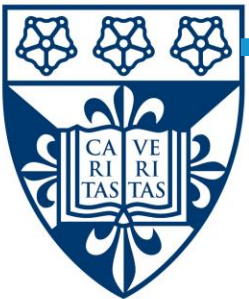


Embedding Career Development into Curriculum: A Model for DEI Education



Lisa Malvin and Bianca Beteta
Dominican University

Speakers



Lisa Malvin
Director of Career Curriculum and
Employer Relations
Career Programs and Employer Relations



Bianca Beteta
Internship Coordinator
Career Programs and Employer
Relations



Introduction to Dominican University



Dominican University

2020-2021 *U.S. News & World Report*



#1

BEST VALUE IN
CHICAGO

#1

IN SOCIAL
MOBILITY

#10

BEST REGIONAL
UNIVERSITIES IN
THE MIDWEST

#11

BEST
UNDERGRADUATE
TEACHING

3,189

TOTAL STUDENTS

90%

STUDENTS ARE
FROM ILLINOIS

61%

OF STUDENTS
ARE HISPANIC

48%

OF STUDENTS ARE
PELL ELIGIBLE

69%

OF STUDENTS ARE
FEMALE

37%

FIRST GENERATION
COLLEGE STUDENTS

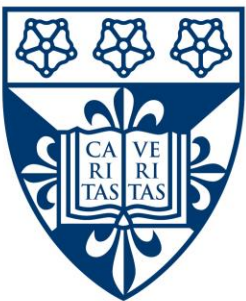


Brennan School of Business

- Approximately 500 students (400 undergraduates, 100 graduates)
- Curriculum rooted in experiential learning
- AACSB accredited
- Full and part-time programs, degrees and certificates, online and in-person
- 11 to 1 student to faculty ratio
- 30 full-time faculty, 10 adjuncts

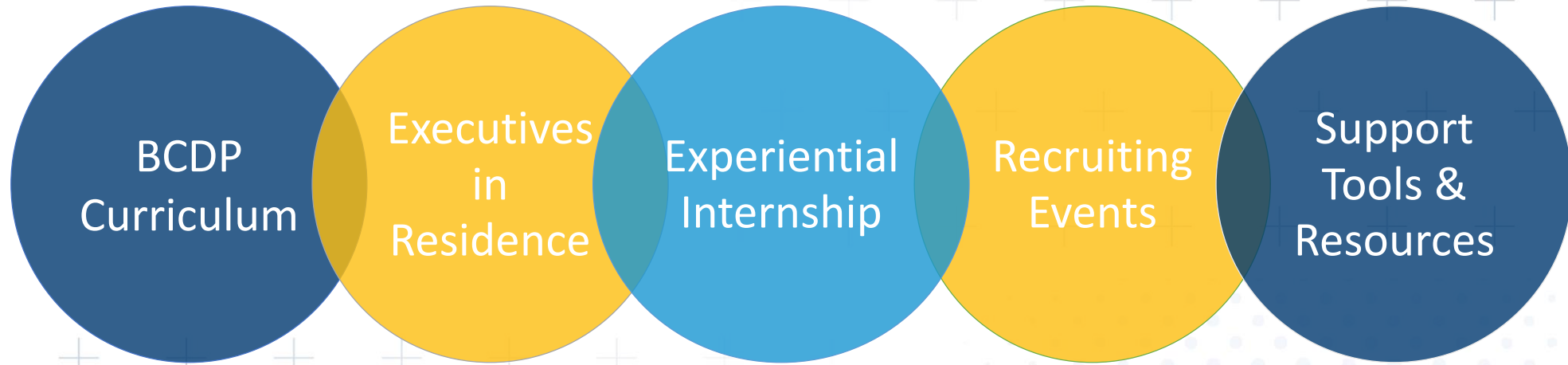


Brennan's Career Development Program



Brennan Career Development & Readiness

Core Components



Required Career Development Courses (4) and Required Internship

BCDP 100: Launching your Career
BCDP 200: Leveraging Your Strengths
BCDP 300: Presenting Yourself Professionally
BCDP 400: Managing Your Career

C-suite Professionals Providing Career Coaching For Students

Provide career advising and mentoring for undergraduate and graduate students

Undergraduate Students Must Complete An Internship To Graduate.

Students complete a required internship in their Junior/Senior year.

Comprehensive Career Fair and Employer Virtual Visits

Multiple career fairs and employer on site & virtual recruiting events

Handshake, Workshops, Roundtables and more!

Students have access to thousands of jobs and internships as well as co-curricular offerings



The Brennan Career Development Program, established in the fall of 2017, provides all Brennan undergraduate students the opportunity to receive career coaching, professional development and experiential training beginning in their freshman year.

Progressive Four-Year Curriculum Model

	Freshman	Sophomore	Junior	Senior
Car Dev Curriculum (1 Credit Courses)	BCDP 100 Launching Your Career Self Discovery & Planning Dom/BSB Resources & Opportunities Informational Interview Writing for Business Resume BSB Socialization & Expectation Setting	BCDP 200 Leveraging your Strengths Increasing Industry Awareness Gallup's Strengths Assessment Capitalize on existing opportunities Business Etiquette Interviewing & Networking Internship Search Dress for Success	BCDP 300 Presenting Yourself Professionally Interviewing Social Media Branding Linked-In Profile Presentation Skills Industry & Career Knowledge Job Search Process Public Speaking	BCDP 400 Managing Your Career Transition to Professional Active Job Search Performance Management Feedback, Criticism & Praise Negotiations Personal Money & Finances Dealing with Conflict
Co-curricular Components	Student Clubs Career Workshops Community/Vol Projects Enhance current work experiences Executive-in-Residence (EIR)	Career Fair Participation C-Suite Series Young Alumni Panel Community/Social Service/Volunteer Project EIR Program	C-Suite Series Ethics & Leadership Lecture Internship Study Abroad/USA EIR Program Attendance at Career Fairs	CEO Roundtable Bus Consulting Project C-Suite Speaker Ethics & Leadership Lecture EIR Program Student Clubs
Practicum Courses (3 Credit Courses)	MGMT 197 Business Gateway	ENTR 297 Entrepreneurship	BCDP 397 Internship	MGMT 497 Business Capstone



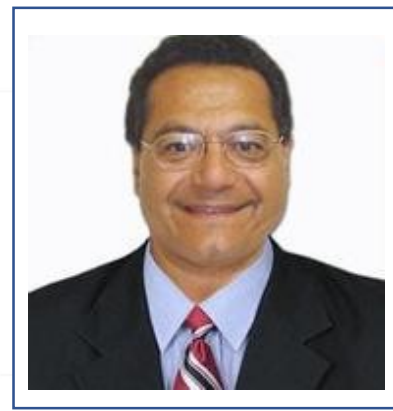
Executives in Residence



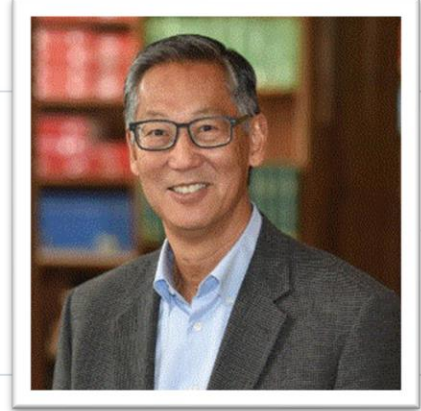
Jennifer Campe



Airies Davis



Mauricio Gonzalez-Sfeir



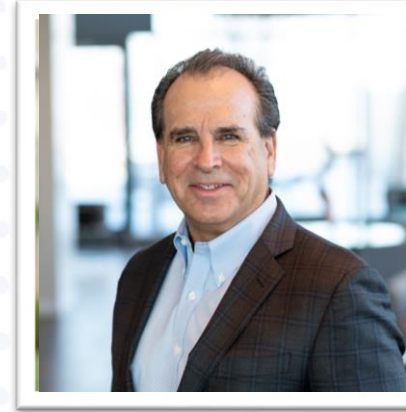
Mike Kiyosaki



David Jaggi



Alyse Lasser



Bill Rogalla



Internship Requirements

1. The internship must align with the student's major or program of study.
2. The internship must be supervised by an experienced professional, which aligns with the internship. For example, a marketing internship must be supervised by a marketing professional.
3. The internship must provide an opportunity for a student to learn new skills applicable to the student's career path.
4. The internship must allow students to gain experience by applying knowledge and theory learned in the classroom into a professional setting.



Employer Relations and Recruiting

It has to be in the curriculum...



VIRTUAL CAREER FAIR

- Opportunity to meet directly with students in 1:1 and group sessions
- Employers can register for one of three sessions



EMPLOYER VIRTUAL VISITS & MOCK INTERVIEW EVENT (BCDP CLASSES)

- Share information about company and the opportunities available through EVVs in class
- Assist students with interview prep and identify talent early through mock interviews



CONNECT WITH STUDENTS ON DEMAND

- Weekly career development newsletter sent to students with employer partner opportunities highlighted
- Targeted outreach to qualified students



Recruiting at Dominican



NORTHERN
TRUST



Allstate
You're in good hands.

BOSCH



Support, Tools, and Resources



DOMINICAN UNIVERSITY
Where Learning Demands More

Home Search Support Center Academic Alert (RMS) Students Faculty Advisors Colleges and Schools **Resources** Campus Life Athletics My Pages

You are here: Resources > Internships > Internship Providers

Internships

Home Page
Internship Providers
Academic Alert
Quick Links
My Pages
My Courses
Behavioral Co
Faculty Handbook
Staff Handbook
Student Handbook
Transcript Requests
Canvas
Course Search
DUConnect
EngageDU
Faculty & Staff Directory
Guest Registration
Campus Reporting Options

Internships

Show 100 entries

Organization	URL	Location	Owner	Owner Email	Date Filed	Note
al-Spark	http://al-spark.com/	Chicago, IL	Jamie Shaw	jshaw@dom.edu	12/12/2019	
Bansley and Kiener, LLP	http://www.bk-cpa.com/	Chicago, IL	Jamie Shaw	jshaw@dom.edu	10/22/2019	
BKD	https://www.bkd.com	Oak Brook, IL Chicago, IL	Jamie Shaw	jshaw@dom.edu	7/30/2019	
Bosch	https://www.boschaftermarket.com/	Broadview, IL	Jamie Shaw	jshaw@dom.edu	8/14/2019	
Brucker Company	http://brucker.co	Elk Grove Village, IL	Jamie Shaw	jshaw@dom.edu	1/7/2020	
Cambridge Educational Services	http://www.cambridgeed.com/	Des Plaines, IL	Jamie Shaw	jshaw@dom.edu	1/10/2020	
CapRock Real Estate	https://www.caprockcommercialrealty.com/	Chicago, IL	Jamie Shaw	jshaw@dom.edu	11/22/2019	
Chicago Coalition for the Homeless	https://www.chicagohomeless.org/	Chicago, IL	Jamie Shaw	jshaw@dom.edu	1/3/2019	
Cortland Capital Market Services LLC	http://www.cortlandglobal.com/	Chicago, IL	Jamie Shaw	jshaw@dom.edu	1/13/2020	
DaVita	https://www.davita.com/	Chicagoland Area	Jamie Shaw	jshaw@dom.edu	8/7/2019	
Dominican University	https://www.dom.edu	River Forest, IL	Jamie Shaw	jshaw@dom.edu	8/7/2019	
Freedman Seating Company	https://www.freedmanseating.com/	Chicago, IL	Jamie Shaw	jshaw@dom.edu	12/4/2019	
Friedman & Huey Associates LLP	https://fhassoc.com	Northbrook, IL Frankfort, IL Homewood, IL	Jamie Shaw	jshaw@dom.edu	9/26/2019	



STAR JOBS

Internship Opportunities

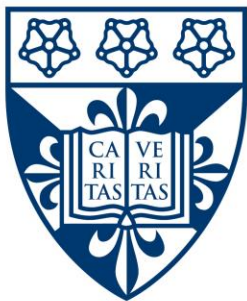


Factors for Success: An Equitable Framework

- Required, credit based Career Development Courses and Practicums so that ALL students engage in career activities
- Sequential, progressive and cumulative learning that reinforces skills each year as students mature and develop
- Applied, experiential content and assignments, making students active learners, focused on their own careers
- External, professional support and mentoring offered by Executives in Residence who served as role models, mentors and coaches
- Broad faculty support and engagement



Program Results (2017 – 2021)

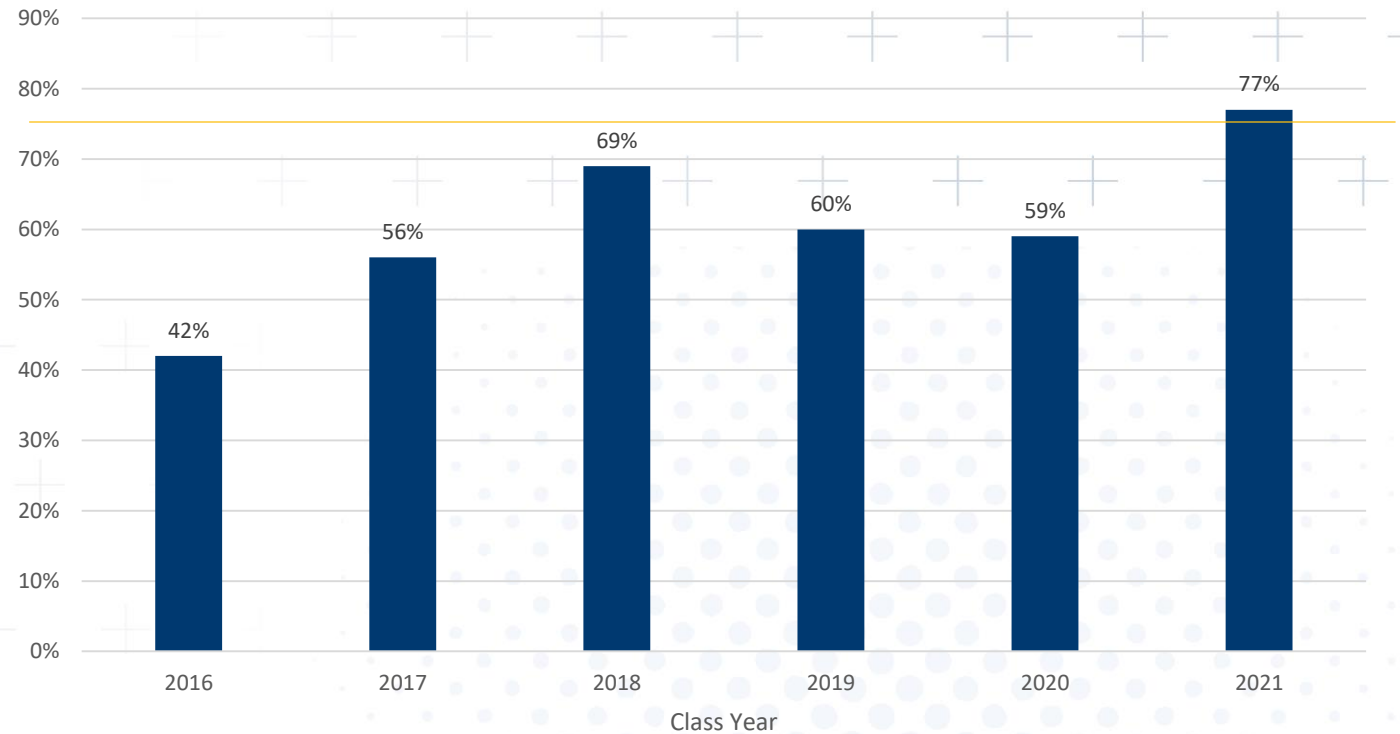


BSB Overall Job Placement at 3 Months

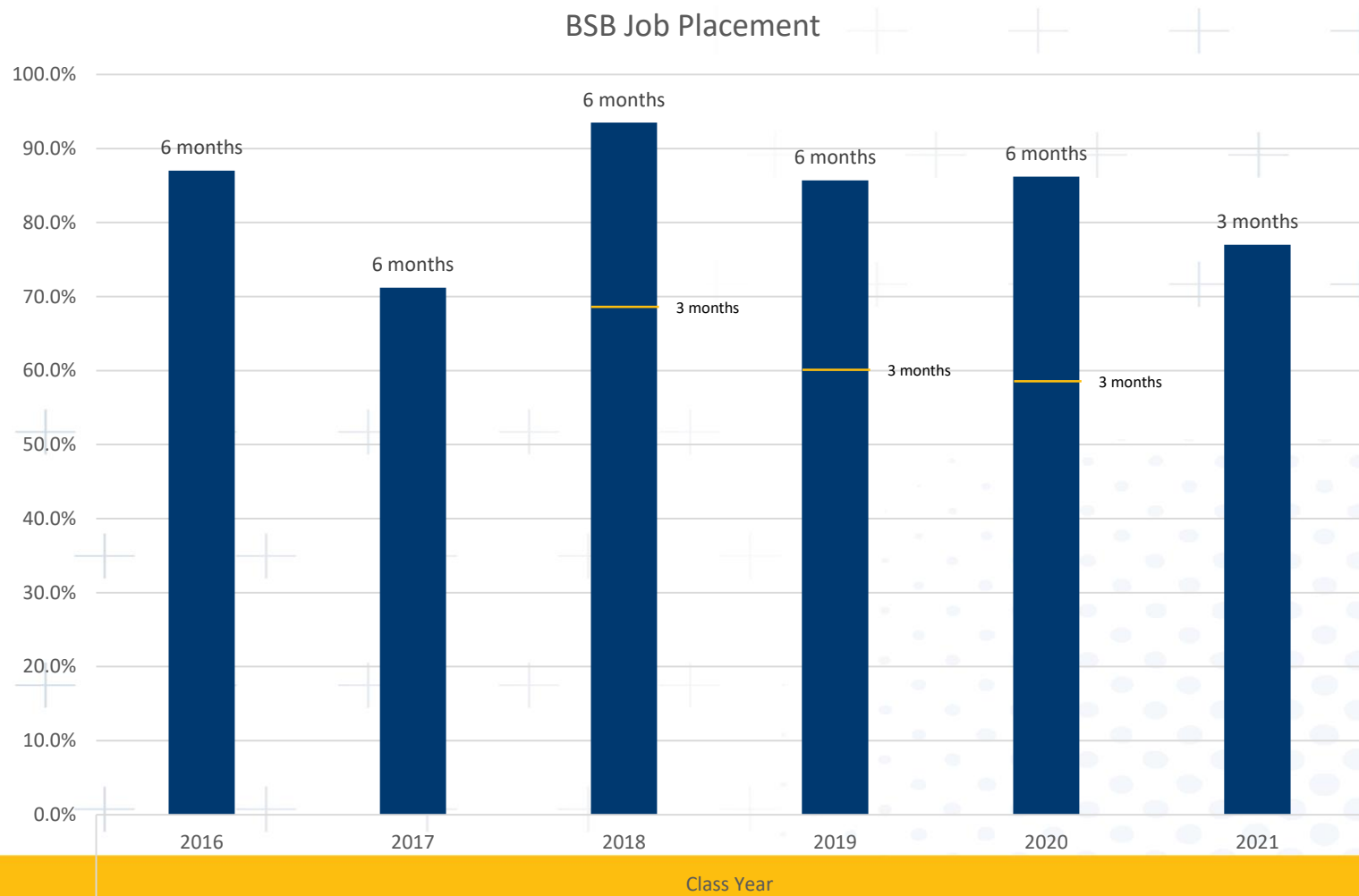
Goal per Strategic Plan: 75%+ placement at 3 months after graduation

- Success outcomes:
 - Full-time positions that require a bachelor's degree
 - Graduate school attendance
- Counted BBA, BS, and BA students (only spring graduates)
- Hit goal one year early (per strategic plan)

BSB Placement Data 3 Months After Graduation



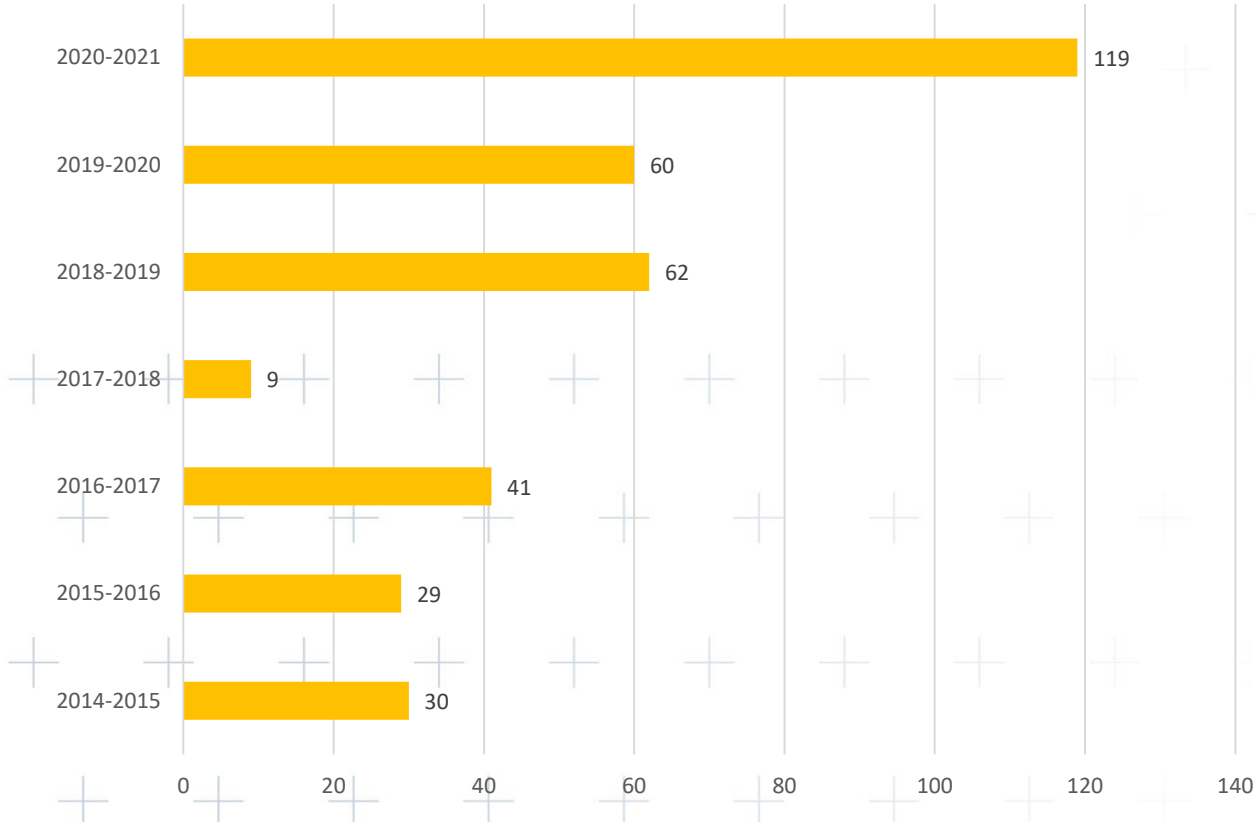
BSB Overall Job Placement at 6 Months



Internship Count by Year

FA 2014 – FA 2021

Internship Count by Year (FA 2014 – FA 2021)



BSB reached highest internship count in the 2020-2021 academic year (*119 internships secured*)

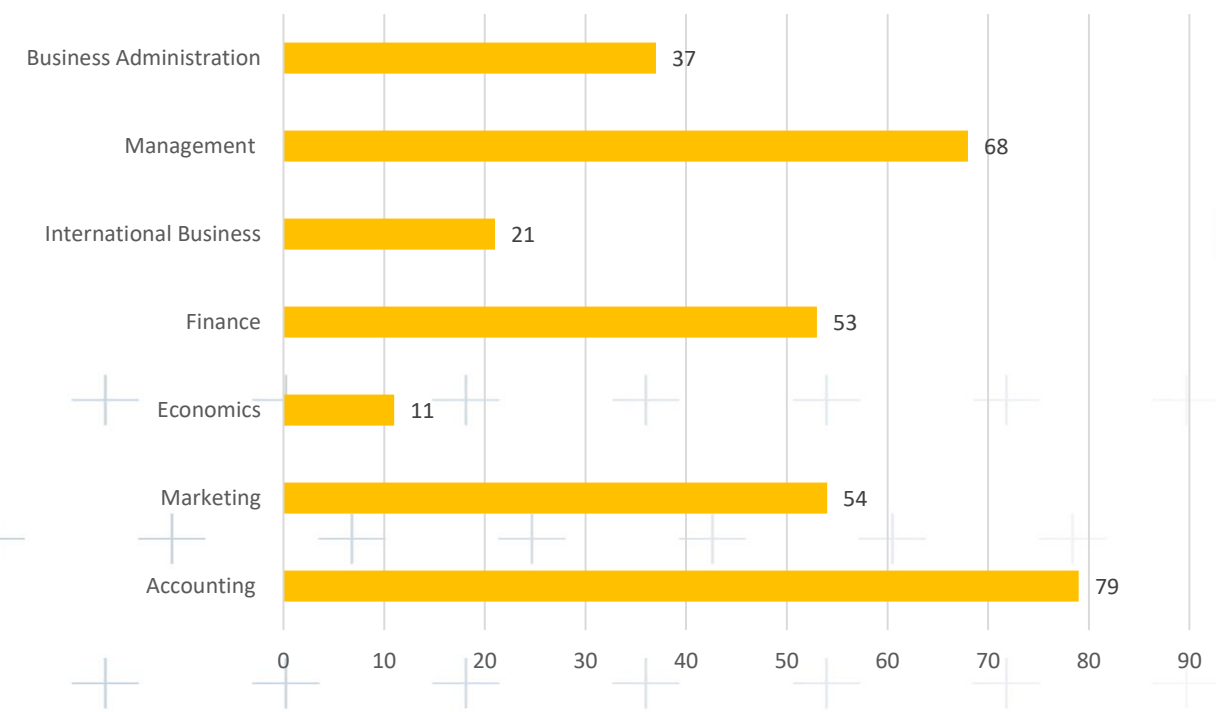
Despite Covid setbacks, the number of internships has greatly increased since 2016-2017.



Internship Count by Major

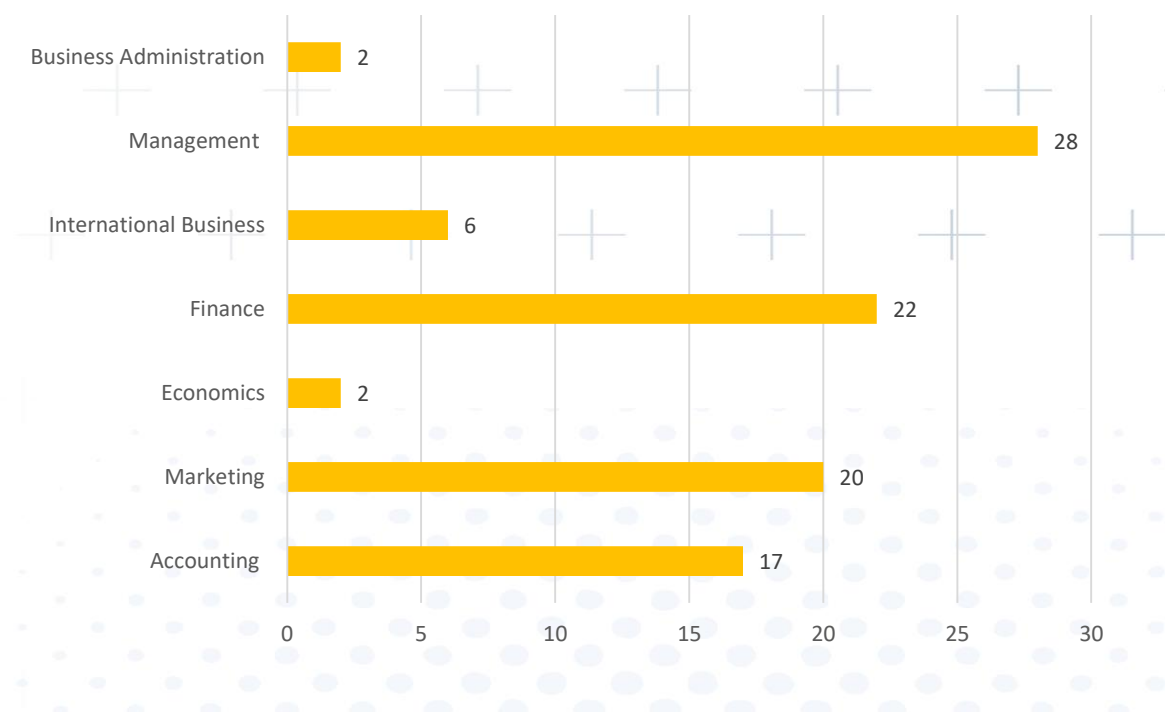
FA 2014 – FA 2021

Internship Count by Major (2014-2021)



Accounting majors had the highest cumulative number of internships over the past six years

Internship Count by Major (2020-2021)



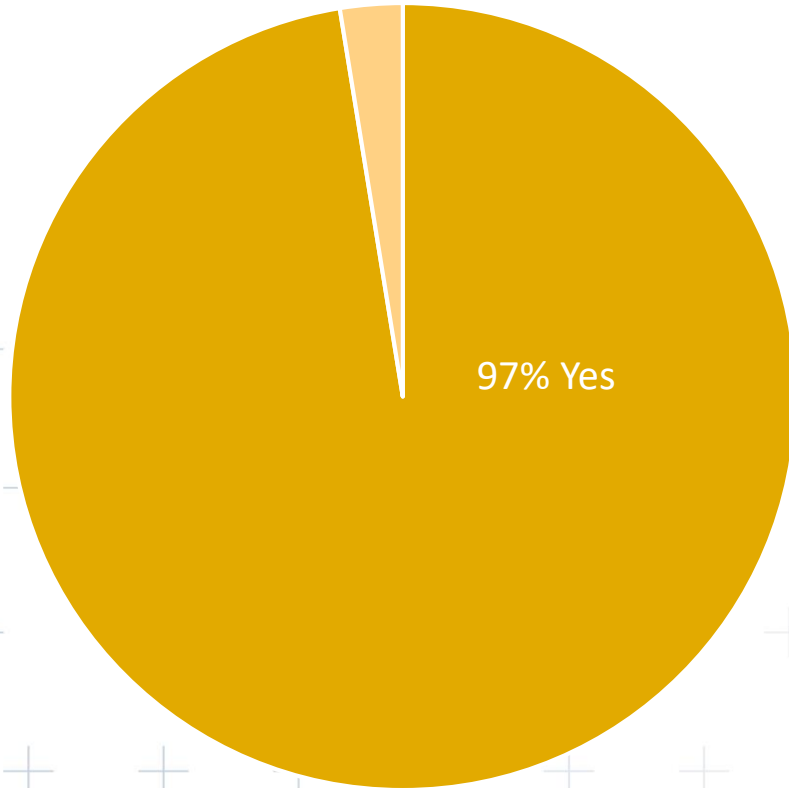
Management majors secured the most internships in the 2020-2021 academic year



Internship Evaluations: Employers

2021 Summer Internship Class (49 Total Interns)

Would you Hire Another Dominican University Intern?



"She was a strong worker with good communication skills. I appreciate having her on the team."

"She was outstanding! She was very detailed oriented, had great initiative and had great problem solving and great customer service skills."

"It was a great opportunity to work with Dominican and teaching someone with so much enthusiasm was quite rewarding."

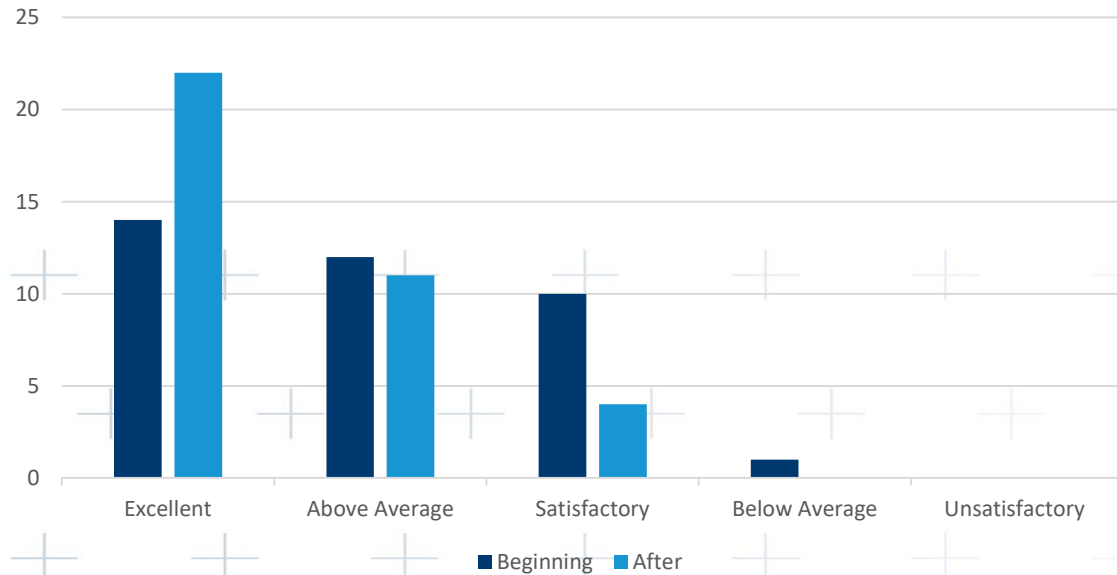
"She worked so hard to prove that she deserved an internship spot! I also met a few other Dominican interns that were outstanding in their performances!"



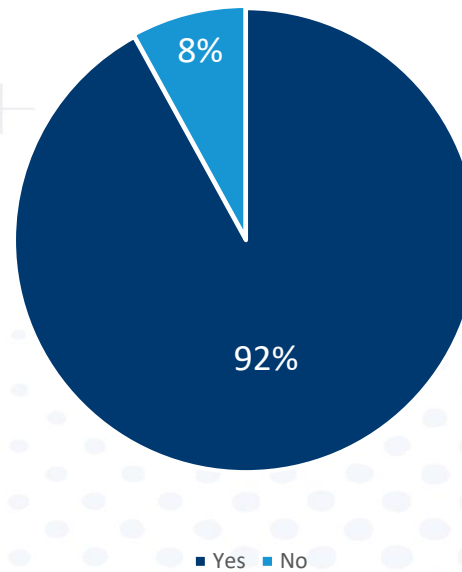
Internship Evaluations: Employers

2021 Summer Internship Class (49 Total Interns)

Rating student's overall performance before and after the internship



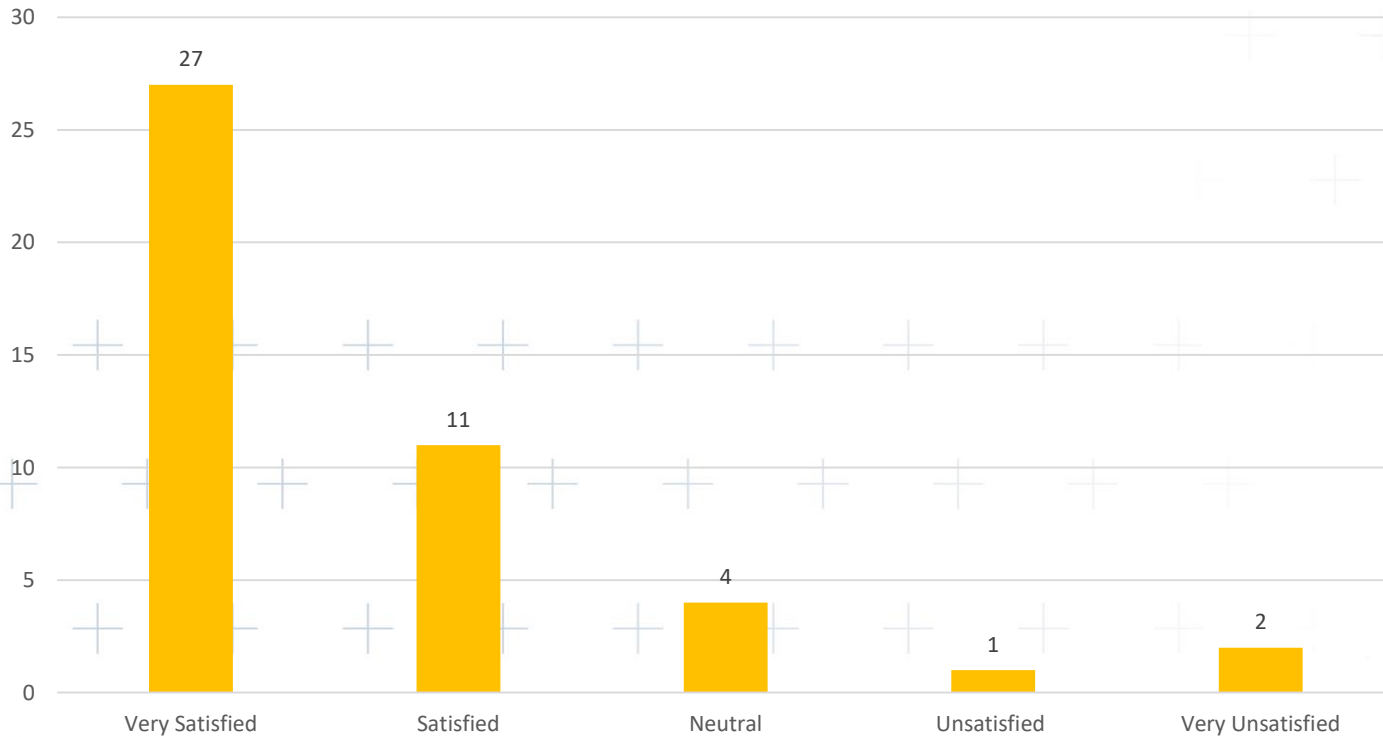
Would you hire your intern for a full-time role?



Internship Evaluations: Students

2021 Summer Internship Class (49 Total Interns)

Internship Satisfaction



“My favorite part was having a workable daily routine with a friendly work environment.”

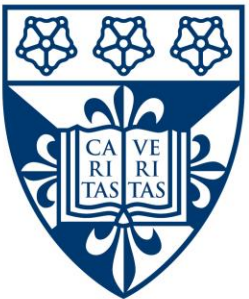
“The proudest accomplishments were probably the times when I didn't have to ask my team members for help because I knew the answer myself.”

“I was able to gain more experience and confidence with public speaking which always gave me anxiety.”

“My favorite part of the internship was being able to get a better insight of what it takes to run a business as well as being able to see what goes on behind the scenes.”



Higher Learning Commission Quality Initiative and Career Development Program Expansion



HLC QI Background

On April 30, 2020, after an extensive selection process, the University Strategic Planning and Budget Committee selected the following as the Quality Initiative Project:

CAREER DEVELOPMENT

- Create career development opportunities across the university, including job shadowing, vocational internships, mentoring, coaching, new curriculum design, and experiential learning courses.
- This initiative would also require us to build capacity in alumnae/i data collection and reporting, and structures and expectations for enhanced engagement of alumnae/i in the curriculum and other experiential opportunities activating alumnae network.
- It would be a significant component of infrastructure to support the new requirement for experiential learning now demanded by the core curriculum.



Title V Part A2



El Faro: Shining a Beacon on Hispanic/Low-Income Students' Career Services, Employer-Aligned Curricula and Financial Literacy

Overall Goal: Improve low-income and Hispanic student career development and student success



\$3M in five years: 10/01/2020 – 9/30/2025

We are currently in our second year of implementation

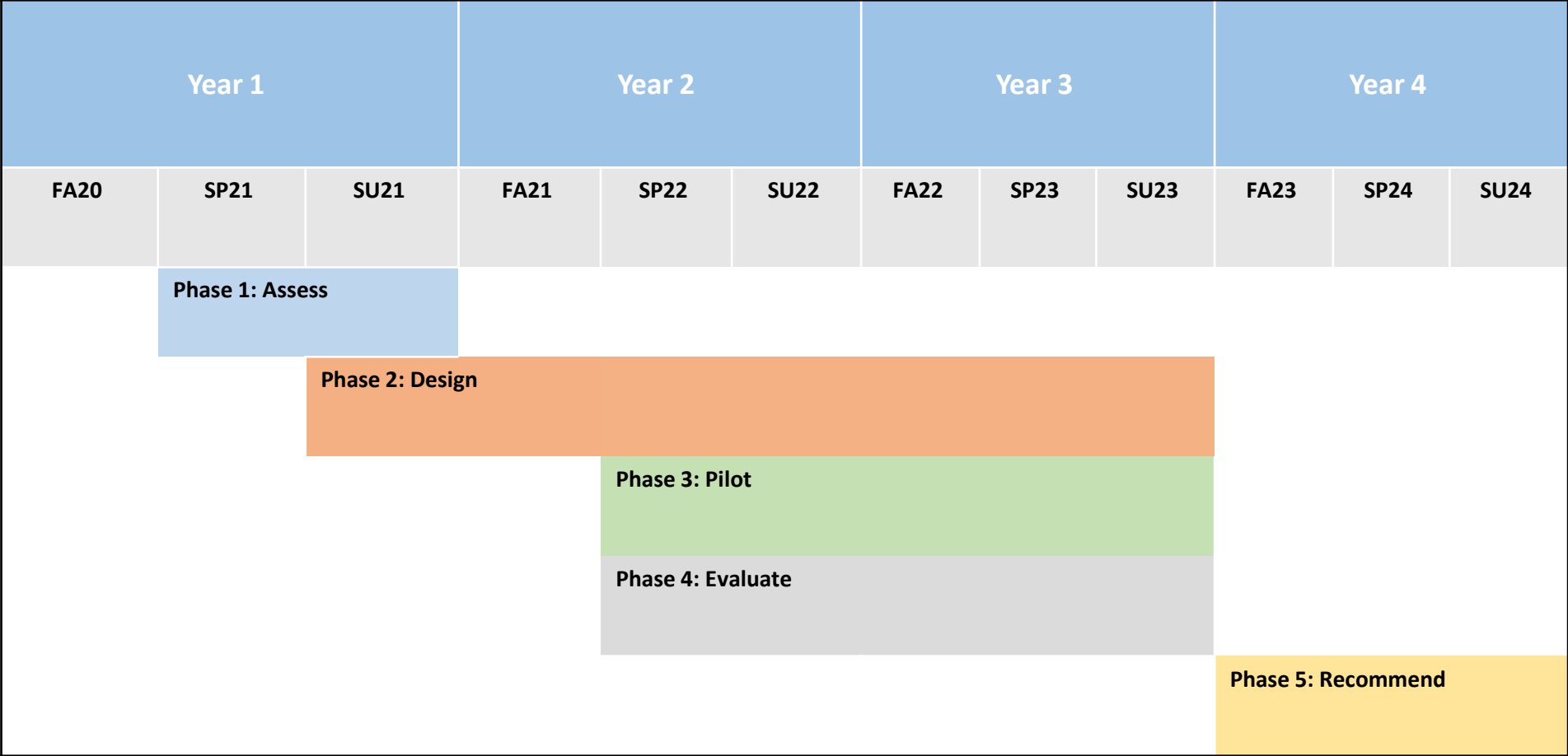
Part 1: Transform Career Services

Part 2: Career development courses & increasing learning objectives in alignment with employer needs

Part 3: Increase Financial Literacy

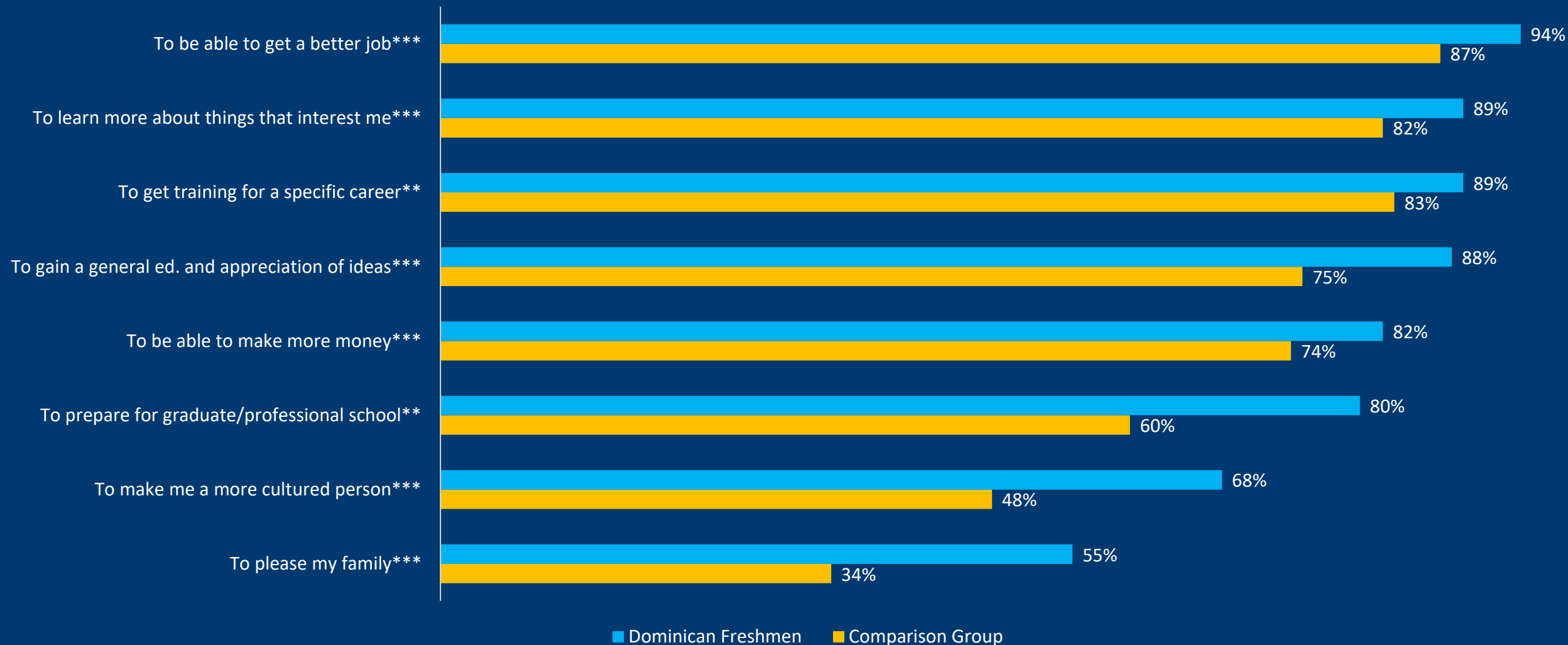


HLC Project Timeline



HLC Background

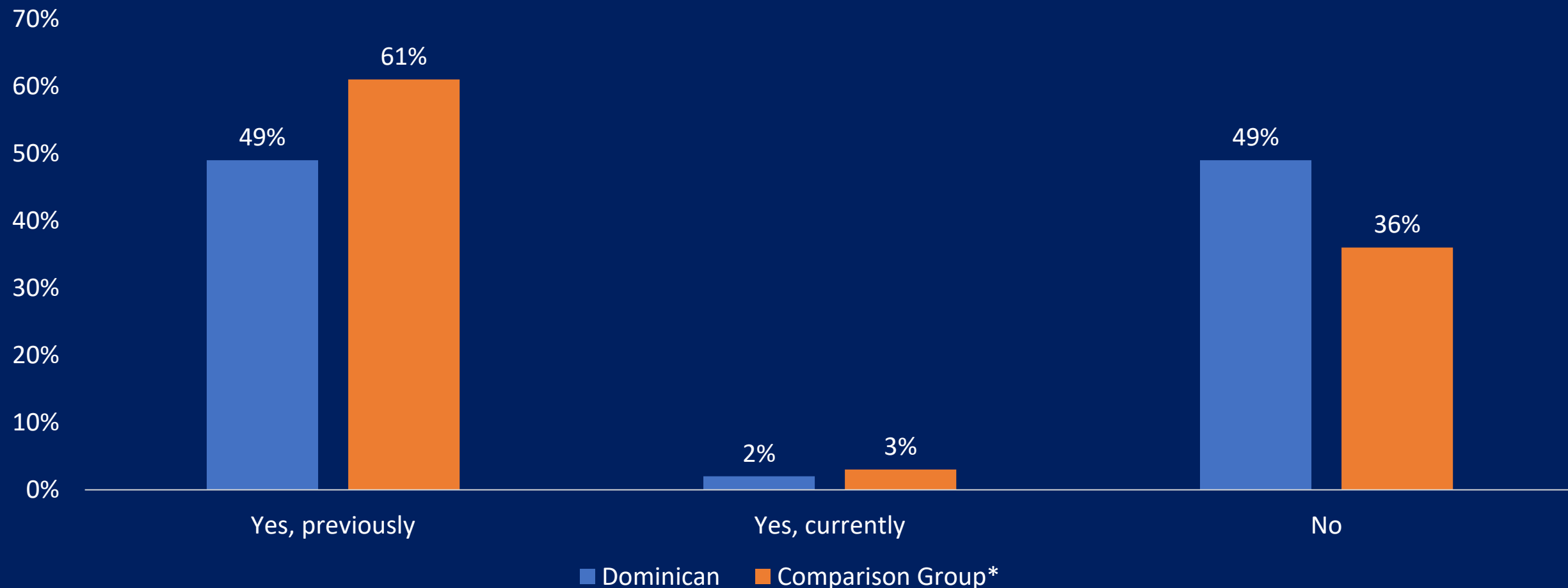
Survey of Incoming Freshmen: Factors considered VERY IMPORTANT in the decision to go to college



HLC Background

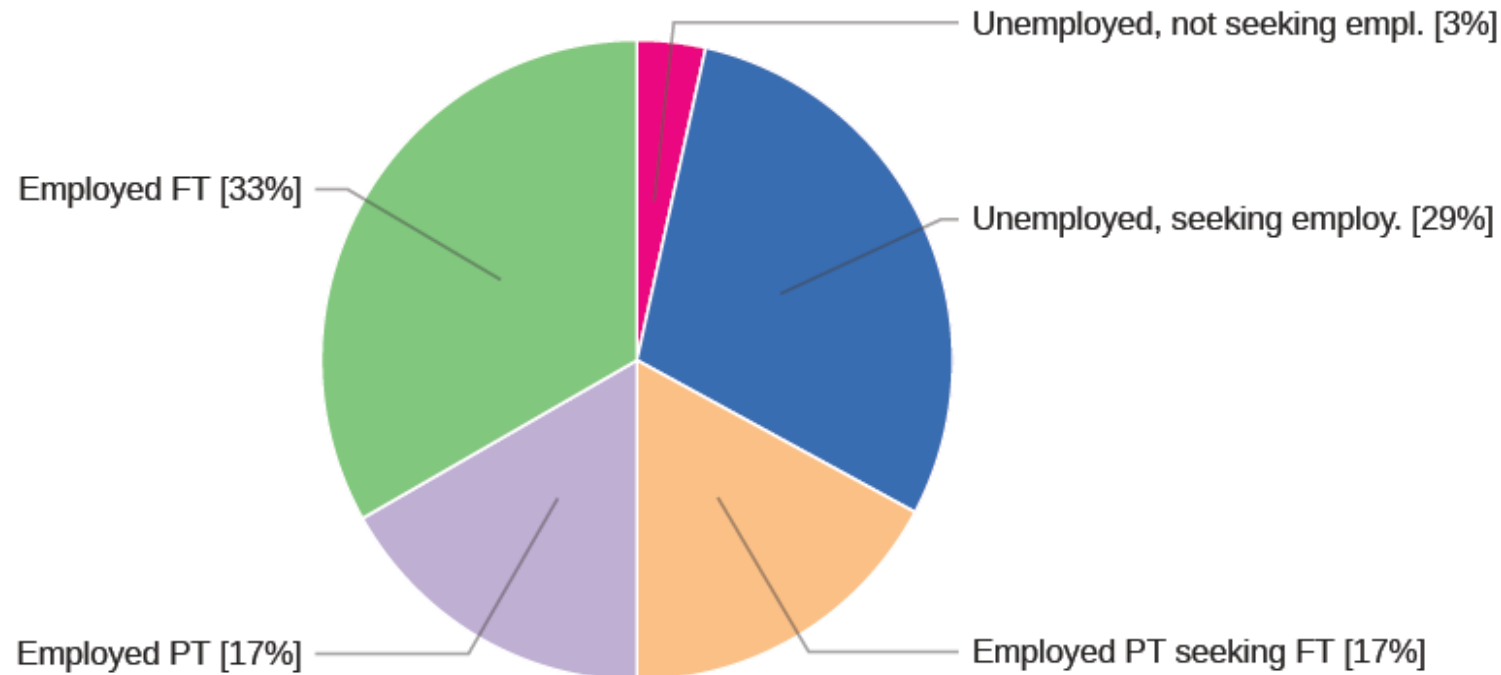
Results from the College to Career Survey conducted by NORC at the University of Chicago

Have you ever held a paid or unpaid internship position?



HLC Background

What will be your EMPLOYMENT STATUS immediately after graduation?



Career Development Curriculum Interventions

- College 101
- Major/Minors Expo
- Vocational Discernment

DCDP200

- LinkedIn
- Interviewing
- **Mock Interview Event with Employers**

DCDP300

- Presentation Skills
- Virtual Interviewing
- **Presentation to Panel of Employers**

DCDP400

- Negotiating Offers
- Benefits & Comp Packages
- **Final Project Presented to Employers**

First Year
Seminar/First
Year
Experience

*Leveraging
Your
Strengths*

*Presenting
Yourself
Professionally*

*Launching
Your Career*

Regular Events, Career Interventions and Appointments in 200, 300, 400:
Employer Virtual Visits, Career Fair, Experts/Execs in Res Appointments

Pilot Programs Fall 2022

Informatics – 200, 400

Criminology – 200, 400

Computer Science – 200

Psychology – 200, 200, 400

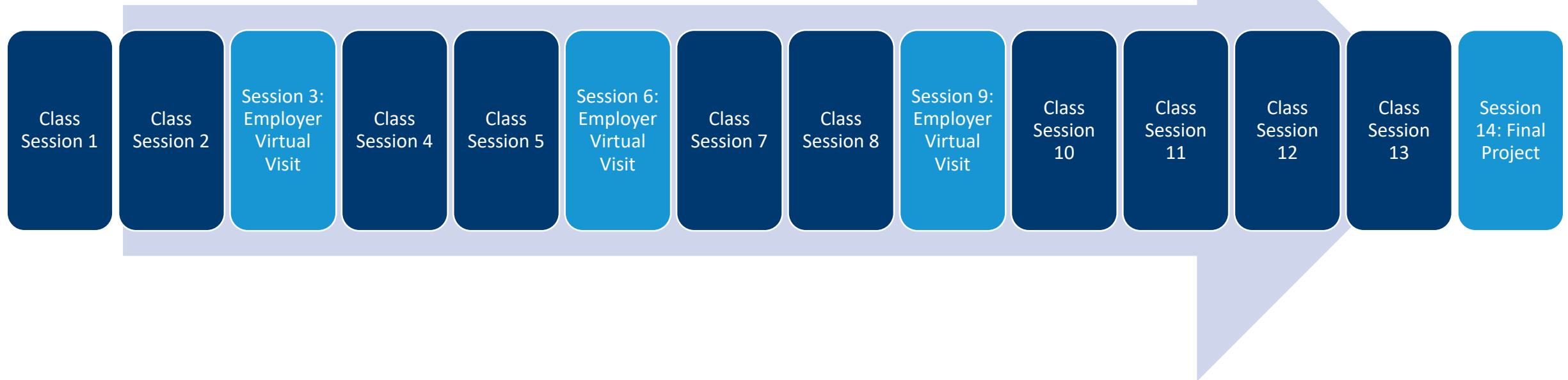
English – 200, 400

Health & Wellness – 400

11 Career Development Course Total for Fall

No matter what level, students talk to employers

Instructors Prepare Students for Employer Interactions. Career Programs Coordinates Events & Employers. This is the structure for every career development course (200, 300, & 400).



Courses are only run on Tuesdays, 5:00-6:15pm, Thursdays, 8:30-9:45am, or Fridays, 8:00-9:15am. This allows us to cohort students for Employer Virtual Visits and other Career Development Events guaranteeing 50+ students for the employers.

Points of Entry for Alumnae/I Engagement & Corporate Relations

DCDP 200



DCDP 300



DCDP 400



MORNINGSTAR®



Leo Burnett



Employer Virtual Visits Spring 2022

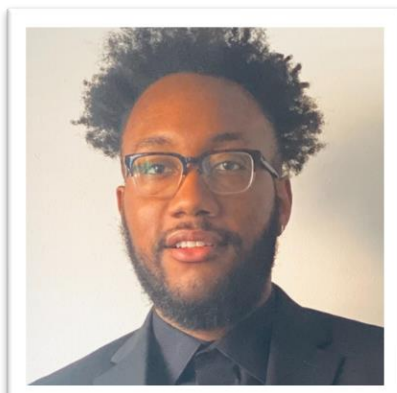
Company	Date	Total Students
NASA	Thurs, 1/27	49
Morning Star	Fri, 1/28	94
NAMI	Thurs, 2/3	46
***Golin	Tues, 2/15	34
***Leo Burnett	Thurs, 2/17	49
***Zurich	Fri, 2/18	94
Amita Health	Thurs, 2/24	46
NRDC	Tues, 3/22	34
***CDW	Thurs, 3/24	49
Catholic Charities	Thurs, 3/31	46
***JMG Financial	Fri, 3/25	94

***connected through trustee, alum, advisory council member, executive/expert in residence, or career development adjunct

Experts in Residence



Communications & English



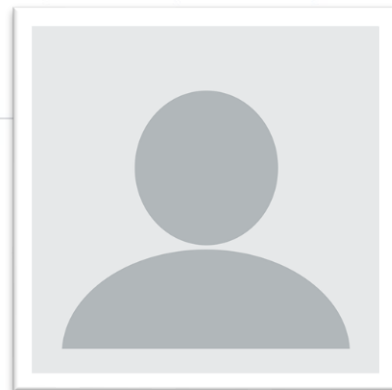
Soc & Crim: Brandon Alston



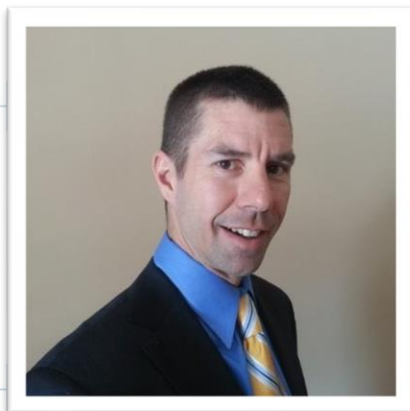
Humanities



Healthcare & Sciences: Pat Lau



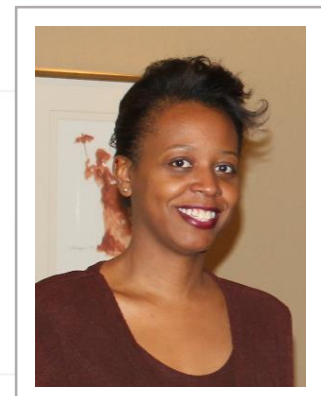
Healthcare & Sciences



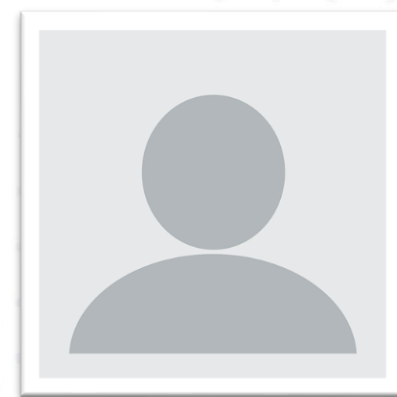
Math, CS, Data & Info: Michael Stec



Psychology & Neuroscience



Legal Studies, Pol Sci, Human Services, Int'l Relations, History: Patrice Dziire



Education



Art, Fashion, Graphic Design, Art History



Courses & Experts/Executives

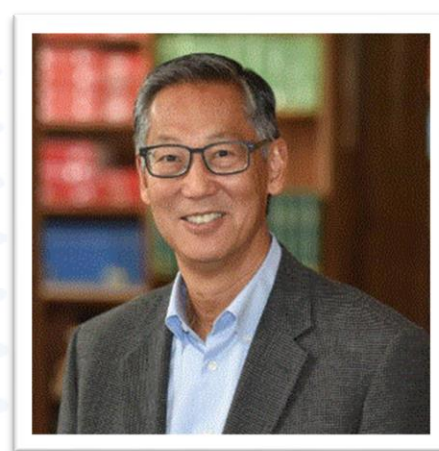
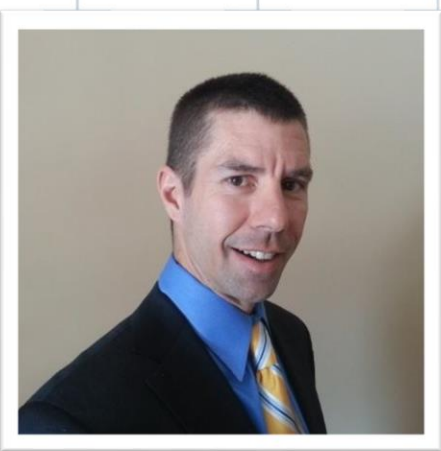
# of EIRs	Headcount	Disciplines
1 Expert	102	Art, Fashion, Graphic Design, Art History
1 Expert	227	Psychology and Neuroscience
1 Expert	175	Sociology/Criminology
1 Expert	74	Education
2 Experts	438	Healthcare
1 Expert	167	Computer Science/Data/informatics/Math
1 Expert	88	Communications and English
1 Expert	71	Legal Studies, Political Science, Human Services, Int'l Relations, History
1 Expert	57	Humanities: Spanish, Philosophy, Theology, Black World Studies, French, Italian

Total of 10 Experts



The Instructors

- Experts in Residence
- Additional adjuncts from industry
 - This helps with recruiting Experts in Residence, building our employer network, job outcomes, etc.



January 1, 2021-September 30, 2021

294

Students at
Employer Virtual Visits

401

Students at
Career Fair

111

Students at
Mock
Interviews

420

Appointments with
Executives & Experts in
Residence

37

Unique Employer Connections
(EVV, Mock Interviews, Career
Fair)



Employer Engagement 1/2021-9/2021

WINTRUST



Deloitte.



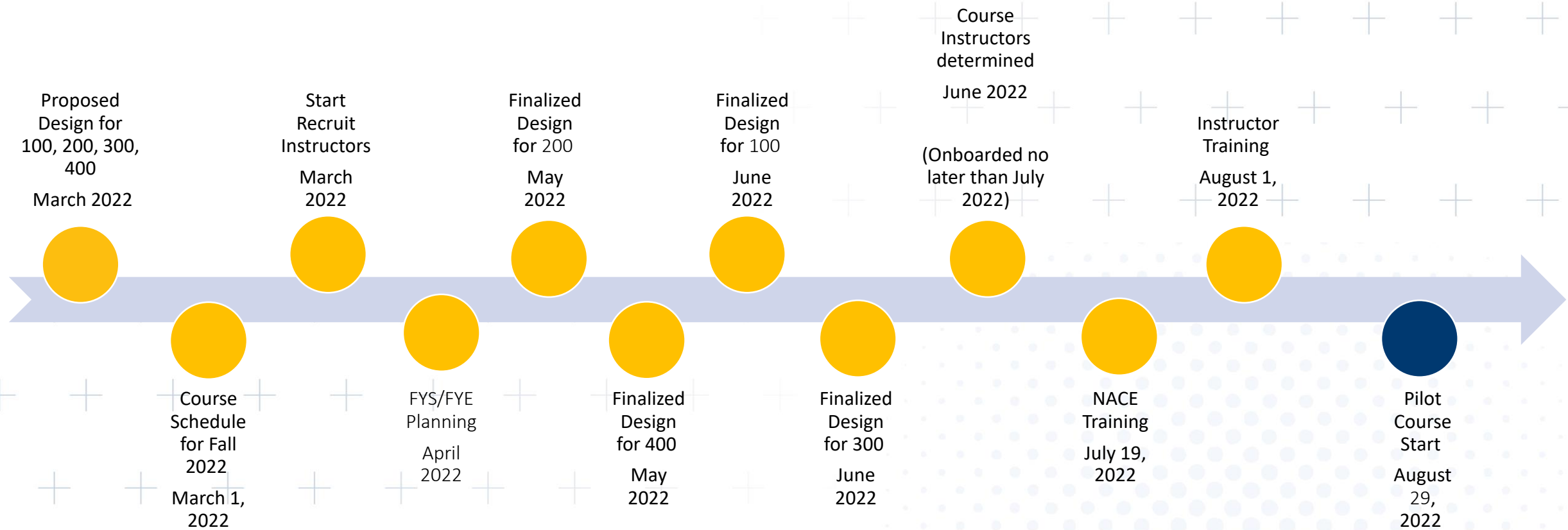
paylocity



GUGGENHEIM



HLC Pilot Timeline



Additional Considerations

- New Experiential Learning Requirement in Core
- Externships/Job Shadowing
- Community Based Learning/Civic Learning
- Expanding Paid Internships
- Supporting Undocumented students



Brennan Career Development Program History

Pre-2016

Assignments within core business courses
Staff pick up career development responsibilities
Consultant
42% success rate

August 2016

Hire FTE focused on careers

August 2016

Appointed Faculty Liaison to engage other faculty with career development and assist in curriculum development

Fall 2016

Hire five “Executives in Residence” with top-level management backgrounds in a variety of fields to offer students individualized career mentoring

AY 2016-2017

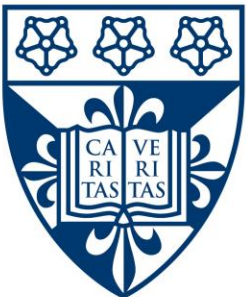
Pilot career development courses

Fall 2017

First cohort under new curriculum – required career development courses, required internship, required employer engagement, required career mentoring appointments

Fall 2021

First cohort graduates with new curriculum
77% success rate



Questions?

Lisa Malvin

Director

Career Curriculum and Employer Relations

Dominican University

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Bianca Beteta

Internship Coordinator

Career Programs and Employer Relations

Dominican University

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