

Career Connect Project Update

SCCRC Meeting 2/25/22

Career Connect Employer Engagement Working Group

- Convened on 2/16/22
- Consisted of Job Developers/recruiters related staff
- Seven of the eight colleges represented

Marketing

- Considered general marketing materials towards students that can be localized
- Considered for employers a regional approach
- Creating a newsletter or LinkedIn page that has best practice stories from students

Messaging

- Crafting employer messaging to match what the need is.
- Creating Lunch & Learn for employers to help them get connected with Career Connect
 - Creating a playbook/list of best practice regionally for responding to employers

Standard Operating Procedures (SOPs)

- Standardization ideas for Rejecting of jobs were:
 - No residential homes
 - No mature adult content
 - No gender preferences

Current Challenges/Opportunities:

- Jobs posted are too high level for the community college students
- Getting employers engaged in the investing of the students who are starting a career
- Employers requesting years of experience
- Managing Employers' expectations of listing their jobs

Recommendation to Region by Work Group Members:

- Keep cohesive branding so that when anyone in the region runs an event the Career Connect branding is used and we begin to be recognized as a great service for employers.
- Suggestion of a yearly expo or job fair for a regional effort for remote workers in the region.

Campus Upcoming Employer Engagements:

COC: Job Fair for Employment Center March 11th in-person

Cuesta College: Information Sessions-Employer spotlights where they get to share how to apply, what career pathway can provide for the student, what jobs they have available. Targeted groups

SBCC: individual recruiting sessions-on demand recruiting and recording and posting for students (hiring sessions)