



Involving the Community and Corporations in your Career Services Department

Preparing students for the global marketplace has gone beyond the typical workshops, resume and interview preparation, career fairs, assessment tests and mock interviews provided by many Career Services departments. This training is essential and excellent for students who are seriously looking for a job or planning on attending graduate school. Those are the two main reasons most students attend college in the first place. They can use these learning tools in their career search or in most life situations.

Now it's time to take your Career Services department to another level. Sometimes when students apply for internships or employment, some companies feel that they do not have enough experience, do not know how to market themselves or to transfer their past skills to fit the position. Each company is different and has different requirements. One company might stress professional dress even on Business Casual Friday, another might require a certain GPA or one might want a couple of years experience. Other areas that companies would like for students to be prepared or to have obtained include dining etiquette, the various interview styles (panel, group, telephone, behavioral, etc.), global culture, negotiation skills, leadership, extra curricular activities, awards, recognitions, certifications, special projects and volunteerism. Students who have acquired internships or study abroad experience grab the attention of most companies and will most likely be hired before a student who does not have similar experience. The majority of students across the country have similar experiences, GPAs, scholarships and extra curricular experience. HBCU's are sent the same national and international scholarships and internships. So a student has to have something unique on their resume that makes them stand out especially if it is a student who does not have the 3.0 GPA or internship experience. Companies still might feel that student is not the right fit.

Companies prefer to hire and train college students fresh out of college because the baby boomers are about to retire in the next couple of years and they need people



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to fill those positions and work there for many years until retirement. This means that the training of students has to go beyond the classroom experience. Companies, community leaders and organizations visit campuses and assist in training students in various areas. This is a plus for students because they are getting first hand experience and advice from executives they may not have met. This is also an advantage for the companies because they can prepare and train the students to fit their organizational needs. Listed are some areas where the community and companies can assist your Career Services department in training students for their requirements and real world:

Classroom Lectures – Representatives can visit classes related to their background or title and either teach the class topic or speak on related topics.

Classroom Exchange – Some companies have this program where a company representative will come and teach in a related class that semester and a faculty member will go work or participate in an internship at that company to keep up with their industry.

Black Executive Exchange Program (BEEP)

– This program is sponsored by the National Urban League where black executives across the country visit campuses across the country to mentor students in career related activities.

Mentoring Programs – Representatives choose a group of students to mentor in various areas such as tutoring, sponsorships, donating clothes, attending the field trips as chaperones, taking students to community events, invite the students to visit them at work and learn about their career, etc.

Shadowing – When a student can select a representative or company to volunteer and shadow

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