**Bringing Community College Students and Employers Together:**
*Best Practices for Employers and Career Centers in an Economic Decline*

*Presented by Jeffrey Craig*

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# Agenda

- How an Economic Decline Affects Community Colleges

- Considerations and Strategies for Employers

- Motivating and Supporting Students: A Guide for Career Centers

# What Community Colleges Offer

- Affordable, quality education

- Open enrollment

- Responsive to business and industry

# How a Poor Economy Affects the Community College System

- Chance to highlight strengths, dispel myths

- Increasing enrollment

- Rising enrollment, rising costs, and dwindling funds is troublesome

# Recruitment Considerations and Strategies in a Declining Economy:

## *A Guide for Employers*

# Recruitment Trends and Projections

- Hiring expectations down across most sectors

- High level of uncertainty

- Situation at Bristol Community College

# Rationale for Recruitment

- Capitalize on poor conditions

- Leadership gap

- Talent flow interrupted

- New graduates bring fresh ideas

Recruitment Considerations and Strategies

# Recruitment Strategies in a Poor Economy

- Computer Technology

- Recruiting Generation Y

- Focus and Flexibility

- Continuity

- Mentoring

# Motivating & Supporting Students

**Emotional Support**

**Information**

**A Holistic Approach to Job Search**

**Skills-Building**

# Action Planning: Emotional Support

- Anxiety, fear and frustration

- Unfamiliar territory

- "I'm too old for this."

- Procrastination

- Striking a balance

# Action Planning: Informational Workshops

- Social Networking Sites

- Job Search Ethics

- Professional Job Search Etiquette

- Underemployment
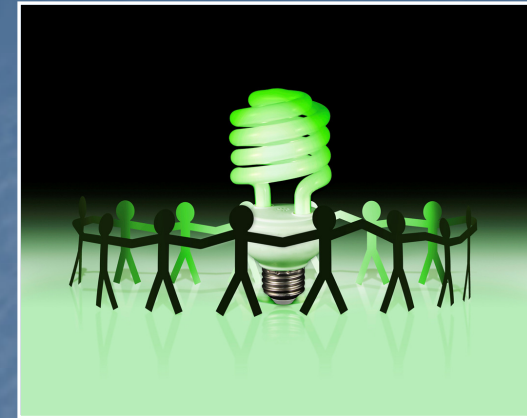
- Internships/Externships

# Action Planning: Skills-Building

- Résumé Writing, Cover Letters

- Interviewing

- Networking

- Job-Getting and Job-Keeping Skills

- Layoff Survival

# Action Planning: Initiatives

- e-Newsletter

- Job Search "QuickTips"

- Job Clubs

- Internships/Externships

- Resource Packets

# Your Thoughts...

- What did you find most compelling?

- What would you change, modify or delete?

- Do you have any new ideas?