

Messaging Platform

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BC²

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UNIVERSITY OF CALIFORNIA

The Career Center... (definition)

- On campus interviews
 - Callisto
 - Assist students, alumni with using the Letter Service for admissions to graduate and professional school as well as academic employment
 - Get access to services (students/alumni)
 - Help students explore job search process
 - Talk with colleges and departments for tailored events/services information
- Register for Alumni Services
 - Help students use in person and digital counseling
 - Internships/Externships
 - Event planning -
 - *etiquette
 - * network
 - * practice
 - Show students how to apply
 - Help with the interview process
 - Share stats regarding placed students
 - Provide path options
- Help students explore career opps and fields
 - Job postings
 - Help students with interview prep
 - Updates on trends & tips in industry and job search
 - Understand Med-school process
 - Trouble-shooting
 - Help students to talk to employers

The Career Center... (cont.)

- Career mail
 - Offer services
 - Advertise employers
 - Logistics on campus
 - Learn best practices of employer cultures
 - Help employers learn recruit process
 - Career fairs and grad school fairs
 - Help employers with how to brand themselves
 - Mock interviews
- Map interests to career paths - assessments
 - Berkeley Circle program
 - Help students - coach them through interviews
 - Work with alumni to create more opportunity
 - Help w/ recruitment
 - Answer students questions/evaluate offers & explain job search process
 - Letter Services online
- Peer-to-Peer advising
 - Ask employers what they need
 - Resource books
 - Help employers understand the school & students`
 - Employer Spotlight and Employer Roundtable
 - Help students cancel interviews
 - Educating
 - Career Lounge

Top Concerns by Audience

Employers

- Recruiting top students
- “What else can I do?” “What other options are there?”
- Logistics/timing
- Branding and competitively positioning themselves
- Access to students organizations
- Reaching students outside the recruiting season
- Statistics, outcomes data

Students

Grad Students

Post Docs

- The best employers/ the best fit employer - for them
- Branding and competitively positioning themselves
- Access to employers and alumni
- “What else can I do?”
- Logistics/timing
- Assistance with applying to grad/professional schools
- Clarity/understanding options (undergrad)
- Skills development (undergrad primarily)
- Employment while in school (undergrad primarily)

Alumni

- The best employers/ the best fit employer - for them
- Branding and competitively positioning themselves
- Access to employers and alumni
- “What else can I do?”
- Logistics/timing
- Skills development
- Temp options/solutions
- Understand the personalized/tailored services offered

Top Concerns by Audience (cont.)

College / Schools (academics)	<ul style="list-style-type: none">● Personal relationships/partnerships with Career Center● Statistics, outcomes data● Understand the personalized/tailored services offered● Logistics/timing● Access to students (for when they are employers of student workers - CalistoPicks)● How best to advise students about career matters
Department staff (non-academic)	<ul style="list-style-type: none">● Statistics, outcomes data● Understand the personalized/tailored services offered● Logistics/timing● Access to students (for when they are employers of student workers - Calisto Picks)● How best to advise students about career matters
Letter Writers (Employer/ Professionals)	<ul style="list-style-type: none">● Logistics/timing● How to use the Career Center
Parents	<ul style="list-style-type: none">● Understand customized/personalized service● Statistics, outcomes data● Understanding the expertise of Career Center staff

We Want Our Student Audience to...

FEEL	THINK	DO
<ul style="list-style-type: none">• Calm• Safe• Confident• Professional• Transformed• Valued• Understood• Reassured	<ul style="list-style-type: none">• “You Can Do It”• You can be successful• Career Center is the best and primary place for career• I need to take action• Career Center is a trusted resource• I can figure it out	<ul style="list-style-type: none">• Build skills• Follow instructions/listen• Callisto• Network• Follow through• Connect to alumni/employers• Use resources• Get experience

We Want Our Student Audience to...

(cont.)

FEEL	THINK	DO
<ul style="list-style-type: none">• Empowered• Accepted• Special• Heard• Hope• Competent	<ul style="list-style-type: none">• You are not alone• Berkeley students are wanted (but not entitled)• Think positively• It's do-able• Career Center can help	<ul style="list-style-type: none">• Practice• Attend events• Do the research• Spread the word• Try new things/take risks• Make appointments• Apply

We Want Our Employer Audience to...

FEEL	THINK	DO
<ul style="list-style-type: none">● Well served● Straight forward and easy● Welcomed● Clear and simple● Content/satisfied● Professional● Unique	<ul style="list-style-type: none">● Information is timely and accurate● CC is easy to work with and can help you achieve your goals● CC is THE best place for career info● All the information you need is here● CC is a connector, a gateway● CC offers customized service● CC can help you achieve your goals	<ul style="list-style-type: none">● Fully utilize Callisto● Develop a consistent presence and keep coming back year after year● Explore and use the online resources● Hire students● Consult with us as needed● Reach out directly to student orgs and departments● Come to career fairs

We Want Our Employer Audience to... (cont.)

FEEL	THINK	DO
<ul style="list-style-type: none">• Understood• Transparency• Competitive	<ul style="list-style-type: none">• CC is accessible• There are options• Self-service is easy and gives you 24 hour service• CC offers strategic advice	<ul style="list-style-type: none">• Participate in panels• Learn about and join Berkeley Circle• Make a strategy• Conduct information sessions and advertise with the career center• Develop strong relations• Read the information, follow instructions

What Makes the Career Center Relevant

Committed to stakeholders	Responsive	Industry knowledge
Expert staff with advanced degrees and in-depth knowledge	Connected with employers	Accessible
Approachable	Data	Robust website
Help students think about life after college	Abundant, accessible information	

Value Proposition Narrative:

The Career Center is a trusted resource, and the best and primary place for all things “career.” We support and challenge our current undergraduate, graduate students and recent alumni to reach further. Our responsive and expert staff is highly trained and experienced. Our depth of knowledge is enhanced through our established relationships and collaborations with employers, graduate and professional schools, student organizations, and campus staff. We help our students gain experience; try new things; build their skills; and explore internships, career opportunities, and a variety of fields to gain clarity in their pursuits. Through our comprehensive resources and tools -- such as Callisto, in-person and online counseling, career fairs, on-campus recruiting, letter writing service and more -- we provide access to valuable information and opportunities. We are committed to our students and alumni, employers, and campus partners. We empower our students to achieve success and be competitive now and in their life after UC Berkeley.

Core Proposition

- Provides career clarity by helping students explore different career fields and opportunities
- Offers relevant information, tools and ways to reach students, through in person and digital counseling offerings
- Provides access to the building blocks of a career - internships and externships
- Provides straight-forward and easy access to services such as career fairs, on campus interviews, job postings (through Calisto), and online tools and resources

Relevant Differentiator

- Responsive staff are highly available to students and employers
- Strong connections with employers to understand their needs and how students can best succeed in the workforce
- A passion and a commitment to helping employers and students find their best fit
- We help students think about life beyond Berkeley
- We offer accurate and timely information

Credentials

- Expert staff with advanced degrees and years of experience
- Robust industry knowledge - both in best practices for job searching and recruitment as well as hiring needs across industries
- Well-connected staff serve as gateway between students (and student groups), employers, and schools and colleges