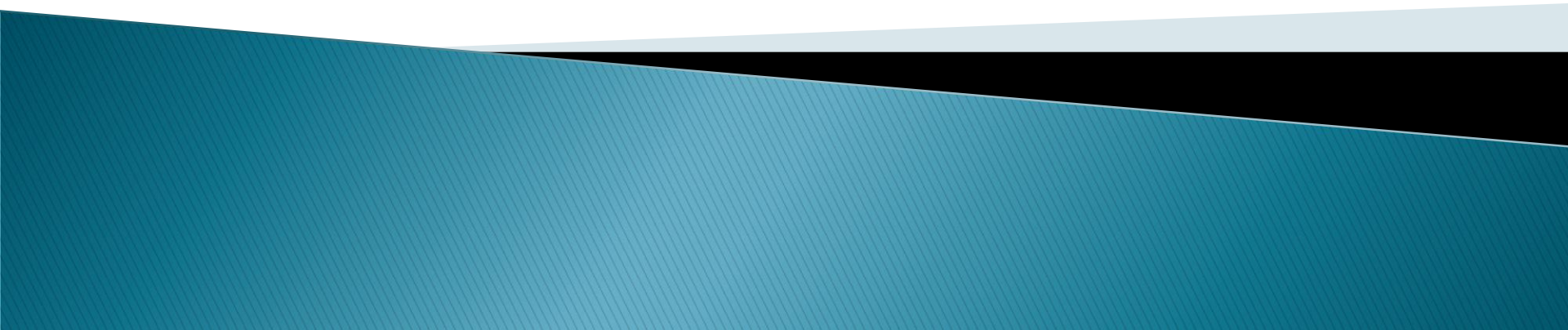


SNAP: Student Networking and Placement



SNAP: Student Networking and Placement

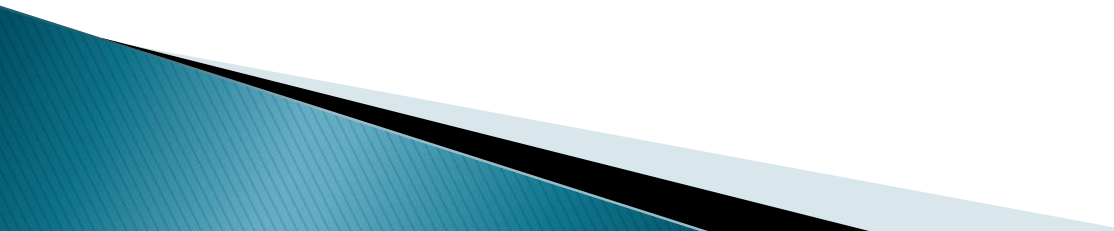
Staff:

- ▶ Aaron Daverin
 - ▶ Marinte Smit
 - ▶ Jessie Howes
 - ▶ Luke Reschke
 - ▶ Shawn Allen
- 


Subject Matter

- ▶ Job searching and the interview process
- ▶ Topics:
 - Networking
 - Job Searching
 - Resumes, cover letters, references
 - Interview process

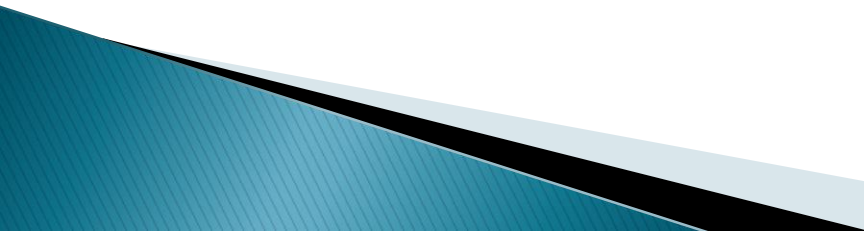
Why Our Training Program is Effective

- ▶ We will teach the specific skills needed by college graduates that are not taught in the average classroom
 - ▶ We connect graduates with employers who are looking for young, motivated students
 - ▶ Those benefiting from our training will be able to land an interview with potential employers by being able to network and research the job market
 - ▶ Able to go into an interview with confidence to make a lasting and good first impression
 - ▶ Know how to act appropriately, how to dress professionally, and be able to ask and answer questions
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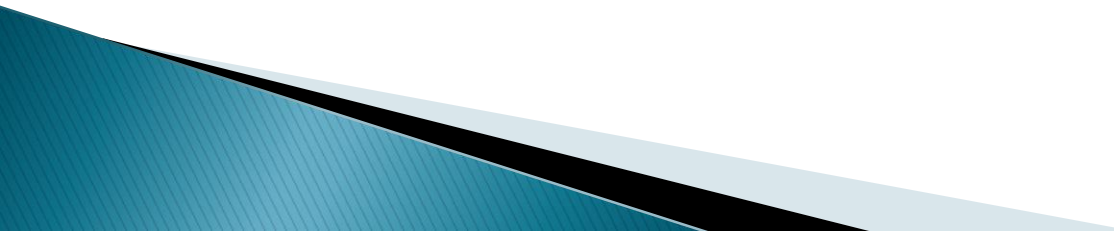
Trainees

- ▶ Will be targeting college juniors and seniors who are near graduation
 - ▶ Help them to find a job after graduation
 - ▶ Our training program will help to make them as prepared as possible to land a job of their choice
 - ▶ By requiring our program to graduate, students will best know how to find a job and interview efficiently
- 

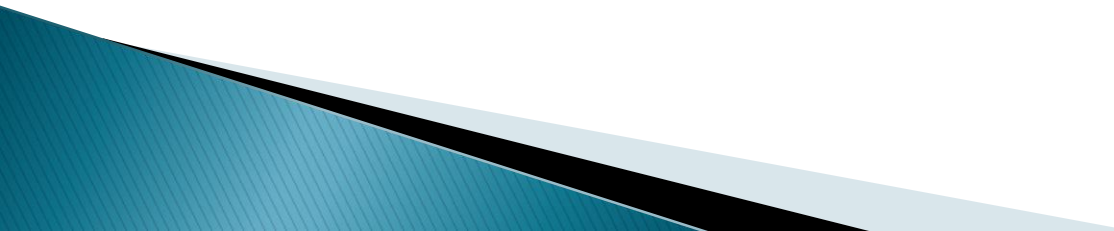
Potential Clients

- ▶ Potential clients would be colleges throughout the nation, and the trainees would be the students who attend their institution and are near graduation
 - ▶ We will travel to different colleges to deliver our training program in order for trainees to get the best use and benefit out of our program
 - ▶ To ensure that we have a handle on our program, we will be first focusing on smaller Division III schools such as Monmouth College
- 

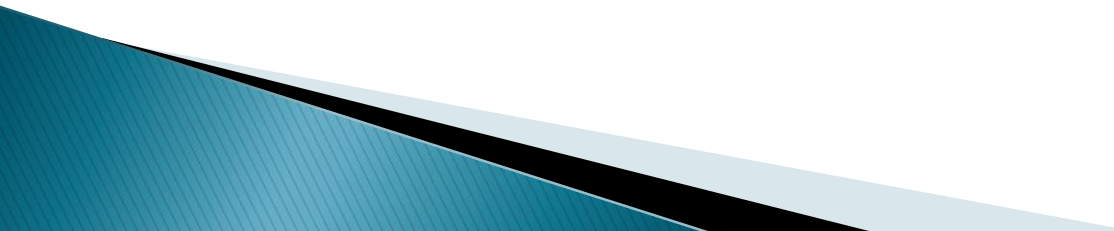
Selling Strategy

- ▶ We offer peace of mind to students who worry about getting a job after graduation
 - ▶ We will have knowledge of the most current information that's going on in the job market
 - ▶ We offer trainees a connection even after they graduate to help the college build alumni support
 - ▶ The school will benefit from having happier students, and ensure that students will graduate from their institution, which will help retention rates for the college, raise enrollment each year, and better alumni support
- 

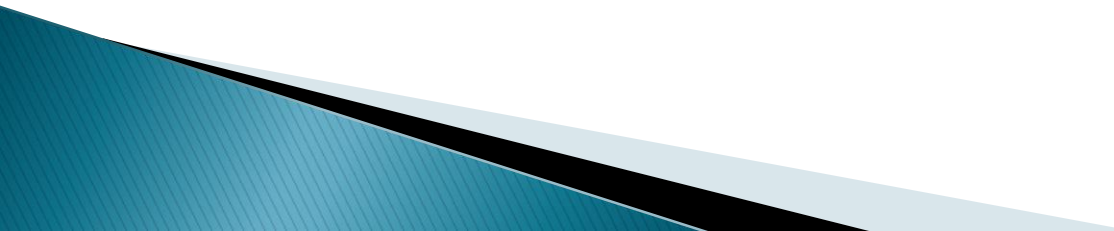
Training Objectives

- ▶ The trainees will be able to perform job interviews with more confidence
 - ▶ The trainees will be able to prepare for interviews and predict possible questions asked by potential employers
 - ▶ Trainees will gain knowledge of where and how to look for job openings
 - ▶ The trainees will retain quality questions to ask during the interviewing process
 - ▶ The trainees will have the potential to transfer their qualifications to an effective resume
 - ▶ The trainees will be constructing networks while building relationships with potential employers
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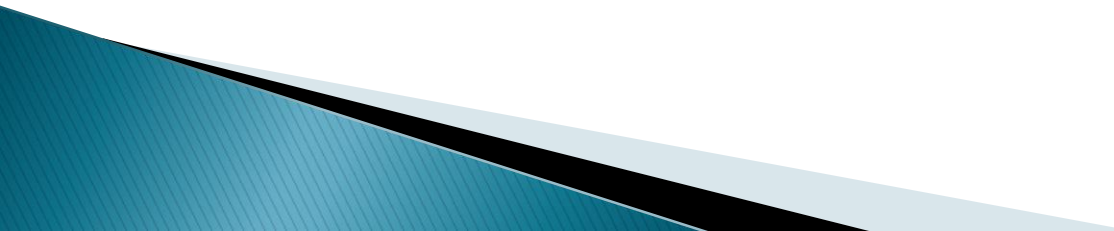
Program Outline

- ▶ We will be making it a requirement to attend our sessions either as a junior or senior, but it will be required to graduate
 - ▶ We will visit each college twice a year
 - ▶ Will be visiting over a span of three days
 - ▶ Day one will be an hour long and will be offering two sessions. Will be over networking
 - ▶ Day two is about interviewing and will be two hours long. There will also be two sessions
 - ▶ Day three will be optional attendance and we will be offering one-on-one services all day
- 

Day One

- ▶ Networking and the Job Search
 - ▶ Offered 8:00–9:00 A.M. and 7:00–8:00 P.M.
 - ▶ Networking
 - ▶ Online Job Searching
 - ▶ Building relationships with potential employers
 - ▶ Job fairs
- 

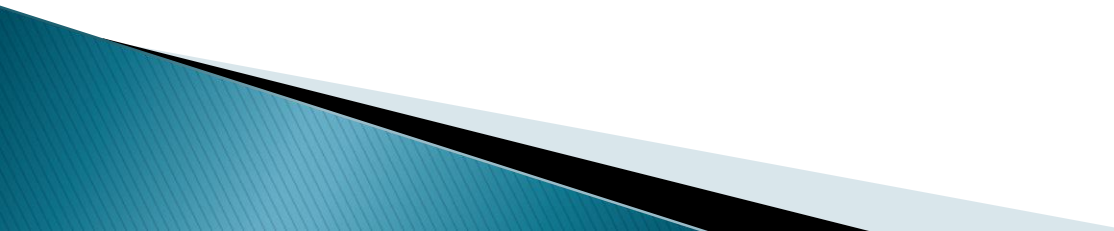
Day Two

- ▶ 8:00–10:00 A.M. or 7:00–9:00 P.M
 - ▶ Resumes
 - ▶ Cover Letters
 - ▶ References
 - ▶ Interviewing
- 

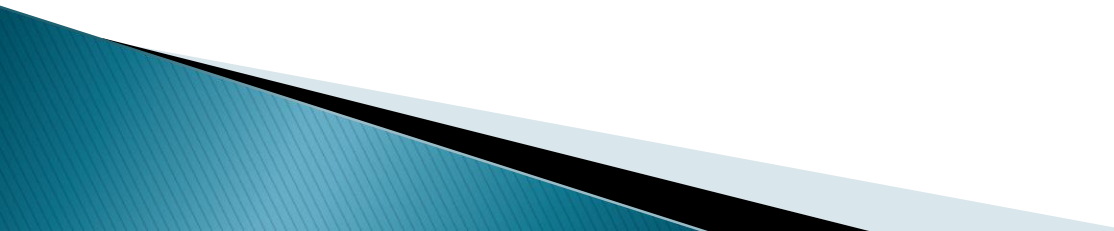
Day Three

- ▶ Staff will be available all day
- ▶ Optional attendance
- ▶ Trainees can come in and do mock interviews, and also be able to get help and critique of resumes, cover letters, and references

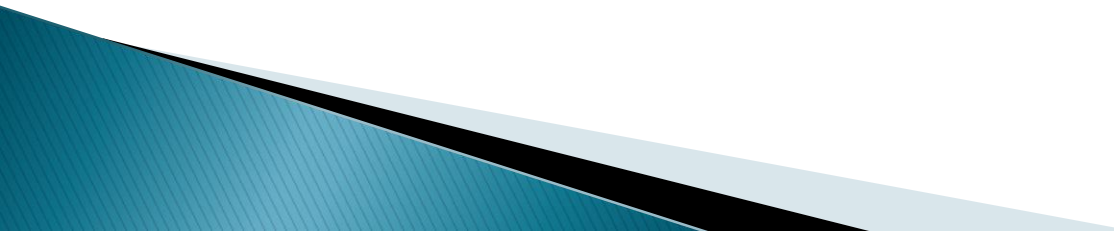
SNAP vs. College Career Center

- ▶ Knowledge is power
 - ▶ Our strength is in our real world experience
 - ▶ Up to date on current trends in the job market
- 

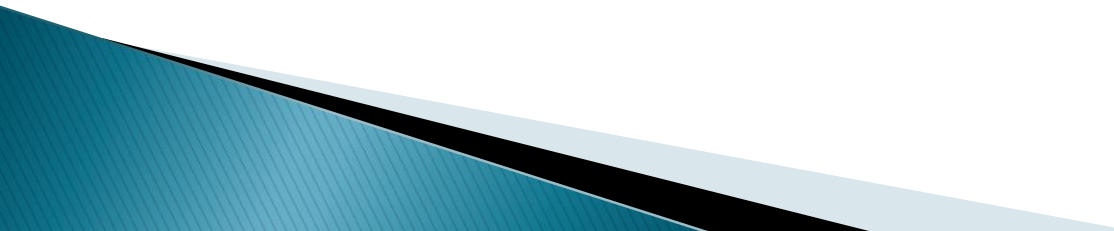
SNAP vs. College Career Center

- ▶ Networking
 - ▶ Website
 - ▶ Larger database than any average career center
 - ▶ Services are still offered to alumni
- 

Profitability

- ▶ Colleges will use SNAP as a recruiting tool for incoming students
 - ▶ SNAP = Proven Results
 - ▶ Requirement for graduation
- 

Profitability

- ▶ Mission statement: “What can we do for you”
 - ▶ Our service is essential in today’s job market
 - ▶ According to the National Association of Colleges and Employers (NACE), hiring of Spring 2010 graduates is projected to be **DOWN 7%** from 2009.
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Questions?