Career Services Volunteer Framework

Categories will be created to streamline labels and volunteer “types” for all career service providers at the University of Rochester (ASE, Warner, Eastman, SMD, Nursing, Simon). The framework will take into account a broad career volunteer plan with some specific opportunities for engagement available within certain Schools or Programs (indicated in definition).

A University of Rochester career volunteer is an alumnus/a, parent or family member, or other engaged stakeholder who is targeted to serve a specific role as part of a program, event, committee, or service that directly serves students, alumni or fosters student-alumni engagement. The volunteer is:

- Volunteer assigned a contact person and managed by a staff member within Development / Alumni Relations and/or school career unit (correspondence, appreciation, briefings, etc.)
- Provided with clear objectives and purpose for their involvement
- Coded in OASIS (volunteer tracking database within Advancement) with appropriate labels

Level 1: Networking | Connector
- Low time commitment
- Minimal vetting by UR
- Minimal training by UR

Level 2: Adviser | Informational
- Graduating levels of time intensity
- More involved vetting process for targeted involvement
- Training required for some activities by UR staff

Level 3: Recruiting | Catalyst
- Graduating levels of time intensity
- More intense vetting by UR for targeted engagement
- In-depth discussions on expectations & commitment
Volunteer Labels & Definitions

The activities in each section are listed in graduating levels of time commitment, vetting by Rochester staff, and training or preparation that may be required.

KEY
V-S: Volunteer to Student activity
V-A: Volunteer to Alumni activity

LEVEL 1: Networking | Connector
This category represents volunteers who wish to give their time to network with students and/or alumni to help advance career paths through targeted networking events (industry or geographic), strengthen the University of Rochester community and network, or directly mentor individuals.

Online Career Network Membership | V-S, V-A
- Individual joins Rochester online career networks (RAX, RCAN, LinkedIn groups) and agrees to serve as an industry/profession resource for students and alumni. Individual will provide advice on career path, experiences, profession, and life after Rochester, participate in forums or online discussions, etc.
- Metrics TBD based upon review of networks and development of strategy in this space

Networking Volunteer | V-S, V-A
- General Networking Volunteer
  - Attend general reception, dinner, cocktail hour with student participants for casual networking, industry/profession insights, and insights on living in specific geographic area after graduation; Attend etiquette dinner or reception to provide students “practice” for formal dining and reception behavior
- Targeted Networking Volunteer
  - Specific volunteers selected to attend a networking events to help University “teach” networking
  - [ex: SANNs events]

LEVEL 2: Adviser | Informational | Coach
This category represents volunteers who wish to give back to students and/or alumni by sharing industry knowledge, insights on career preparation, or life experiences in a structured program or medium of communication.

Content Expert | V-S, V-A
- Activities may include: web content development, guest blogger, profiled on web or in marketing materials
- Typically 1-3 hours minimally

Employer-in-Residence Volunteer | V-S
- Resume Critique
  - Provide students feedback on resumes and how they present and market their skills and overall in resume or CV; Specific rubrics for feedback may be provided depending upon school-specific requirements
  - Minimum 2-3 hours with possibility for greater hours if part of larger program
- Mock Interviewer
  - Conduct practice interview for schedule of students or individual student in person on-campus, in person off-campus, online (Skype, Google Hangout, etc.), or via phone; Provide feedback on student performance and recommendations for improvement; Specific rubrics for feedback may be provided depending upon school-specific requirements
  - Minimum 1-2 hours with possibility for greater hours if part of larger program
  - [ex: Finance Mock Interview Program]
- General Adviser
  - Spend days on campus meeting with students individually or groups
Presenter OR Panelist | V-S, V-A
- Serve as an “expert” on any variety of topics related to career services or professional development; Present to students on topics, lead discussions and/or take questions; can be delivered in a number of formats including:
  - Classroom (on-campus)
  - Webinar (registration)
  - Skype / Google Hangout
- Minimum 3-4 hours with possibility for greater hours depending upon content and delivery format
- [ex: Applying to Federal Jobs, Mark Zaid ’89; Beyond Rochester; Simon Career Day]

Real Reader | V-S
- Provide students feedback on resumes and how they present and market their skills and overall in resume or CV; Part of larger program or course and can be coupled with mock interviewing
  - Minimum 5 hours with possibility for greater hours
- [ex: WRT 27X courses]

Student Visit Site Host | V-S
- Host student group at employer location and provide presentation on industry/profession, entry into the industry, information on organization, and tour of physical facility
- Minimum 5-6 hours with possibility for greater hours depending upon on content
- [ex: Simon Corporate Tours]

Shadowing OR Externship Program Participant | V-S
- Allow individual student to visit employer location to shadow in work environment; shadowing time can vary between 1-2 hours to full day observation
- Typically 3-6 hours

Mentor (formal program) | V-S, V-A
- Assigned to mentor student through matching process; Specific expectations for engagement provided and may include events for engagement and acknowledgement
- Typically 3-6 hours

Meet the Trustees * [selective program done in conjunction with Development] | V-S
- Small discussion groups
- Typically 1-2 hours during Board of Trustee visit to campus

LEVEL 3: Recruiting / Catalyst
This category allows volunteers to serve as a catalyst to strategically open doors for internships or jobs for students or advocate on behalf of the career center to identify new resources and support.

Postings | V-S, V-A
- Post opportunities for organization or makes University aware of opportunities; limited involvement in recruitment process outside of posting
- Typically 1-2 hours minimally

Recruiting Contact | V-S, V-A
- Actively represents their organization of employment and serves as one of contact staff for recruiting efforts (on-campus interviewing, interview team, member of recruiting team for company)
- Typically 4-5 hours minimally
Career/Recruiting Fair Participant | V-S
- Varies depending on event. Represent their organization of employment and also provide general insights on industry for career exploration purposes and/or recruitment for internships, full-time jobs, or graduate/professional programs
- Typically 6-8 hours minimally
- [ex: GMG Career & Internship Fair]

Employer Liaison; Primary Point of Contact | V-S, V-A
- Represent their organization of employment and serves as the primary point of contact for recruiting efforts with University; Involved in serving as liaison to HR as well as advocating for Rochester students within organization; Typically very active and may be more senior person at organization
- Typically 10-15 hours minimally

Advisory Board | V-S, V-A
- Activities may include: Advise on the design and implementation of best practices and ethical guidelines; Advise on market and employment trends; Advise on developing and enhancing programming to impact student and alumni preparedness for the interview process and world of work; Advise on developing and fostering relationships with hiring organizations to enhance recruiting efforts through programming and on and off campus recruitment efforts; Advise on developing and fostering relationships with the campus community, particularly faculty and career center staff.
- Typically 15-25 hours (includes board meetings held at varying intervals throughout year and conference calls)
Appendix A

Gwen M. Greene Career & Internship Center Program Offerings & Structure

The Center will be moving towards a more structured framework for offering programs thereby making it easier to connect volunteers to opportunities for engagement. We will pilot programs during the Spring 2016 semester and 2016-2017 Academic Year in order to identify new opportunities for program engagement.

- **Alumni-Initiated**: Events & programs initiated by alumni or key parents that are not currently being offered by Career Center staff
- **Volunteer Programming & Services**: Programs & services specifically developed by Career Center staff to be delivered by volunteers OR in partnership with student organizations
- **Base Programming**: Standard offering of events & programs typically delivered by Career Center staff and planned in summer prior to academic year