

Strategic Goal #4 – Workshop sub-committee

Monday, May 13, 2013

Nora Sheridan's Office – Haverhill, MA

2:00 – 3:00 PM

In attendance: Nora Sheridan, Dawna Perez, Mike Markham, and Ashley Bragger

New Workshop Series Proposal

Fall Semester

Encounter Series	Discern Series
Workshop 1: Career Decisions using John Holland to determine the students' values, interests, and motives	Workshop 1: Beginning your job search – informational interviewing, networking, researching industries, and social media audits
Workshop 2: Strengths Quest Part 1 and Part 2 <ul style="list-style-type: none"> • Part 1: have the students access the codes online and take the test at their convenience • Part 2: Workshop to discuss the results and to see how they can apply their strengths to future career interests 	Workshop 2: Resume writing workshop – making previous experiences relevant, tips on formatting and writing resumes, and resume reviews
Workshop 3: Website usage – teach students about how to use the new Career Services website, the resources available, how to build a resume online, and how to look for jobs on our system	Workshop 1: Dress for Success – coordinate with TJX Companies to receive manikins to show students how to piece together business professional and business casual outfits on a budget. Also discuss the importance of dressing professionally and the requirements for men and women's dress in the workplace
Workshop 4: General career exploration – help students create their initial resume, tips on cover letters, and elevator speeches	

Spring Semester

Connect Series	Achieve Series
Workshop 1: Resume writing workshop with multiple staff, faculty, advisory board members, and employers available to critique	Workshop 1: Dress for Success – coordinate with TJX Companies to receive manikins to show students how to piece together business professional and business casual outfits on a budget. Also discuss the importance of dressing professionally and the requirements for men and women's dress in the workplace

Workshop 2: Interviewing skills – how to sell yourself in an interview, interview do’s and don’ts, and interview etiquette	Workshop 2: Introduction and preparation for Mock Interview Day – prepare students for our Job Day, invite faculty and staff to practice interviewing students, discuss with students what to expect and how to prepare for Job Day
Workshop 3: Social media and job searching – the importance of networking with a focus on LinkedIn and Twitter, also look at Facebook, Instagram, and other social media outlets and show how these can negatively impact a job search	Workshop 3: Job day – invite local employers and advisory board members to mock interview with students and to critique their resumes and interviewing skills. This will be an all afternoon, drop in event

Program details

1. Hold the workshops as a lunch series with food
2. Each workshop will be held both on the Haverhill and Lawrence campus
3. In addition to the offerings, we will have workshops by design, by demand for faculty; these will need to be included in the brochure so that faculty are aware.
4. Invite outside employers and advisory board members to be guest lecturers and to help with mock interviews and resume critique
5. Have the Strengths and DiSC codes available online for the students to access and require that students complete prior to attending the workshops
6. Each series should have its own page on the career workshop trifold brochure
7. On the website, these workshops should be listed as open to all students, while other areas such as Learning Accommodations, Leadership, and Student Success will have their own area
8. Advertising for this series will be crucial – brochures, faculty support, support for on-campus clubs and organizations, flyers, emails, etc.
9. How are we going to incorporate evening students?

Suggested Timeline

Series 1 – Fall Semester	Series 2 – Spring Semester
<ul style="list-style-type: none"> • Late September – one workshop • October – two workshops • November – two workshops • Early December – one workshop 	<ul style="list-style-type: none"> • February – two workshops • March – two workshops • April – two workshops