

Career Connect Project Update

SCCRC Meeting 5/20/22

Career Connect Employer Engagement Working Group

- Convened on 4/20/22
- Consisted of Job Developers/recruiters related staff

Marketing

- Conducting compression planning with Job Developers in June to identify internal and external marketing action plan for Career Connect.
- 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 regional schedule for employers to help them get connected with Career Connect.
 - Creating a playbook/list of best practice regionally for responding to employers.

Current Challenges/Opportunities:

- Employer bounce back emails from CLNA survey still outstanding for Career Connect regional employer database cleanup.

Technical Guidance:

- The regional outcome metrics have been distributed to the Career Connect software developer. The expansion of the regional dashboard to accommodate reporting outcomes is in process*

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.

** Colleges not using Jobspeakr locally will be provided a data template and Career Connect training for uploading required information into regional hub.*