



THE UNIVERSITY OF TEXAS AT DALLAS

VETworking & More: Career Programs That Engage Student Veterans

Lisa Adams
Military and Veteran Center

Overview

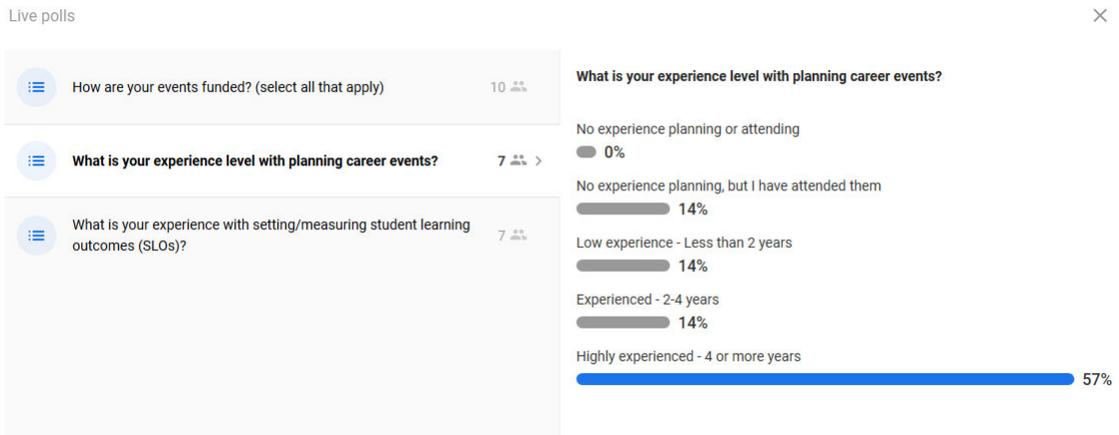
- Objective
- Background
- Learning Outcomes & Measurement
- Events
 - In-person & Virtual
 - Logistics/Costs
 - Student Learning
 - Lessons Learned
- Student Veteran Organization
- Outsourcing
- Questions/Discussion

Learning Outcome

- Attendees will be equipped with best practices and tools to develop and implement career programs on their campus
- Attendees will develop strategies for collaborating with campus and corporate partners

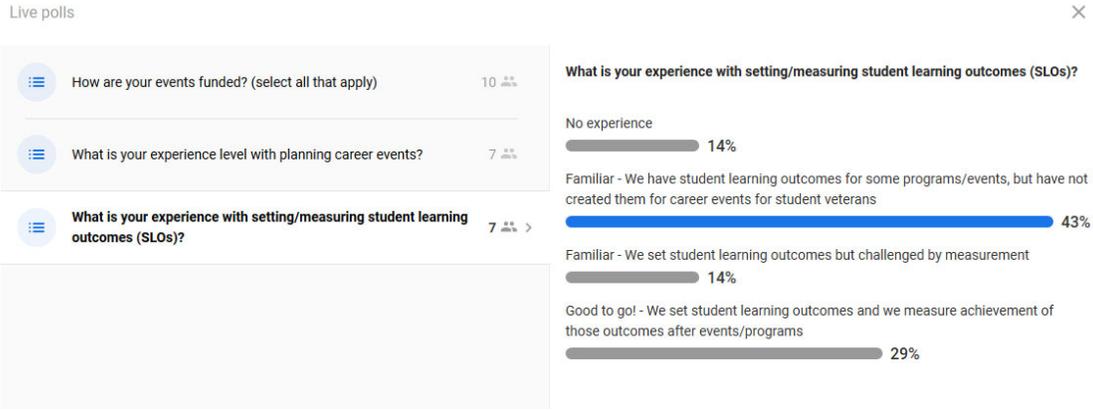
Three Poll Questions

- What is your experience level with planning career events?



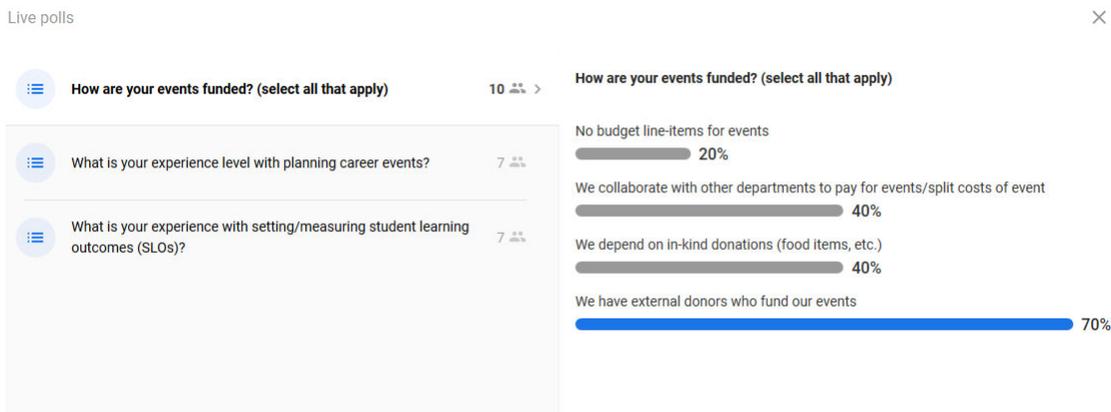
Three Poll Questions

- What is your experience with setting/measuring student learning outcomes (SLOs)?



Three Poll Questions

- Event Funding source



UTD's Military and Veteran Center

- Student Affairs Department
 - 3 full-time staff: Director, Assistant Director, Administrative Assistant II
 - 2 student workers (10 hours/week): PAVE & Marketing
 - 2-8 VA work study
 - **Benefits are processed by dedicated staff in Office of Financial Aid**
- Opened in 2012 with AD and AA1
- Moved to current space in 2017
- Snapshot of UTD's military-affiliated population

<https://veterans.utdallas.edu/>

Military and Veteran Center (MVC)

Located in the Student Services Building Addition (SSA)



Military and Veteran Center



MVC Study & Computing Area #1



MVC Study & Computing Area #2



MVC Conference Room – Study Area #3



Differences between the military and civilian employment process

Recruitment
 Networking
 Eligibility & Qualifications & Experience
 Application
 Hiring Process & Timeline
 Salary Negotiation
 Benefits
 Hours & Time Off
 Onboarding
 Clothing/Attire
 Advancement/Promotion
 Assessment/Performance Reviews
 Retirement

Military to Civilian Career Roadmap

Job Interview Resume

Feb. 1, 12-1 p.m.

- Learn steps to prepare for civilian employment
- Hear from UTD Alumni Vets on their experience

Presented by the Military and Veteran Center & University Career Center

Develop Learning Outcomes & Measurement

- What do you want students to learn from attending the event?
 - Example 1: As a result of participation in MVC employer events, students will employ strategies for career awareness, development and acquisition.
 - Example 2: As a result of participation in MVC employer events, students will be able to communicate their skills and experiences.
- Measurement and Tools?
 - Surveys: Pre and Post event
 - Focus Groups
 - Survey students & employers

Measurement Tool: Post-Event Survey

- Can you identify at least two action items to improve your resume from this event?
 - Please provide 1-2 examples of what you learned to improve your resume.
- Did any employers discuss strategies for getting a job/internship at their company or give you tips on their hiring process?
 - Please describe the strategy or tips you plan to implement.
- Because of this event, I can identify a specific item to improve career/professional portfolio?
 - What is the item(s) you can improve because of the VETworking event?
- Did you discuss your military experience/academic experience/career goals with any employer?
- Did you give your elevator speech/pitch during this event?

Career Programs/Events: In-person/with companies

- VETworking Mixers
- Speed Networking
- Resume Reviews
- Career Roundtable
- VETiquette Dinner
- Lunch & Learns/Workshops
 - Resume Prep, LinkedIn, Networking, Dress for Success, Elevator Pitch, Interview Strategies



Tips for Connecting with Companies

- Referrals from Career Center/Career Management Center
 - Introductions from companies that want to engage with student vets
- Companies that reach out to us
- Companies that we are already connected: Community Advisory Council
- Companies with veteran/spouse hiring initiatives
- Local vs regional vs state vs national
 - Time your event with career expos/job fairs
- Vetting companies
 - Seeking to employ veterans and have a track record
 - Jobs appropriate for their education
 - Employment opportunity or trying to get military-affiliated clients
- Include diverse companies/industries to meet students' goals
 - Invites versus Registrants

“VETworking” Career Event



UTD
THE UNIVERSITY OF TEXAS AT DALLAS
Military and Veteran Center

NETWORKING

Tuesday **09.10.19** 4:30 - 6:30 p.m.
MC 4.404

presented by the
MILITARY AND VETERAN CENTER

For students who served or are currently serving in the
U.S. military and transitioning to civilian employment

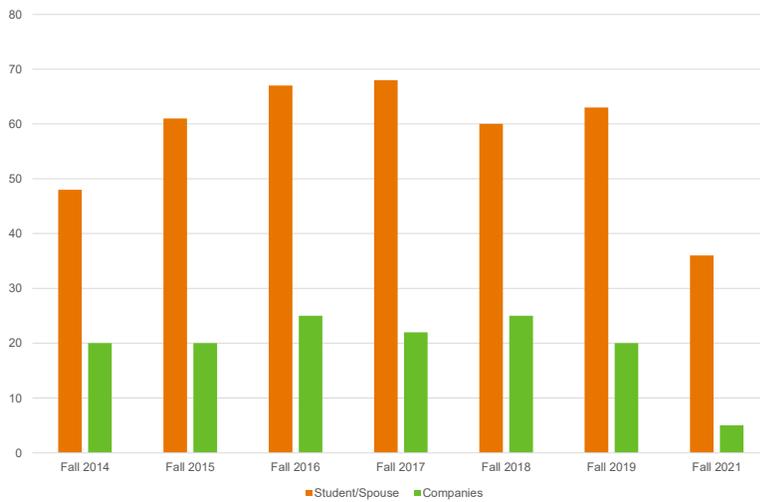
Contact the MVC to register: utdallas.edu/veterans



“VETworking” Career Event



VETworking Attendance – Fall 2014 – Fall 2021



VETworking Learning Outcome

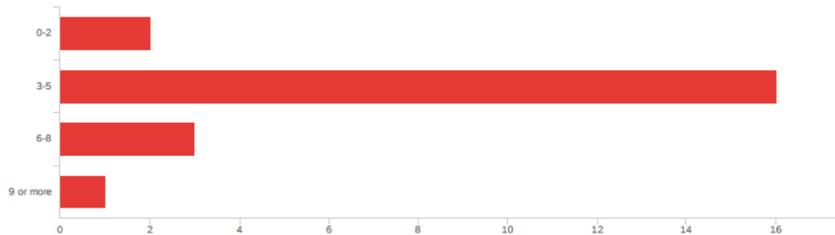
- As a result of participation in MVC employer events, students will use strategies for career awareness, development and acquisition.

Have surveys ready to fill out before they leave or email them link to a survey the next day

Learning Outcomes – VETworking

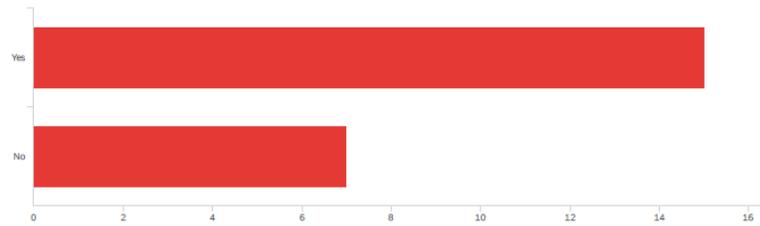
Q5 - How many different companies do you estimate you interacted with at the Fall 2019

VETworking event?



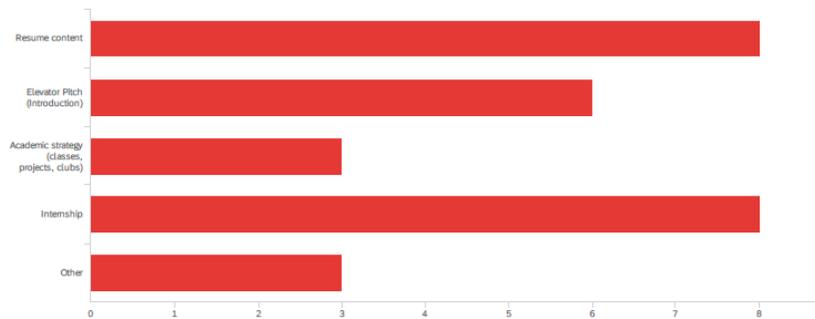
Learning Outcomes – VETworking

Q10 - Did you give your elevator speech during this event? An elevator speech is an introduction and typically takes 30 seconds - 1 minute. It provides the employer with a concise summary of your career goals and interests.



Learning Outcomes – VETworking

Q14 - What is the item(s) you can improve because of the VETworking event? (Select all that apply)



Learning Outcomes – VETworking

Did any employers discuss strategies for getting a job/internship at their company or give you tips on their hiring process? Please describe the strategy or tips you plan to implement?

- I need to reword my resume to more civilian friendly language
- Just what they generally test or ask during interviews and how to be prepared for it.
- Need to work on my elevator pitch!
- Connect with the individuals I met and follow up with our conversations.
- To follow up with several companies, and to attend all events that they will be attending to expand my network within those organizations.
- Networking utilizing LinkedIn.
- Go to more Resume Workshops.
- Utilize more school resources to talk to Company Reps.
- Resume revisions
- Connect on LinkedIn. Apply. Email recruiter after applying.

Learning Outcomes – VETworking

What was the most valuable part of this event?

- The focus on military transition to civilian life
- Being exposed to the local jobs in the area and seeing where they are headed towards within my degree field.
- The smaller crowds compared to other campus events.
- I appreciated being able to talk to employers and discussing future prospects.
- Learning interview process for company
- Gaining insight into the culture of the organizations attending.
- Getting one on one meetings with employers / One on one time when compared to the career fair.
- I made some contacts that want to meet up for coffee at my target company.
- Conversations with the Reps to understand what companies look at for interns.
- Informal Networking
- Speaking with recruiters - Face time with companies
- The exclusivity of the event to veterans. Smaller groups makes it easier to talk to recruiters

“VETworking” with Speed Networking



NETWORKING
with Speed Networking sessions

Jan. 30
Thursday
4:30-6:30 p.m.
Blackstone
Launchpad
in PS3

For students who served or are currently serving in the U.S. military.

Due to limited slots, sign-up early for the Speed Networking sessions!



Contact the MVC to register: utdallas.edu/veterans



“VETworking” with Speed Networking



Learning Outcomes – Speed Networking

Please describe the strategy or tips you plan to implement?

- Building my LinkedIn Account
- I plan to know what my career goal is for the future and do more research on the companies that are attending.
- Discussing how being a student veteran makes me valuable in comparison to my non veteran peers
- Keeping GPA up, making my major more clear on my resume, continue to apply
- Connect with industry professionals via linked in. When interning at a company, employers look for passion about the work being performed and the work ethic being shown.
- Networking with people
- Remember that in an interview, you are also trying to see if the company is a good fit for you.
- Learn the products of a company. Before going to any interview, I will learn the products of the company so that I can tell stories about them. I will make an effort to attend any networking events that comes across my way since I now believe that it takes you a step closer to the companies you want to work for.
- I plan on starting to network, focusing on cohorts that have similar background/careers/future goals as I do.

Learning Outcomes – Speed Networking

What was the most valuable part of this event?

- Getting to practice your elevator speech for other events such as the career fair. It also helps to understand what some of the companies are looking for.
- Being forced to talk to companies that I thought wouldn't fit my major but ended up with positions I could still fit into.
- Speaking to Company ABC engineers about the projects they have worked on. And what my role as an intern would be with those kind of projects.
- Being able to meet recruiters face to face and they showing you some of the best jobs in their company that might fit your needs and experience.

Resume Reviews



Career Roundtable & BBQ



VETiquette Dinner

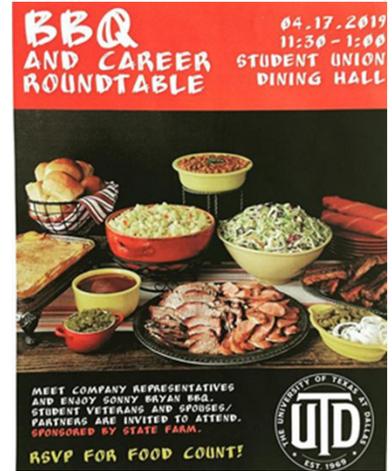


Lunch & Learns / Workshops



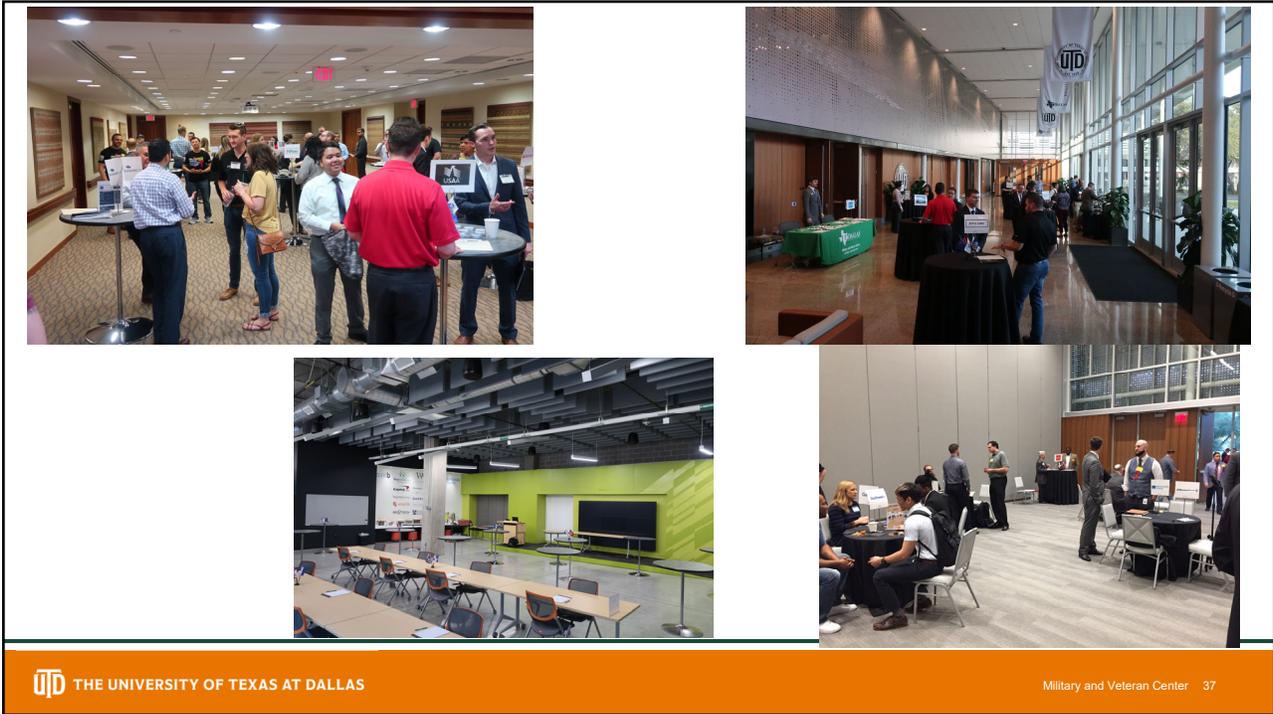
In-Person Events - Logistics

- Space/Location
 - Check-in
 - Bag check
- Inviting Companies & Registration (Qualtrics)
- Student Registration (Qualtrics)
 - Include spouses/partners
 - Include Alumni
- Budget/Costs
 - Event budget
 - Corporate sponsors
 - In-kind donations



Sign-in Station





Veteran population and hearing issues:

We have learned that there are some spaces on campus that accommodate networking events better than others.

Consider the sound/acoustics within a room when there will be networking!

In-person Events: Costs

- Food & Beverage
- Parking Permits
- Supplies – Name tags, veteran ribbons
- Room Rental



Lessons Learned

- Bag Check
- Room size – Sound/acoustics
- Dress Code – Set expectation/Explain
- Post-event surveys – Employers/Students
 - How to improve/prepare students
 - Learning Outcomes

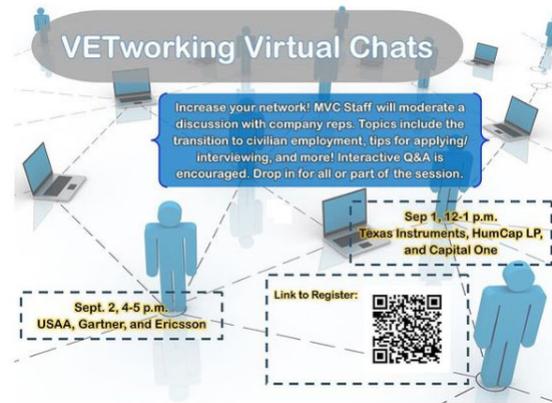


Events: Virtual

- VETworking Virtual Chats
- Virtual Resume Reviews

VETworking Virtual Chat

- Panel of company reps



VETworking Virtual Chat - Logistics/Costs

- No cost
- Talent Release (if needed for recording and posting)
- Housekeeping (Mute, Videos, Questions, Close Captioning)
- Run of Show for Panelists
 - List of questions for panelists
 - Contact Information (MVC Staff & Panelists)
 - Notes for Events
 - Timeline
 - In case lost connectivity, call in number
 - List of Questions
- Introducing students in attendance – network
- Lessons
 - Low attendance for the virtual chats
 - Did not post recording

Spring 2021 Professional Development

Includes a resume review by the CMC/UCC and a company representative
Companies will be announced in the weekly UTD Vet Connect email



Register/Upload
Resume
Jan. 19 - Feb. 2



CMC/UCC
Feedback
Jan. 22 - Feb. 9



Roadmap
Workshop
Feb. 1



Email MVC
Updated
Resume
Feb. 11



Review
Session w/Rep.
Feb. 15 -26





Special thanks to the Career Management Center (CMC) and the University Career Center (UCC).

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Virtual Resume Reviews

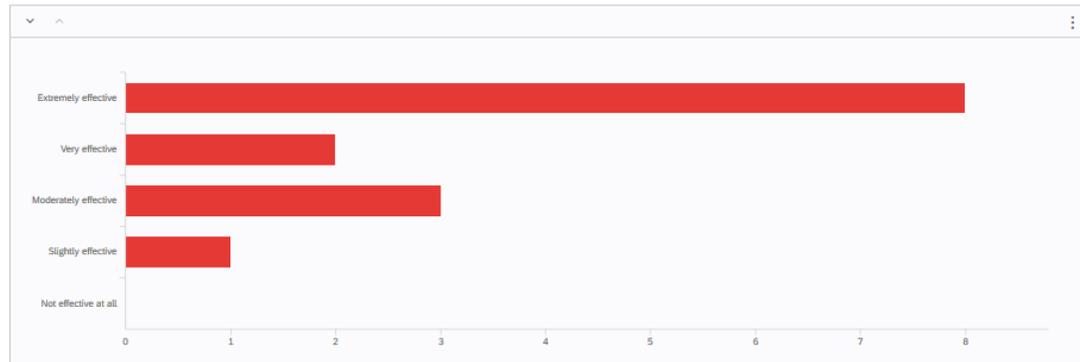
- Resume Reviews
 - Students uploaded resume
 - Agree to have resume shared & contact information shared
 - Reviewed by UTD career consultants
 - Box folder
 - Students email us edited version
 - Sent to company reps (companies agree to review x number)
 - Reps contact students
 - Resume booklet for all companies

66 unique UTD student veterans had their resume reviewed virtually by companies during the Fall '20 and Spring '21 terms

Feedback – Virtual Resume Reviews

Q7 - Rate the effectiveness of the virtual resume review event for getting your resume ready to distribute:

Page Options ▾



Feedback – Virtual Resume Reviews

Please provide 1-2 examples of what you learned to improve your resume:

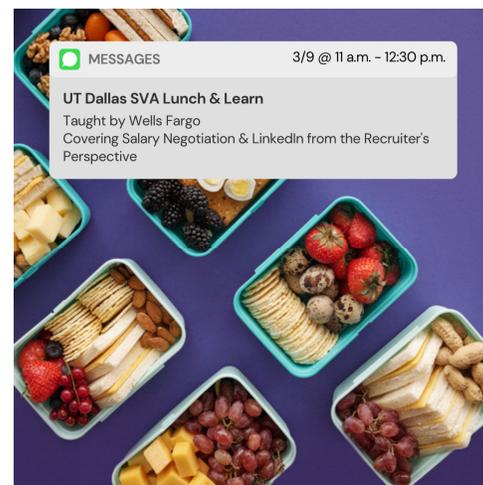
- My reviewer recommended demonstrating my project management experience from the Navy.
- Put more personality into resume instead of sticking to generic information
- Tailoring resume to the specific job list - Fitting all info into one page
- I needed to highlight my soft skills better. I also learned to more accurately represent my skill set without exaggerating what I know.
- Most of my experience falls within the Finance Umbrella. My reviewer mentioned I should clarify a few bullets, since some of the finance related topics were specialty based.
- Detail my academic projects to show how the project would help in a real business scenario.
- Articulating how my passion aligns with the job I am applying for. Adding a clear objective to the top of the resume so it is clear what position or type of position I am applying for.
- Switch the information in a "Coursework" section from a table to columns, the ATS apparently prefers it that way.

Overview

- ~~Objective~~
- ~~Background~~
- ~~Learning Outcomes & Measurement~~
- ~~Events~~
 - ~~In-person & Virtual~~
 - ~~Logistics/Costs~~
 - ~~Student Learning~~
 - ~~Lessons Learned~~
- Student Veteran Organization
- Outsourcing
- Questions/Discussion

Student Veterans Organization

- Meetings
- Lunch & Learns
- Field Trips



SVA Meetings/Lunch & Learns with Companies



Field Trips



Outsource

- Workshops with campus/off-campus partners
 - Campus – University Career Center & Career Management Center
 - Lunch and Learns
 - Field Trips
- Programs
 - Veterati
 - American Corporate Partners (ACP)
 - FourBlock

Lessons Learned



- Leverage SVA chapter to schedule events
- Don't reinvent the wheel
 - Lots of resources on campus with subject matter experts
- Quality over Quantity
- Manage Expectations
- Registration validates event – includes nametags, ease of sign-in, tracking, reminder emails
- Be Deliberate – report to companies the list of majors that have registered
- Purpose-driven marketing – Promote early and often
- Include Alumni



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Questions/Discussion



veterans.utdallas.edu



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