

College to Career: Engaging our Students and Communities

The C3 Project: College – Career – Convergence (C3)



C3

PROJECT

College - Career - Convergence

Presented by Dr. Scott Dell
and Dr. AnnaMaria Bliven



C3 YOUR Way to SUCCESS



WELCOME

C3 College - Career - Convergence

**Students are hired in alignment with their degrees,
programs, passions, purposes, and interests**

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Outcomes

Love what YOU do, do what YOU love

AGENDA

- **Welcome**
- **Our Opportunities**
- **Meet the Presenters**
- **Kahoot Polls**
- **Current Environment/Challenges**
- **Future Forward Solution: C3 Project**
- **Steps to Success**
- **AI Integration**
- **Moving Forward**

YOUR PRESENTERS



Dr. Scott Dell, CPA, CPC, DBA

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Dr. AnnaMaria Bliven, GCDF, DBA

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WELCOME

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Students are hired in alignment with their degrees, programs, passions, purposes, and interests

Outcomes

Love what YOU do, do what YOU love

Stay in college all the way to graduation

Best talented and skilled employees - no retention issues

The background is a dark teal color. It features several abstract elements: two large circles with a green-to-teal gradient and a grid-like pattern, one in the top-left and one in the bottom-left. There are also several white, wavy, multi-line patterns that resemble sound waves or digital signals, positioned in the top-right, bottom-center, and bottom-right areas.

**YOU ARE IN THE
RIGHT PLACE**

CURRENT CHALLENGES

1

ONLY 20-30% OF STUDENTS ARE ENGAGING WITH CAREER SERVICES

<https://www.nacweb.org/career-development/best-practices/lack-of-student-engagement-key-issue-for-career-services/>

2

59.2% GRADUATE FROM COLLEGE*

***in Six Years**

<https://www.cappex.com/articles/blog/government-publishes-graduation-rate-data>

3

FEARFUL TO ENGAGE IN THE STEPS IN SEEKING, FINDING, APPLYING*

According to Dr. Bliven's College Freshman and

<https://www.nacweb.org/career-development/student-attitudes/recalibrating-career-services-understanding-of-and-approach-to-helping-todays-students/>

STUDENTS ARE THE ANSWER

1

Student to Student Peer Guidance

Put minds at ease
and give confidence

2

Students build confidence in pursuing career

Show steps for them
to find their right
employer

3

Students are more engaged in and AFTER college

Realizing a future
exists, they persist
and avidly pursue
their career



STUDENT PROGRAM



Completing each of the 17 modules

5-MINUTE VIDEO

10-MINUTE READING

15+MINUTE EXERCISE(S)



Exercises include hands-on takeaways

**Students are given additional resources
to do a deeper dive into the materials**

TRAINING RIGOR



Training includes the creation of an E-portfolio

Prevents imposter syndrome and builds confidence; demonstrates skills to employers



Training includes role playing sessions ensuring the students are ready to mentor and guide fellow students

TRANSITIONING VETERANS



Military veterans are not prepared to seek, find, and apply or communicate their worth; C3 project prepares them and gives them confidence

PROGRAM STEPS



AI INTEGRATION

Using tools like ChatGPT to assist with:

Seeking the right companies with the right positions

Writing the best resume/CL

Interview prep



USING AI

- **It's Transformational**
- **Can Help Candidates Prepare**
- **Every Chapter in our e-text book ends with a ChatGPT Question/Response**
- **Chapter 17 is Dedicated to AI Integration in the Search**

APPLYING AI

- **Company Research – Mission/Vision/Values/Culture**
- **Resumes/Cover Letters/LI Profiles**
- **Finding Keywords**
- **Proofreading**
- **Generating Interview Questions & ANSWERS**
- **Summarizing web sites (URLs), articles, papers**

IT'S ALL ABOUT THE PROMPT

[HTTPS://MARKETOONIST.COM/2023/05/DIGITAL-UPSKILLING.HTML](https://marketoonist.com/2023/05/digital-upskilling.html)

NEXT STEPS

Join us

**Continue the journey for
our students**

Boost student engagement

**Hire YOUR skilled and
talented students**

AT NO CHARGE TO YOU



NEXT STEPS

- **Receive free partial copy of e-textbook & online course**
- **Provide input for next e-textbook edition**
- **Subscribe to LinkedIn Group & Newsletter**
- **Interactive C3 Webinar opportunity (June 20, 2023, 12 noon ET)**
www.tinyurl.com/C3WebinarJune20
- **Online career resource library (articles, videos, and podcasts)**
- **Social media campaigns to highlight student success stories**

RESOURCES

1. WWW.FUTUREFORWARDACADEMY.COM

2. [NACE AND FRIENDS LINKEDIN GROUP](#)

3. [CAREER CAPSULE NEWSLETTER](#)

4. [FIRST 4 CHAPTERS OF TEXTBOOK](#)

5. BROCHURES FOR:
[STUDENTS](#)
[CAREER SERVICES](#)
[CORPORATE](#)
[MILITARY](#)



RESOURCE LINKS

1. WWW.FUTUREFORWARDACADEMY.COM

2. WWW.TINYURL.COM/LINACEGROUP

3. WWW.TINYURL.COM/CAREERCAPSULENEWSLETTER

4. WWW.TINYURL.COM/MYCAREERCOMPASS3CHAPTERS

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QUESTIONS & ANSWERS

THANK YOU

LET'S CONNECT



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