

Creating a Service-Minded Careers Culture at Universities



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Challenges Case Study What can you do?

- *Grounds = Campus
- *PSG = Public Service & Government

Why did you attend this session?

What challenges or stereotypes exist among students and families in your community about public service careers?



THE UNIVERSITY OF VIRGINIA'S FOUNDER, THOMAS JEFFERSON, ENVISIONED A NEW KIND OF UNIVERSITY, ONE DEDICATED TO EDUCATING LEADERS IN PRACTICAL AFFAIRS AND **PUBLIC SERVICE**.

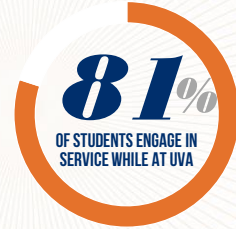
5



Public service is an essential part of student life.



2016 CIRP Freshman Survey, Higher Education Research Institute



Student Experience in the Research University (SERU) Survey, Center for Studies in Higher Education

6



CHALLENGES

What is a Career Community?

Career Communities
(industry-specific advising)

Entrepreneurship | Global | Sustainability

Business

Creative Arts, Media, & Design

Education, Counseling, & Youth Development

Engineering, Science, & Technology

Healthcare

Public Service & Government

Sub-industries

Public Service & Government

- Foundations, NGOs & Nonprofits
- Federal, Tribal, State & Local Government
- International Development & Humanitarianism
- International Relations & Cultural Diplomacy
- Intelligence & Security
- Politics, Policy & Advocacy
- Spiritual/Religious Organizations

Key Components to Success

- ✓ **MARKETING AND COMMUNICATION PLAN**
 - + REGULAR EMAIL NEWSLETTER
 - + NEW WEBSITE WITH HIGHLY SPECIFIC RESOURCES
- ✓ **IDENTIFY & ENGAGE COMMUNITY PARTNERS**
- ✓ **CREATIVE PROGRAMMING**
 - + PUBLIC SERVICE & GOVERNMENT OFFICE HOURS & APPOINTMENTS
 - + SIGNATURE LARGE-SCALE EVENTS
 - + SKILL DEVELOPMENT WORKSHOPS
 - + DEPARTMENT-SPECIFIC ALUMNI IN RESIDENCE PROGRAMS
 - + TREKS TO VISIT EMPLOYERS
 - + STUDENT CLUB COLLABORATIONS
 - + VIRTUAL PROGRAMS

Marketing and Communications



Programs

- ✓ **SIGNATURE LARGE-SCALE EVENTS**
 - + INTELLIGENCE & SECURITY CAREERS DAY
 - + GLOBAL DEVELOPMENT CAREER DAY
 - + SERVING SOCIETY CONFERENCE
- ✓ **SKILLS-BASED**
 - + DATA LITERACY FOR THE PUBLIC GOOD
 - + LOCAL & STATE GOVERNMENT TREK
 - + GLOBAL PUBLIC SERVICE CASE COMPETITION
- ✓ **VIRTUAL**
 - + CAPITOL HILL RESUME BOOK
 - + ONLINE NETWORKING
 - + SCAVENGER HUNT
 - + FEDERAL CAREER FAIRS
 - + #REALTALK BLOG SERIES

Partners

✓ EMPLOYERS/ALUMNI

- + UVA PEACE CORPS REPRESENTATIVE
- + PANELS AT CAREER FAIRS
- + PSG DAY IN WASHINGTON DC
- + SMALL ALUMNI DINNERS
- + NONPROFIT AND DEVELOPMENT CAREER FAIR
- + COUNSELORS VISIT EMPLOYERS
- + ALUMNI SMALL GROUP ADVISING

✓ FACULTY PARTNERS

- + ALUMNI IN RESIDENCE SERIES
- + CIVIC & COMMUNITY ENGAGEMENT COURSES

✓ COMMUNITY-BASED ORGANIZATIONS

- + LOCAL NONPROFITS
- + PROFESSIONAL ASSOCIATIONS



Service Year Programs



Peace Corps



OUR IMPACT

4,400+ EMAIL SUBSCRIBERS
540+ @ OFFICE HOURS
280+ APPOINTMENTS
80+ PROGRAMS

80+ PSG ALUMNI ENGAGED

175+ PSG EMPLOYERS ENGAGED

Since August 2016 with 1.5 full-time staff

OUR IMPACT

"I think I belong in this line of work."

"I learned about different entry level jobs offered at some nonprofits, different ways to practice self-care, and how to seek out jobs that build specific skill sets."

STUDENTS IN ATTENDANCE AT THE SERVING SOCIETY CONFERENCE

"(I learned the)...different qualifications employers look at, how to build a career from entry level, and (the) growing field (of) concerns in global development."

STUDENT IN ATTENDANCE AT GLOBAL DEVELOPMENT CAREER DAY

"I just wanted to say that these public service/government emails are incredible! Really great resources, and I love seeing what UVA is up to since I graduated in May."

FORMER STUDENT

What can you do at your University?

1. Why do you want this for your students?
2. How can your students connect with volunteering or public service activities now?
3. Who are your potential partners at the University and beyond to help you?
4. What is your first step or action?
5. How do you secure a budget to support you?

17



Thank You!

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