

## “Working with College Students”

If you are an employer, manager, entrepreneur or non-profit executive, working with college students is a powerful way to test potential future employees. While internships and co-ops are the most popular, there are many ways to find students. Knowing where to look and creating the right experience is vital to a successful relationship. This outline breaks down the complexities and variations to make the right choice.

### Platforms

- Classroom projects: Have an idea for the perfect student project? Approach a faculty member and sign on board, right? Not so fast! A common misconception. Many schools advertise their successful partnerships with the business world but much goes into the process. At a minimum, projects must fit the curriculum and professor’s needs each semester. Syllabi, time-frames, and materials are created at least a year in advance. The curriculum follows accreditation requirements and university policies. Many projects run the full semester, so if you need the work quickly, this is not the platform to seek.

If you have a good company to offer up as a case analysis, patience is key. Research universities to see how they work with the business world. Network with some of the faculty to see how approachable they are and if they have a class that might work. It will still need to fit their curriculum and coursework so be prepared to do things on their terms.

- Internships
  - To pay or not to pay
  - Train your employees to coach, mentor interns
  - Set expectations and goals
  - Push their skill limits
  - Find their passion
  - Create job descriptions
    - Must be learning experience
    - Cannot replace another worker
- Community Service (and other forms of volunteer work)
- Co-ops
- Work-study
- Alumni groups, alumni office
- Career Development office
- Job Shadow opportunities
- Business Engagement/Innovation Centers
  - Special projects
  - Networking
  - Speakers
  - Mentor/coach

## Employers:

- How (and where) to find good students/graduates
- Network
- Expectations
  - Skills needed
  - Type of person (to fit in w/culture)
- Goals
- Confidentiality
- Respect goes both ways
  - Listen, watch, observe
  - Introduce to others in organization
- Communication
- Plan of Action
- Do's and Don'ts
- Evaluate, feedback, follow up
- Dialog with schools
- Address problems, challenges (how, why when)

## Understanding Gen Y and Z

- Communicate and listen differently than boomers and Gen Z
- Goals and Expectations may be different from yours
- Networking opportunities – take them with you!