**Career Education**

**Project:**

Video about career education at Champlain — LEAD & Career Services

**Tagline/Theme:**

“career” is more than just an office at Champlain, it’s a way of life.

**Background/Overview:**

Video to show that Champlain College doesn’t just have a “career services” office; It has a comprehensive, interwoven career education with a focus on lifelong career management. While there are strong success statistics about graduates at Champlain, there is very little material promoting the strong career component of a Champlain College education. Focus on a student’s career doesn’t start at graduation - it starts the first day a student arrives on campus. This video aims to show the involvement the career services office (along with LEAD) has with the students to demonstrate how a focus on career and success after graduation is woven into the four-year education.

Every institute has a career services department, but at Champlain, we don’t leave it up to chance. We’re focused more on career education - starting with the day a student arrives. 100% of students participate in lifelong career management, including non credit bearing workshops and activities.

**Objective:**

We want prospective students and parents to feel confident that not only will they receive a distinguished education at Champlain but also be equipped with the lifelong career management skills needed to continue on the path of success after graduation.

**Target Audience:**

The target audiences are both males and females between 15 - 18 and prospective students of Champlain. They are seeking a transformative experience, both in and out of the classroom. They want marketing materials to have a personal approach, to feel like they’re speaking directly to them. They want to feel confident that at the end of their four years at Champlain, they’ll be prepared to enter directly into the workforce with education and skills that will put them on the accelerated path to success.

Secondary target audience is parents of prospective students. With the rising cost of college tuition, parents want to feel confident their child will be prepared with the hard and soft skills to enter the workforce.

**Target Insights:**

Our prospective students know what they are passionate about and what inspires them: they are “doers” who want to experience learning from day one and want to collaborate with others who share their interest. They are very focused on preparing themselves for relevant and emerging careers that will allow them to contribute significantly to their future success and/or organizations they work for. They desire to experience a connection with their work, their classmates, their professors and their community that will foster trust and respect.

**Most important thing to say:**

Career Success doesn’t begin after graduation. It starts with day one.

**Outline:**

1. Cover the overview of lifelong career management and the reasoning behind it.

2. Discuss how the office gets involved starting freshman year and the services it offers throughout the next four years.

3. Explain why this involvement is crucial and how it helps to benefit graduates.

4. Briefly cover the services it offers to post-graduates.

**Include:**

Civic Engagement portion - career education is not just about a job, it’s about getting involved in the community and being part of something bigger than yourself.

Events and activities - Elevator pitch, Game of Life - things that make them step out of their comfort zone, see how portions of life/career apply to real life - Game of Life, how much money you make and what its like to live off that salary, expenses, etc…

Partnerships with faculty and program directors - Career Services partners with faculty, everyone is involved, everyone is very career oriented. Partners with Deans - Deans come to workshops. Dean Balda says attending the workshops is one of the most important things he does during the year. Program directors - ask them how they prepare their students - good examples are production teams, internships, etc…

Examples of Career Services Events/Services offered to include in video:

cover letter and resume help

Drop in hours

Elevator Pitch competition

workshops on communication, networking, Jobspot, career shift, goal setting, interviewing

Job search/internship help

professional networking

career fairs, internship fairs

expert panels

alumni panels

Lead workshops

Job searching software - JobSpot, CareerShift