

WEBINAR
THU 08/10
2-3 p.m. ET



MESSAGES THAT MOTIVATE: COMPELLING FIRST-YEAR STUDENTS TO TAKE THE CAREER JOURNEY

College career professionals often lament that their services are under-utilized. An opportunity exists for all career offices to significantly increase student utilization. The challenge is getting students to care amidst all of the factors swirling around them as they begin college, and getting university administration to free-up career pros to speak boldly and frankly to students and parents. At SRU we have found that a powerful, consistent, multi-faceted approach, mixing levity, data, and a sense of urgency, plus empowerment, combined with key campus partnerships have increased annual utilization of our office from 300-400 visits to 3000-4000 visits in five years.

Upon completion of this webinar, participants will take away:

1. An understanding of the types of messages that affect first-year college students, compelling them to act on their career development.
2. How to craft messages that appeal to certain sub-groups such as first-generation students.

Presented by: John Rindy, EdD, MPH

John has served students at Slippery Rock University as a career coach and director in the Office of Career Education and Development since 2011. Known as a research-driven presenter and coach, and ever prepared to weave his “dad humor” with a sense of urgency, John and the team of career directors have presided over a >1000% increase in student utilization in the past few years. An outspoken advocate for career offices and early career development, he spent the past 15 years in college teaching and administrative roles. His research has been centered in parental career coaching, major choice, student career perceptions and evolution away from a traditional “career service” model. Prior to his work in post-secondary education, he served as a laboratory project manager at Corning Corporation, worked as an environmental field scientist and as COO and CEO of a multi-state healthcare company.



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