

OUR MISSION

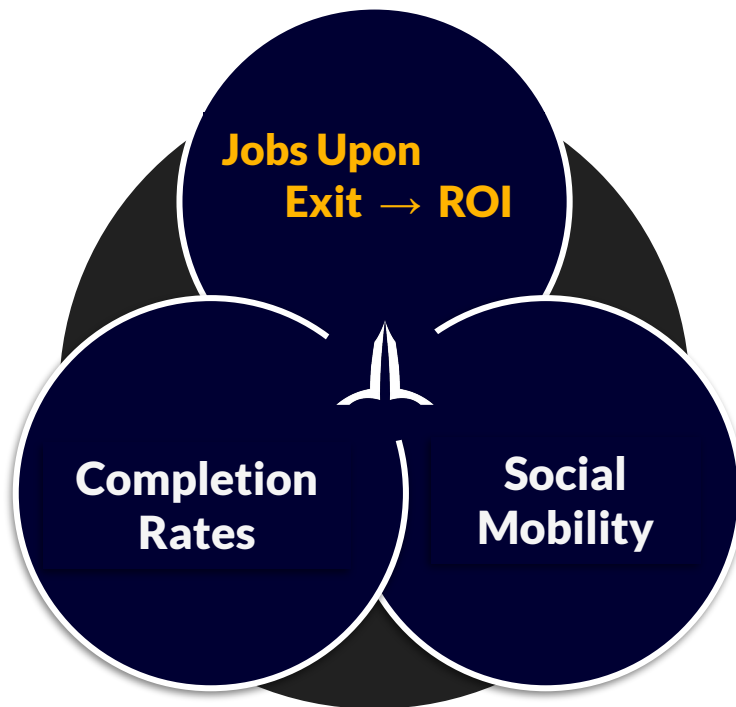
We partner with colleges to scale students' ability to proactively **create** relationships with professionals (strategic social capital) and launch effective job or internship searches in the hidden job market, **especially for students with few to no employment connections**




in
partnership
with

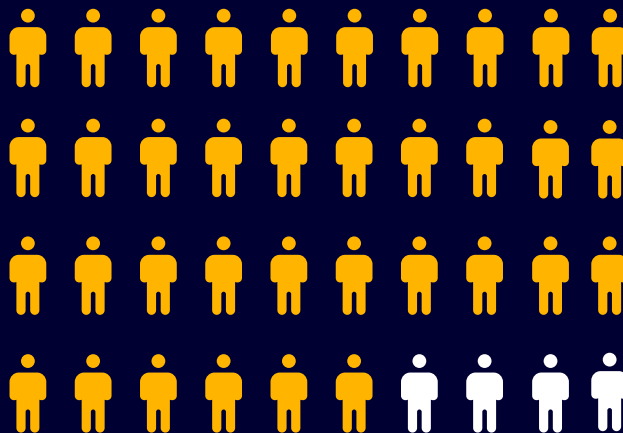


Why is it important to **colleges** that their students
have **relationships with professionals?**



STUDENT BEHAVIOR

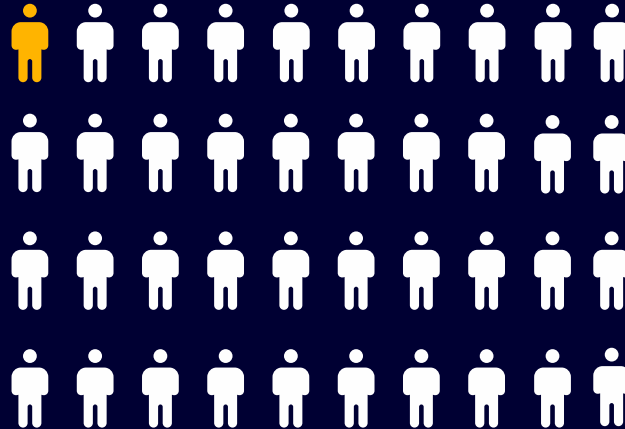
 **90% of students** spend most of their job / internship search **applying online**



APPLYING ONLINE



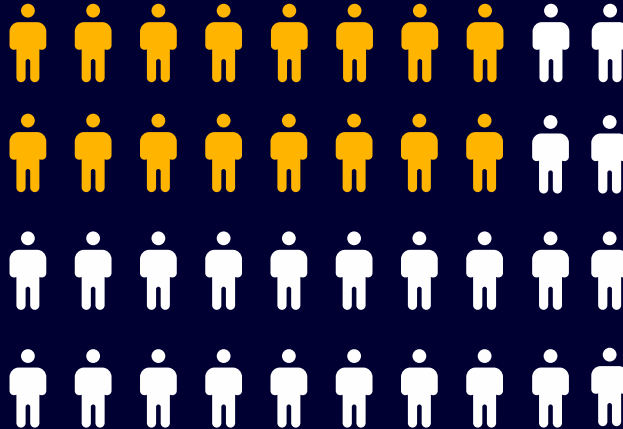
2% Success Rate of getting
an **Initial Interview**



APPLYING ONLINE



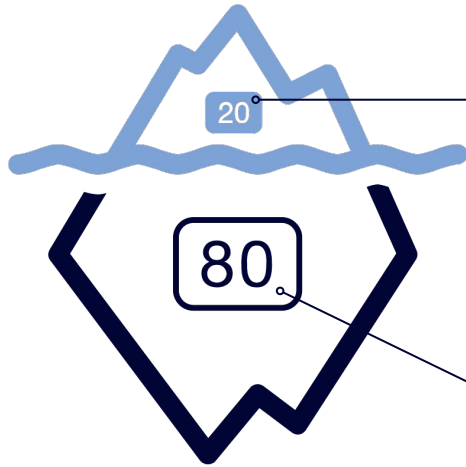
12x more likely to **Earn the Position**
with an **Internal Advocate**





ONLINE POSTINGS

Most students don't realize...



Only 20% of jobs & internships are advertised

80% are filled in the hidden job market

Career Launch MethodTM©

Distilled from 10+ years of student data



CAREER LAUNCH METHOD

A confidence-building, pragmatic approach to creating relationships with professionals, to...

- 1) Explore career paths and options
- 2) Develop internal advocates and mentors
- 3) Be invited to interviews for internships and jobs in the hidden job market



Career Launch Method™©

STEP 1 **Discernment: Identify the Companies or Organizations You Want to Work For**

STEP 2 **Research: Identify Professionals Who Can be Strategically Beneficial**

STEP 3 **Professional Brand: Enhance Your Online Reputation**

STEP 4 **Outreach: How to Play the Student Card to Set Up Career Conversations**

MacBook Pro



Career Launch Method TM©

STEP 5 Preparation: Strategies & Details for Career Conversations

STEP 6 Advanced Preparation: Turning Career Conversations into Formal Interviews

STEP 7 Career Conversations & Effective Follow-up

STEP 8 Acing the Job Interview & Landing the Job

MacBook Pro



Micro Learning

VIDEOS DELIVERED VIA
TEXT MESSAGE & EMAIL



Interactive Workbook



Career Development Assessment



Group Coaching

BY YOU, OR BY US



Certification STAFF & FACULTY



For-Credit & Non-Credit
Courses

Optional



Optional



Co-curricular
Communities



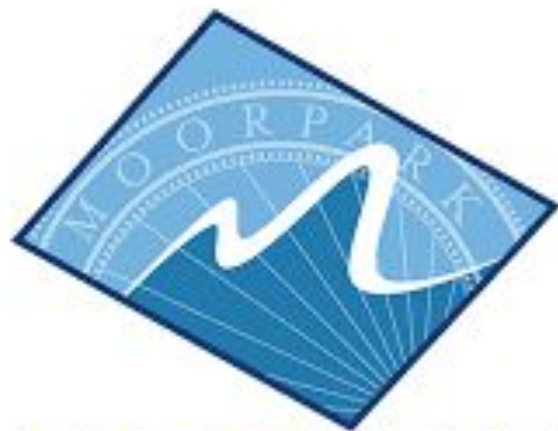
Co-curricular
Interventions



Funding sources:

Strong Workforce
Perkins
Equity Grants
Guided Pathways
Perkins





MOORPARK
COLLEGE



Partnership with Career Launch

- Build soft skills and professional branding (microlearning and group coaching)
- Provide practical work experience aligned with academic curriculum
- Collaboration with academic and vocational stakeholders (faculty advisor & employer)
- Secure resources for a paid M80 internship course



2/per student

Average number of Career Conversations
completed during the 4-week program



100%

of students said Career Launch
was worth their time

“ The Career Launch program is like having the gentle guidance of a mentor through the micro-learning who is always there for you. I was taught useful skills without hassle. ”

Andrew Tran

Class of 2022





100%

of students state they enjoy having a
tangible, hard-copy workbook to
complement the micro-learning



88%

of students reported **great gains** in
feeling more prepared for their
internship/job search

(100% Some Gain or Great Gains)

Listen to Alan speak about their Career Launch experience...





100%

of students reported their **mental health** has improved related to **career**