LOOKING AHEAD A FEW MONTHS...

Helping Students Without Job or Internships (yet)

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A Quick Poll...

I am feeling ______.
What we can't control

Today's topic is to look ahead... not behind.
What you're hearing...

Are employers open to moving internship opportunities online?

- Yes
- No
- It's about a 50-50 mix
According to NACE as of March 20th:

- 0.4% of companies have canceled their summer internship programs
- 84% of companies are continuing with their summer internship programs as planned
- 13% of companies are exploring virtual options

According to LDP (Learning Development Program Association) as of March 19th:

- 2% of companies have canceled their summer internship program
- 6% have postponed their summer internship program
- Of those who have not canceled their internship program, 80% lean towards running it virtually, at least to some extent
Other points to note:

- **April 1** seems to be a big decision date for employers

- Most are **still planning to hire full-time employees** (except in industries feeling initial strains from COVID-19: hospitality, entertainment, etc.)

- Companies are trying to figure out remote opportunities
How are students feeling?

- **Concern** about whether their internships will happen or if their job offers will be rescinded

- **More free time** now

- Probably **comfortable with remote** opportunities

- If they don't have a job/internship right now, they're probably...
  - Open to lots of different types of work
  - Open to various industries
  - Open to working remotely
Engaging Students

Marketing

Measuring

Advising
What are some alternatives to email that seems to be working now?

Who else could you engage to reach students?
- Faculty
- Student organizations
- Alumni

(Please share your ideas in the chat.)
While attending [Institution], how often did you visit, or access resources provided by, the career services office?

- 22% Often or very often
- 51% Rarely
- 27% Never

How often did you receive career advice from other faculty staff members at [Institution] who were not career service employees?

- 33% Often or very often
- 43% Rarely
- 23% Never

- Who else is providing career advice? Are they aware of additional student resources?
- When students come to you, what is the big take-home message you're giving them?
- How much are you emphasizing persistence? Attention to detail?
Persistence is key...

Some statistics about Micro-Interns who have completed projects....

- **86%** Have a COMPLETE profile
- **34** Average number of times logged into the platform.
- **15** Average number of applications submitted.

Persistence pays off!

- **87%** Micro-Interns who, after completing one project, go on to complete at least one more.
- **96%** Micro-Interns who are professionally employed upon graduation.
Measuring

Thoughts to consider over the coming months:

• Why are they reaching out to your office?
  ◦ Are their expectations being met?
  ◦ Are their expectations reasonable?

• What kind of follow-up do you do?

• How can you gain deeper insights?
  ◦ Survey (pre/post visit)
  ◦ Focus group
  ◦ Student advisory board
How are companies feeling?

• They're feeling the pain
  ◦ Many were not done with their recruiting
  ◦ Concern about remote opportunities
  ◦ Uncertainty about business need (slow down or uptick)

• They're juggling a lot!

• They still want interns/new hires!
Engaging others

- Identifying
- Measuring
- Engaging
Who are key allies right now? What are their motivations?

- Employers?
- Alumni?
- Parents?
- Others?
Engaging Employer Partners

• Share students' perspective

• If interested in helping...
  ○ Identify their pain points:
    ▪ Uncertainty about future business needs/economy
    ▪ Concern about remote work
    ▪ Budget
  ○ Send resources for developing virtual programming
  ○ Interest in sponsorship?
Engaging Alumni & Friends

• They want to give back
• They might be busy
• Draft communications with ideas for how they can support
  o Mentoring
  o Sponsoring
  o Hiring
• **Share resources** with them on how they can help
Opportunity for you to help

Share the benefits of remote projects/internships for employers:
  • Gain immediate support
  • Allow them to test-drive working with students remotely (especially since the student companies are remote already)
  • Way to access a student candidate pool if they still need to fill roles
  • Way to test-drive students' performance in the absence of a career fair, on-campus interview

How to do this?
  • Direct call to action via email, newsletter, social media, etc.
  • Acknowledge pain points (employers), desire to help (alumni/friends)
  • Share resources
• Track/Measure how the campus community is coming together

• Share stories of collaboration, creativity and resilience

• This may go on for a while...
Thank you, and stay safe!!

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