

# Grab those Grads!

## Tips for Engaging Graduate and Doctoral Students

**Thursday, April 29<sup>th</sup>, 2010**

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# Agenda:

- Introductions
- What's up with Grad students?
- Summary of Engagement Challenges
- Tips for Engagement
- Practices for Engagement
- Discussion
- Resource Exchange



# Introductions



- Name
- Role
- University
- A bit about your program...

# Group Discussion:

- What makes being a Graduate Student different or unique?



# Summary of Engagement Challenges

**AWARENESS**

**ACCESSIBILITY**

**ATTENTION**

**APPLICABILITY**

# Our Grad Population Groups

- Prospective Students
- Full Time Graduate and Professional Students
- Part Time Graduate and Professional Students  
( P/T, Evenings and Weekend Formats)
- Satellite Campus Students  
( Kitchener and Toronto Students)

# Challenge #1: Creating Awareness





# Creating Awareness

Tip #1

**Start Early!**

# Current Practices

- On Boarding of the MBA's (5 Step Process)
- GSA "Wine & Cheese" Orientation
- O- Week Presentations
- Campus Tours for Prospective Students

# Discussion

- What are some of the things you are doing on your campus to create awareness of Career Services?

# Challenge #2: Facilitating Accessibility





# Facilitating Accessibility

Tip #2  
**Move In!**

# Practices

- On site office locations for Graduate Students ( Waterloo, Kitchener and Toronto)
- Evening appointments
- Web access e.g. Desire to Learn  
<https://lauriermba.desire2learn.com>
- eAppointments & Social Media Connections

# Discussion

- What strategies are you currently using and exploring on your campus to facilitate accessibility to Career Services and resources?

# Challenge #3: Keeping Attention





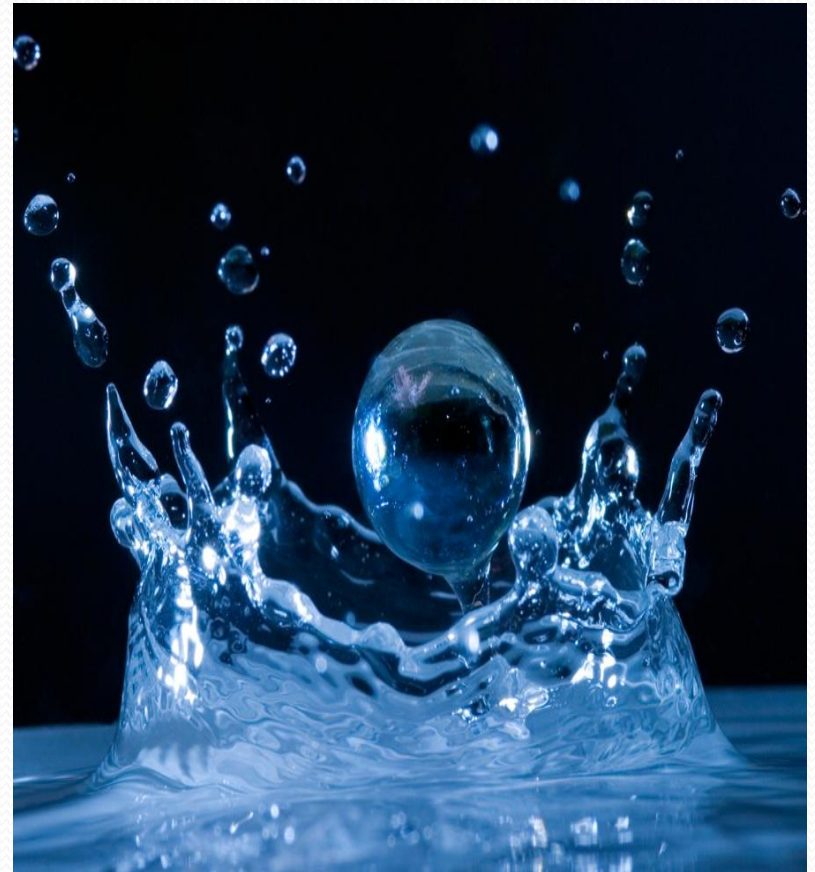
# Keeping Attention

Tip #3

**Make a Splash!**

# Practices

- Curriculum integration
- E Newsletters/Promos
- MBASA Committee
- RA's/Ambassadors  
( CD Projects)
- Alumni Speaker Events
- Careers Development Days
- Academic Careers Event



# Discussion

- How have you kept the attention of your graduate and professional students?
- What events have worked well for you in the past? Are there other ideas that you plan to implement moving forward?

# Challenge #4: Ensuring Applicability





# Ensuring Applicability

Tip #4

**Build a Village!**

# Practices

- MBA Networking Events
- Alumni Sharing Knowledge
- Student Celebrations  
(Alumni Awards Night,  
Graduation, Pizza Lunch's)
- Partnerships with Program  
Faculty Advisors  
( e.g. MIPP O-week  
Appointment Blitz)
- Interdepartmental Career  
Panels



# Discussion



- How do you ensure applicability of your services and programs to the Grad Student population?
- Do you have a program similar to ASK? Is it working well for your students?
- What events and activities has your career centre initiated to help “Build a Village” on campus and beyond?



Other challenges or practices?

# Resource Exchange

- What other approaches have you found helpful?
- What trends do you see emerging that might impact Graduate student engagement?
- What resources are you using that might be helpful for other campuses to consider?



# Thank you for your participation!

A copy of this presentation will be posted  
on the Laurier Career Centre website.