

FRESH IDEAS & INNOVATIONS TO MAXIMIZE YOUR CSO’S REACH

	Leveraging Technology	Programming Ideas	Piggybacking
Ideas Presented	• External Communications (blog, social media) • Office Operations • Programming (webinars, YouTube, podcasts)	• Workshops/Webinars • Boot Camp • 3 for 3Ls • Dean’s Walk • Open House	• Deep Pockets • External Contacts • Employers • Alumni • Students
Questions to Consider	• Have you created videos for sharing? • How does your office use social media to communicate with students? • Does your office use cloud computing (ie, google docs)?	• Other group learning ideas for students? • Job search groups? Site visits	• How does your office leverage connections with employers? alumni? Students?

NOTES:

Creating a Career Center Workshop

Get started



1 Select the topic



- Create the presentation using presentation software (MS PowerPoint, Prezi, etc.)
- The presentation should incorporate interactive questions and time for students to work within the workshop
- Create student handouts to complement the presentation
- Laminated handouts work well with dry erase markers and are reusable

2 Set the workshop schedule & publicize



- Consider student class schedules
- Offer workshops weekly or bi-weekly
- Schedule staff members to conduct workshops
- Set up online registration (Symplicity, EventBrite, etc.)
- Publicize workshops to students

3 Conduct Workshop



- Remind students 24 hours in advance of workshop
- Encourage students to bring their resume or job description
- Provide workspace for students
- Ask students to draft materials in the workshop and provide time for doing so

4 Collect Feedback



- Survey students formally or informally regarding workshop schedule and topics

The Power of One

Maximizing student outreach via small groups at GW Law

Using active learning strategies such as discussions, reflection activities, group projects and cooperative problem-solving can deepen students' understanding of course material and ability to apply new ideas. Since Millennials have a team-orientation, they ought to greatly benefit from active learning opportunities.

Neil Howe and William Strauss, *Millennials Rising: The Next Great Generation* (2000)

294

Number of students who attended GW Law's workshops in Fall 2014. Averaging 12.8 students per each hour long workshop.

11.5

Average number of students per 45 minute LIVE webinar in Summer 2014.

111

Number of students who attended a LIVE preparing for OCI webinar in 2014.

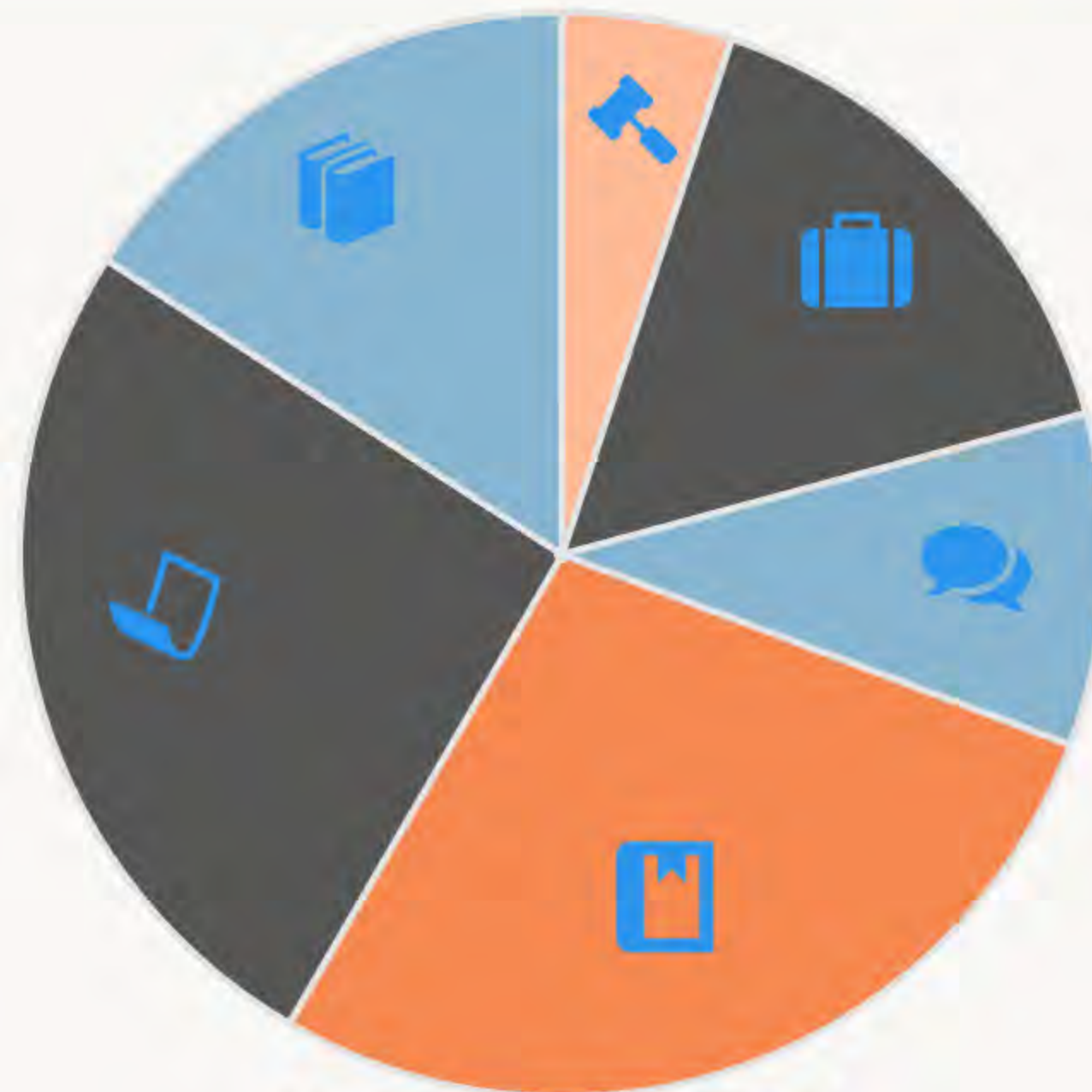


ONE-ON-ONE
One staff member can meet with about 2-3 students in one hour, via one-on-one appointments.



SMALL GROUPS
One staff member can reach 10+ students in a webinar or workshop in the same hour.

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May 2013 - April 2014

- 3 Clerkship/OSCAR Webinars
- 8 Preparing for FRP Webinars (Summer 2013)
- 5 Informational Interview Workshops
- 14 Resume Workshops
- 13 Cover letter Workshops
- 8 Job search Resources Workshops

"Millennial students have grown up working in groups and playing on teams."

Neil Howe and William Strauss, *Millennials Rising: The Next Great Generation* (2000)