student Organizations

Reach More Students	Better Understand Students	Educate & Spark Discussion
Partner with the great work student groups are already doing around careers Partnership will increase capacity to reach students Act as consultants	Build relationships with smaller niche groups to be educated on student issues/priority student groups Form an advisory & learn from them open doors to increase partnership to reach our priority students	Create a forum for discussion with student leaders on current career related issues & challenges, hot topics Create think tank programming - hear from researchers on these topics & engage students in solutions focused dialog

Work with Student Organizations

Thank You!

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