

Sustainable Funding Opportunities for Career Development Activities

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2022 Education Collaborative Convening

Session Outline

- Presentation
- Q & A
- Participants will be put into groups to explore ideas shared and tailor these ideas to their contexts and then share top level highlights with the main group.
- Q & A as participants also reflect on the cases of their own institutions.
- Session wrap up

Context

Contextualize the Information

Funding Category

- No funding at all
- Funding available but not yet accessible
- Intermittent / Limited funding
- Moderate amount of funding
- Good amount of funding but need to explore more funding opportunities



STEP 1 – What do you need funding for? How do they align with your institutional goals?

1 Mission Alignment	2019 Results	Institutional Target	2019 Key Performance Indicators																		
Achieving 8 learning goals	<p style="text-align: center;">Assessment of Learning Goals: 2018 Summer Internship</p> <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Learning Goal</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Professionalism</td> <td>92%</td> </tr> <tr> <td>Technologically Competent</td> <td>95%</td> </tr> <tr> <td>Critical thinking & Quantitative Reasoning</td> <td>83%</td> </tr> <tr> <td>Ethics & Civic Engagement</td> <td>91%</td> </tr> <tr> <td>Curious & Skilled</td> <td>86%</td> </tr> <tr> <td>Innovative & Action Oriented</td> <td>84%</td> </tr> <tr> <td>Team Work & Leadership</td> <td>87%</td> </tr> <tr> <td>Communication</td> <td>82%</td> </tr> </tbody> </table>	Learning Goal	Percentage	Professionalism	92%	Technologically Competent	95%	Critical thinking & Quantitative Reasoning	83%	Ethics & Civic Engagement	91%	Curious & Skilled	86%	Innovative & Action Oriented	84%	Team Work & Leadership	87%	Communication	82%	Good or Excellent in all eight learning goals`	Over 60% rating in all 8 Learning Goals
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Examples

Office

- Staffing
- Office Equipment – Laptop, Furniture, etc.
- Supporting Technological Tools – Zoom, Career Tools, Mock Interview Platforms, CV Builder, etc.
- Training Materials – Career Resources

Opportunities

- Funding for Students to Engage in Experiential Learning Opportunities – Internships, Job Shadowing, Industry Site Visits, etc.
- Support for Students' Entrepreneurial Ventures

Events

- Career Workshops
- Career Fairs
- Industry Advisory Council
- Internship Site Visits

~~Budget~~



Step 2 – How much do you need?

Collaboration

Step 3 – Who can fund?

Institutional Management, Employers, Alumni, Donors, Government, Funding Organizations, etc.

Step 4 – How can you get their buy-in?

Build the Network



Find an “Investor” who is also a partner, not just a cheque



When you feel invested, you will do whatever you can to make it work

Advisory Council, Curriculum Development, Student Development, Guest Lecturing, Career Mentors, Job Shadowing, Feedback for Strategy Development, etc.

Recognize and Reward

Step 4 – How can you get their buy-in?

Show Evidence/Results → Trust



Everyone wants to associate with Success and Excellence!



Data, Metrics, Outcomes

How are you measuring what you do and its impact?

Students' performance at work/how are they adding value, What impact are they making to businesses or in their communities, What businesses are they starting and which problems are those businesses solving?

Step 4 – How can you get their buy-in?

Communicate those Results Effectively



Self Advocate – Elevator Pitch (Articulate your value proposition)



Communicate Relevance – why they must fund you

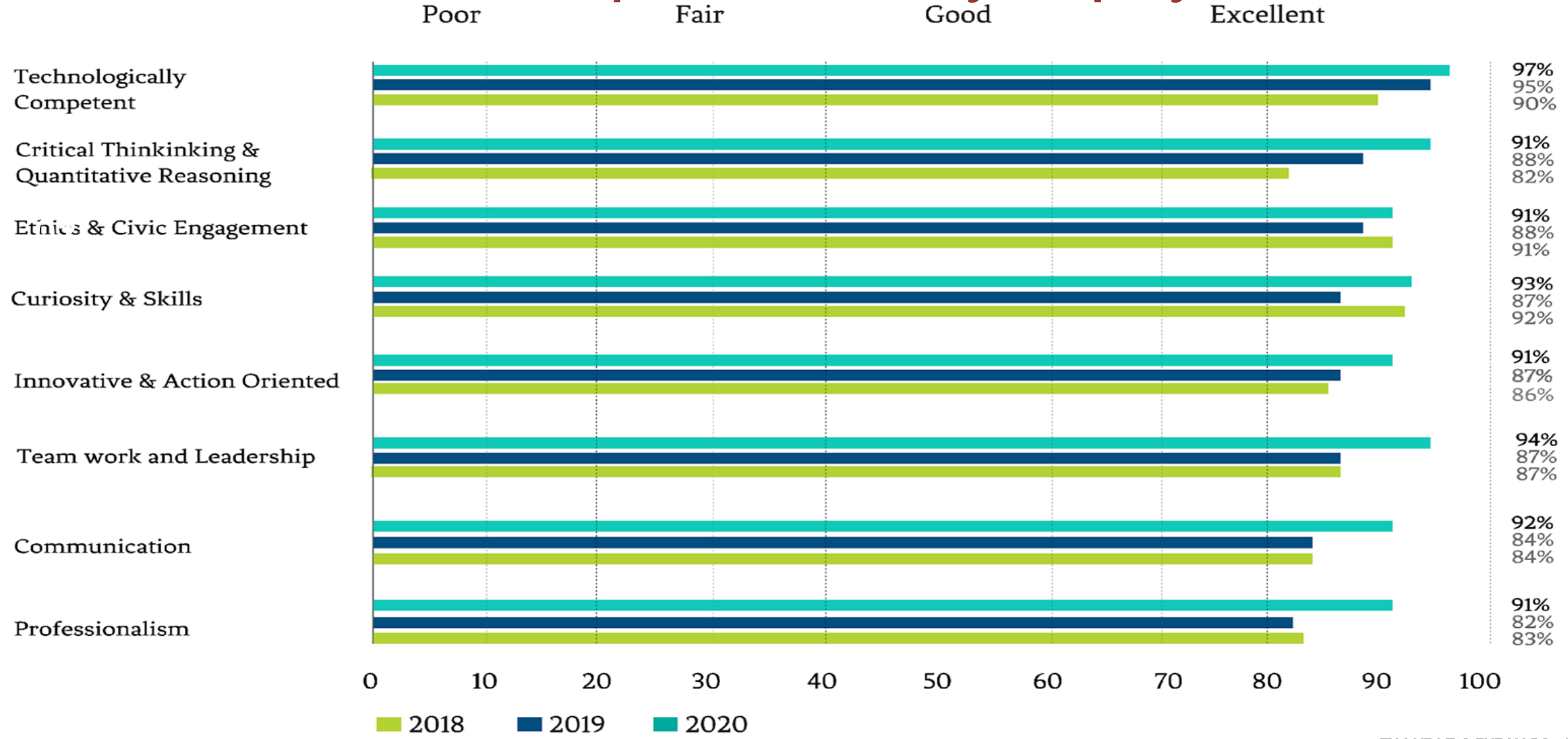
Identify what your key stakeholders' needs are and create messaging or product that satisfy those needs. (must align with your goals)

How are you demonstrating that we have increased from here to there but with funding/more support, we can even reach?

What will they lose should funding cease/should funding be insufficient.

Do not just say If we don't get ABCD, this is what the institution is going to lose. Be specific, using metrics. These are the 5 programs that are going to go away and this is the impact that is going to disappear with the students we serve / alumni/ corporate partnerships

Summer Internship Evaluation by Employers



Outcomes and Story Telling

- **Student Stories** – Put faces to the metrics and share with your stakeholders. For example, tell the internship success story through student experiences/stories.
- **Communicate continuously** (newsletters, reports – post graduation highlights, site visits, website and social media, invite them to major events like graduation, etc.) not only when there is a need. e.g. budget season, programming needs.

Internal Advocates and Support

- **It Takes a Village** – Build Strong Institutional Advocates (Faculty, Administration, etc.) who can communicate your success to stakeholders they engage with.
- **Collaborate** with other departments/teams who have a budget (e.g. faculty who also do work around employability such as engaging industry / Alumni Relations / Communications Team).

Career Peer Advisors (CPAs)

Who They Are – Students who have been trained to provide students’ basic career support to their peers and to serve as brand ambassadors for the department.

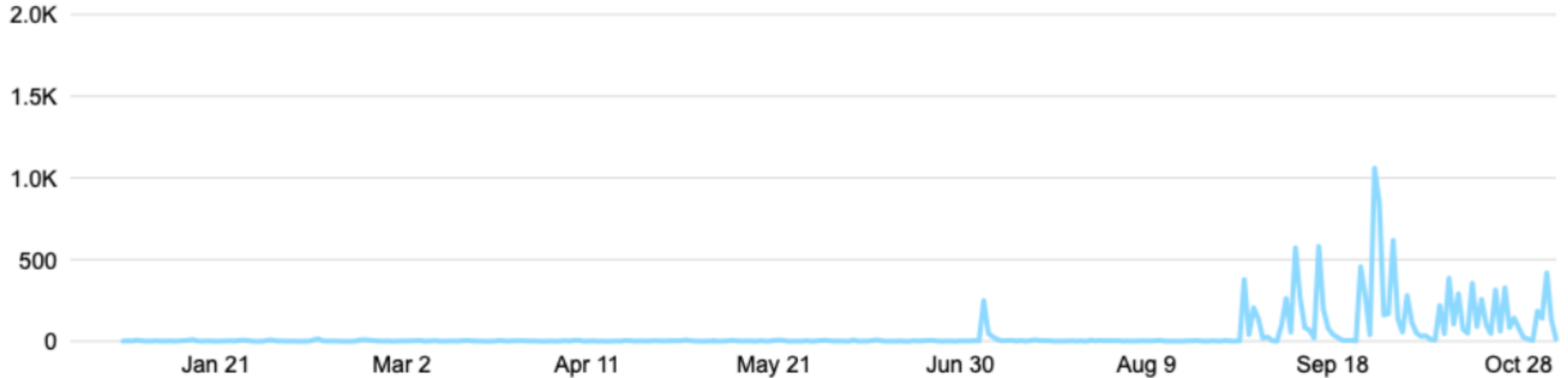
- **Departmental support** - through social media, internal and external communications, cv and cover letter reviews and community outreach, career workshops, career events like Career Fairs
- **Enhanced student engagement** - CPAs have an effective way of communicating and adding value to the student body as an unconventional medium through peer to peer advising/ our eyes on the ground/program planning and implementation.
- **CPAs benefit (unpaid or incentives)** – better career development, growth opportunities, recommendations, internship and job opportunities, develop themselves through projects and activities

REACH

Facebook Page

Reach

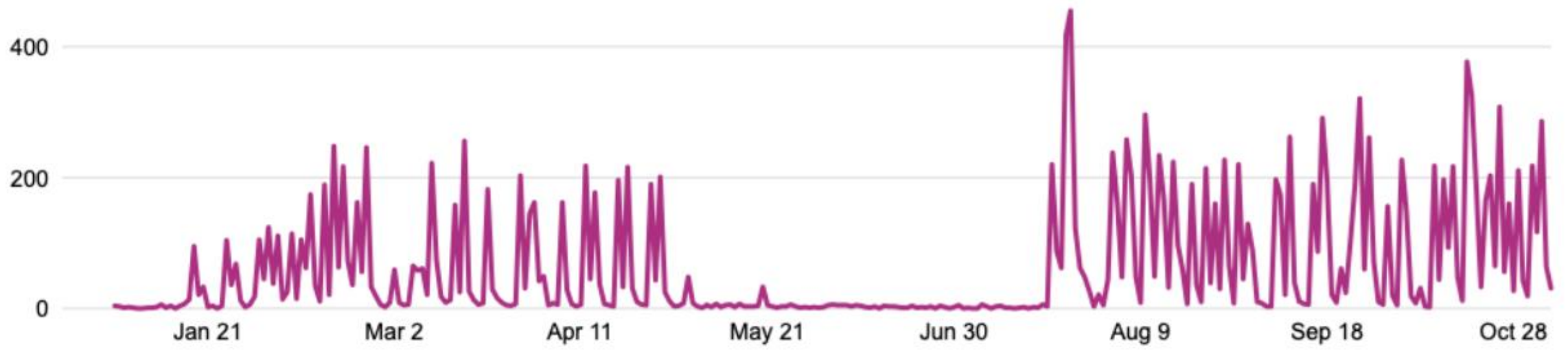
5,190 354.9%



Steady increase in Facebook reach over the past 11 months, with the highest reach recorded in September.

REACH

Instagram
Reach
2,925 368.8%




Abigail Welbeck.pptx - PowerPoint

Steady increase in Instagram reach over the past 11 months, with the highest reach recorded in July.

TOP PERFORMERS

Content



INTERNSHIP STORIES

“As an MS student, I was privileged to intern with the Tech Department at Zeepay, a French company that seeks to provide digital money transfer services and improve financial inclusion. I migrated over 100 users to their server's domain controller, ensuring proper management of files and folders in the organization. I also provided a daily transactional report and a summary report for a particular period.

Finally, I worked with the web development team in building projects and creating flowcharts diagrams. I gained so much from the company as an intern. I appreciate the convenience I had with the team and my network with them.”

Petra Abosi
Technology Department Intern - Zeepay

Today for our internsh...

Reach ⓘ

2.5K

Facebook post

Facebook post about the Internship Story of Petra Abosi at Zeepay.



CAREER PEER ADVISOR

3 STEPS:
1. Complete application form
2. Attach Cover letter and CV
3. Click [here](#) to submit

All your questions ans...

Reach ⓘ

918

Instagram post

Instagram live session post about being a Career Advisor.

Visibility

- **Career Fair – Participation / Attendance Fees, Sponsorship Packages** with special benefits (Platinum, Gold, Silver and Bronze), Career Fair competition awards funding – entrepreneurial ventures (mentorship, funding, etc.)
- **Unique Employer Services**
 - Career Services Stakeholder Engagement Portal
 - Student Ambassadorship Program/Opportunity
 - Networking Opportunities – Access to students of high academic standing
 - Publicity or marketing of employer information within student spaces or students’ newsletters
 - Sponsoring events in exchange for brand visibility – naming a building, branding souvenirs/gift items, etc.
- **Scholarship Programs** – Employers sponsor students’ scholarships and students intern with their companies
- **Partnership with Funding Organizations** like MasterCard Foundation, etc.

Other Prospective Funding Opportunities

Institutional Management – Student fees

Please Note:

- **Speak the language of your desired stakeholder**
- **Start small, Demonstrate relevance, Scale up**
- **Slow and steady wins the race – you are not going to turn things around overnight**

Speakers – Institutional Management & Employer



Yasmin Bucknor
Chief Operating Officer – Ashesi University



Kwame Afreh
Ag. HR Manager – Tullow Oil Ghana

Other Funding Strategies

Q & A

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GROUP DISCUSSIONS

Thank You