EXPAND YOUR OUTREACH TO COLLEGE STUDENTS AND FACULTY

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SESSION OVERVIEW

- Chances are your facility is near a community college or a university. Students at these higher learning institutions are potential specifiers or designers of your products. They are also potential employees of your company. For these reasons, it is a good idea to reach out to these institutions to explore outreach opportunities. Faculty and staff are usually very receptive to these efforts as they are often looking to add industry perspectives and experiences to their curriculums, as well as offer career opportunities for their graduates. The first step toward achieving this educational partnership can be daunting so we are offering this session to provide some guidance. Discuss how you can develop a plan to get in front of future specifiers and employees to develop relationships that will enhance student learning at local colleges and universities. At the conclusion of this course, you will be able to:
  - Describe best ways to approach college and university staff and faculty
  - Identify what faculty and students want to hear and learn from a precast industry representative
  - Discover ways to enhance the school-company relationship for the long term

THOUGHTS ON OUTREACH

- Let’s think through what you are trying to provide to the partnership and what you would like to receive in the partnership?
THINKING ABOUT BEING A PARTNER …..

• Define what you want
• Know what you bring to the table
• Reach out to make contacts
• Make sure goals align
• Be patient as these things will take time

WHO TO APPROACH

• Students
• Career Development Center
• Faculty Directly
• Administration
• Student Organizations

WHAT MOTIVATES

• Donors, board members and other businesspeople who engage with colleges and universities could better understand what motivates students and faculty.
• Desire for prestige or reputation, not profit, drive institutional decision making.
• Unlike businesses, colleges and universities rarely operate based on a clear chain of command.
• We also describe how academics often identify more closely with their discipline versus the institution where they work.
• Faculty rarely even consider themselves employees of a college or university but rather identify as members of academic communities.
THINK A BIT ABOUT WHY WE ARE GOING?

CONSIDER THE AUDIENCE

- Why are these people taking time out of their day to sit in the dark?
- What do you want to believe?
- The rest is really a how.
**REMEMBER WHAT ITS LIKE TO BE 18 – 22**

- Think back
- Everyone gets homesick at some point
- College experience is different for everyone
- Roommates for 1st time
- New friends/old friends
- Responsibility increased

**GENERATION Z**

- 20% of the workforce in 2020
- Want a dynamic work environment
- Visually oriented
- Multi-taskers … multiple screens (5+)
- First Mobile Generation
- 77% Leadership (responsibility/freedom)
- Equal aspirations men and women first time
- Flexibility in working
- Smart phone 15.4 hrs./wk; tv 13.2; laptop 10.6
- 74% spend 2 hrs on social media .. 44% spend 4
GENERATION Z

- Relational
  - Face to Face
  - Transparency
  - Family input
- Campus
  - Safety
  - Inclusive with Affirmation
  - Access to Funding
  - Mental Health
  - Housing needs with sensible Food Option

- Align with industry
- Socially conscious
- Research accurate information
- Hybrid learning
- Curb assignment binging
- Flipped classroom
- Integrate co-curricular activities

- Leadership development
- Reflect reality
- Social change
- Community engagement
- Rethink mandatory volunteer
- Require experiential learning
- Global opportunity
- Entrepreneurial
- Real life problem solving
GENERATION Z

- Building Student Capacity
  - Create Value Based Goals
  - Cultivate Informed Opinion and Educated Action
  - Provide Education for Financial Literacy
  - Intentional Focus on Leadership Development

- Technology Strategies
  - Face it and Embrace it
  - All platforms are not for all people
WHY REACH OUT?

• How familiar are students with your industry
• The concrete industry
• Any industry .....
WHY UNIVERSITIES

• Universities can help find talent
• Universities frequently have equipment
• Academic staff
• Can bring unique experience
• Can bring small business together
THOUGHTS

• Seed Early Research
• Cultivate Institutional Connections
• Be Flexible on IP
• Negotiate in Good Faith
• Bridge the Cultural Divide

SUMMARY