



Careers Cornerstone Update

February 2023

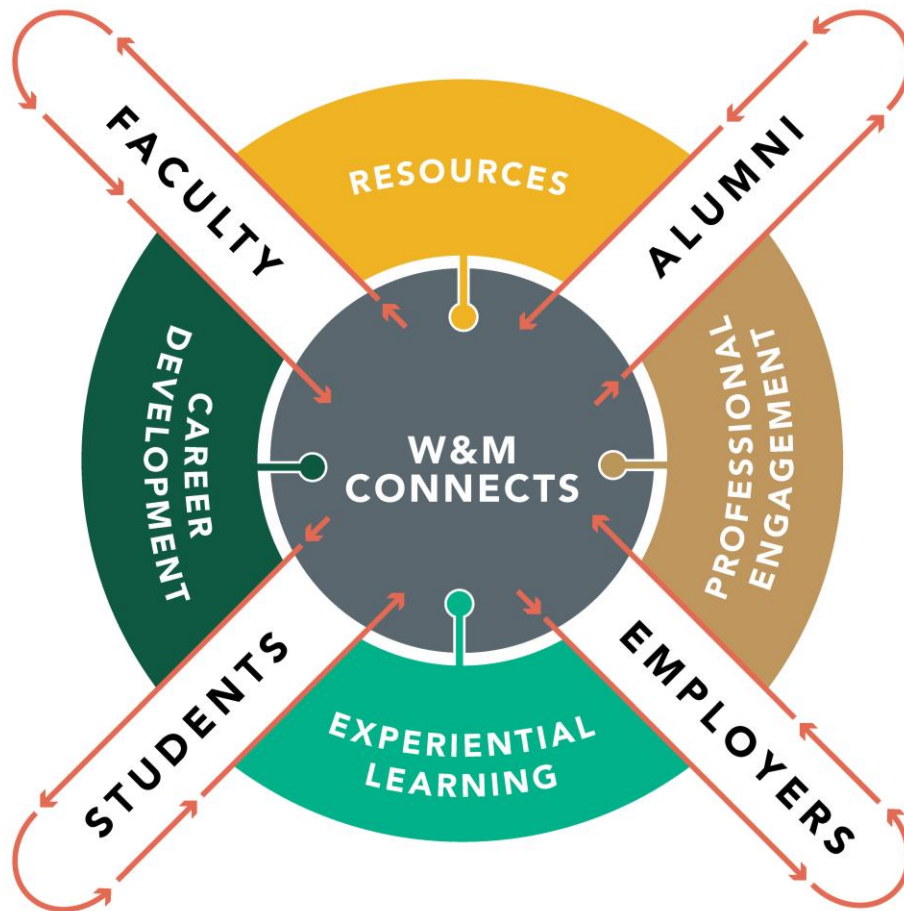
WILLIAM & MARY

Value Proposition

*W&M will be known as the
best university for lifelong
career engagement*

How Do We Get There ...

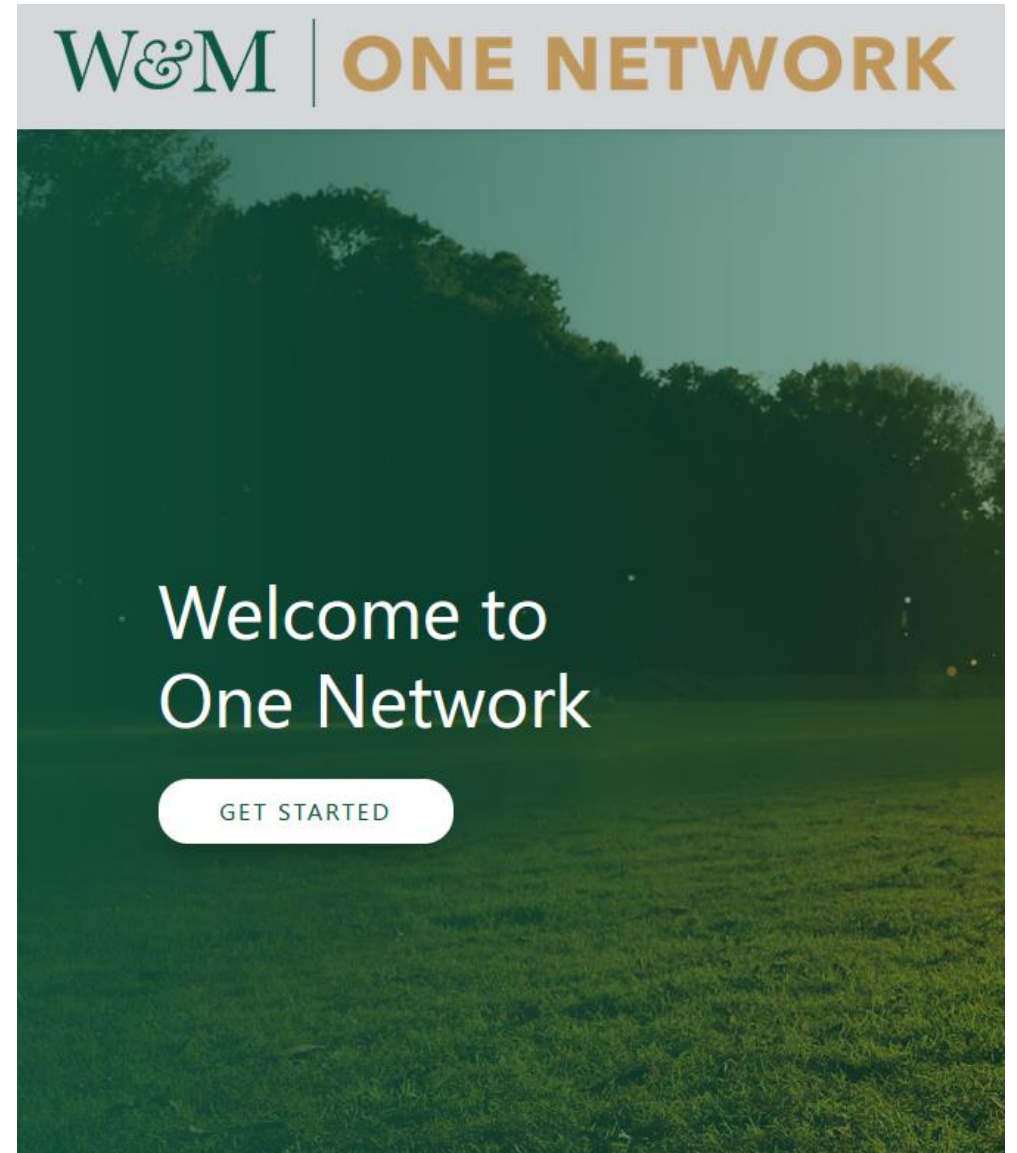
W&M PLATFORM CONCEPT FOR LIFELONG CAREER ENGAGEMENT



- CAREER DEVELOPMENT**
 Mentorships, Skill Building, Networking
- PROFESSIONAL ENGAGEMENT**
 Certificates, Badges, Online Programs, Recruitment, Informational Interviews, Industry Panels, Immersion Trips
- EXPERIENTIAL LEARNING**
 Internships, Externships, Study Abroad, Research, Athletics
- RESOURCES**
 Funding, Gifts in Kind, Corporate Sponsorships
- W&M CONNECTS**
 Program Customization: Location, Needs/Wants, Delivery Mode, Standards

Redesign & Human Capital

- Strategic move
- Staff expansion
- One Network implementation



Since We Last Convened ...

- Secured lead gift for internships and collaborative pilot opportunity
- Piloting internship course for early academic students
- Created discoverable website
- And, more...



Lead Gifts

- Guarantee a funded internship or applied learning experience for every undergraduate
- Lead the nation's selective liberal arts & sciences institution in applied learning opportunities for every students



Funding Model

- \$5,000 per student eligibility

- Must be a returning undergraduate student

- Budget based model

- Participate in Internship/Applied Learning Showcase

INTR 390: Pilot Internship Course for Early Academic Students

Fall '22 & Spring '23

Internship
Application &
Acceptance

Career Development & Professional Engagement helps students identify internship opportunities that align with academic & career interests.



Spring '23

Pre-Internship
Career Readiness

Career Development & Professional Engagement leads students through modules centered on NACE career competencies.



Summer '23

Internship
Experience &
Academic
Reflection

Employers host interns

A&S Faculty with Charles Center support offer course designed to draw on internship reflections and experiences.

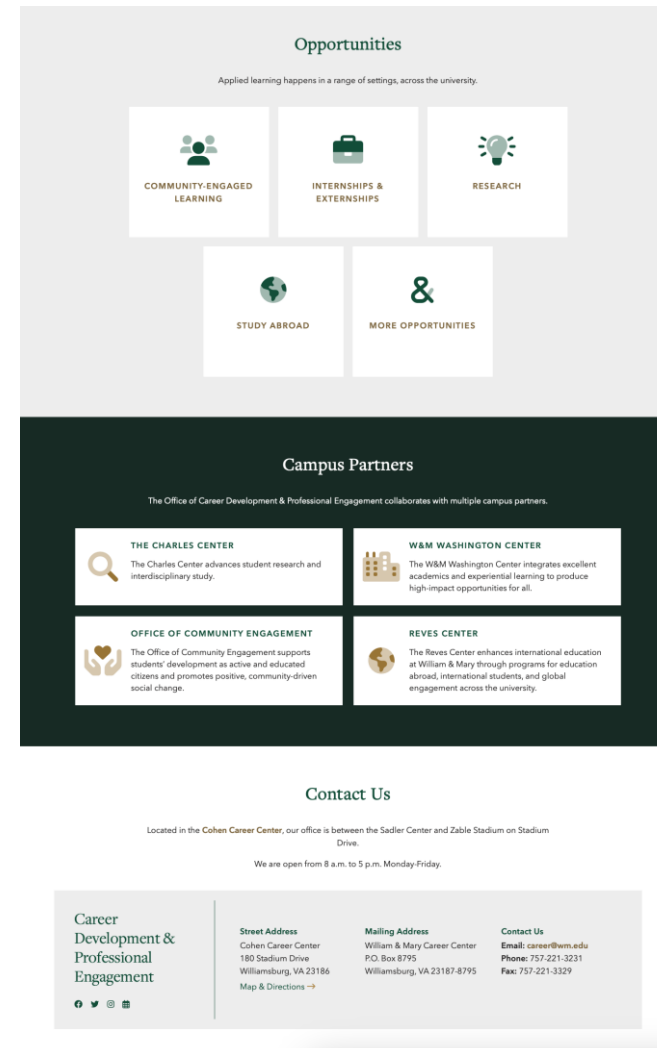


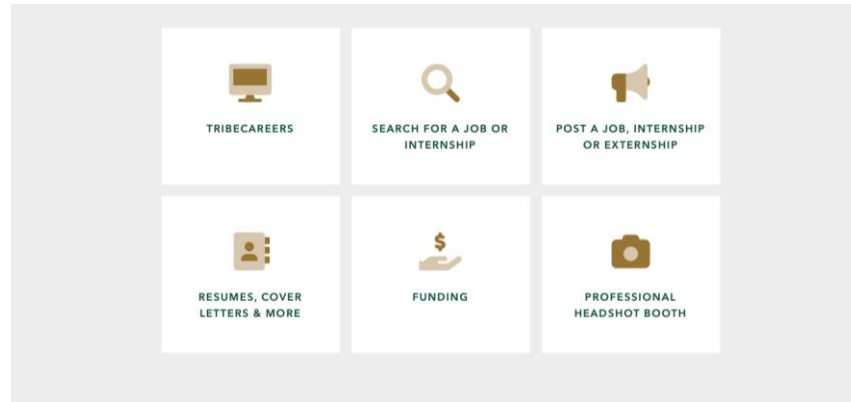
The Future

Academic &
Career Path

Career Development & Professional Engagement helps students further launch a lifetime of learning and professional development.

Integrated, one-stop, W&M website for students and hiring organizations





Latest News



Funding for W&M internships and applied learning increases tenfold with new leadership gift



W&M launches 5-year applied research pilot with \$1M gift



Mentoring for Careers in Physics matches undergraduate women with established...



W&M chief career officer forges connections between the university and the working world

[See all news →](#)

Applied Learning

Applied learning engages students beyond the classroom to apply knowledge and develop skills and values that enable them to connect their academic pursuits meaningfully with their personal and professional lives.

This can take many forms, including community-engaged learning, study abroad, research, externships, and internships.

[LEARN MORE](#)

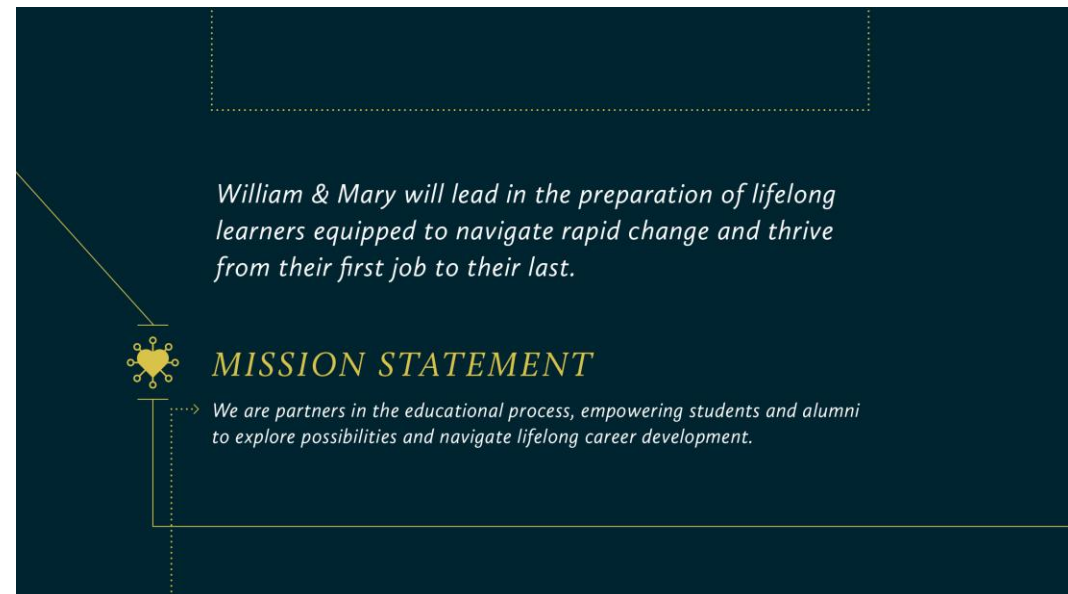


Integration...

- Quick Links
- Threads and stories
- Big picture!

Look Book

- Updated Signature piece
- Posted on the Office of Career Development & Professional Engagement website



Access For All ...





Professional Headshot Booth ✓

Free · 30 minutes

Booking for **Professional Headshot Booth**

January 25

 **DATE**

 **TIME**

< > January 2023

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14

8:00 AM	8:30 AM	9:30 AM
12:00 PM	12:30 PM	

Positioning One-Pager

WILLIAM & MARY | INTERNSHIPS

As work in every profession and industry transforms at extraordinary speed, internships and other work-integrated experiences play an increasingly critical role in professional success. A cornerstone of W&M's strategic plan, Vision 2026, is a comprehensive Careers initiative designed to help students and alumni navigate rapid change and thrive from their first job to their last.

POSITIONED FOR SUCCESS

W&M is a leader in experiential learning to connect classroom knowledge to the real world.

<p>No. 1 public university for internships by Princeton Review 2022</p>	<p>2/3 of W&M undergraduate majors have a credit-bearing internship course</p>	<p>6,600 internships posted each year across a wide range of industries</p>
--	---	--

The benefits of internships for both students and employers are undisputable. Employers indicate that internship experience is the most influential factor they consider when deciding between two otherwise equally qualified job candidates, and nearly 80% of interns are offered full-time positions. **Through internships:**

<p>STUDENTS CAN</p> <ul style="list-style-type: none"> Apply classroom learning in a professional environment Gain direct work experience in their chosen field Establish a network of professional connections 	<p>EMPLOYERS CAN</p> <ul style="list-style-type: none"> Evaluate future talent potential Learn from a student's fresh perspective Introduce young professionals to a company without a hiring commitment
---	--

"Living and working in Washington, D.C., was a phenomenal experience that would not have been possible without generous [private] support. The opportunity to intern on the Senate Foreign Relations Committee has been a goal of mine since I started at William & Mary, and it truly lived up to all of my expectations. Not only was I able to meet and interact with people who are dedicated to building a stronger, more peaceful world, but the real-life work experiences that I gained as an intern will be incredibly valuable as I seek employment after graduation."

- Madeleine McLean '22, International Relations Major

WILLIAM & MARY INTERNSHIPS

WM.EDU

HELP REDUCE FINANCIAL BARRIERS

47% of W&M students who reported participating in an internship were unpaid

&

Racial/ethnic minorities, women and first-generation students are underrepresented in paid internships

INVEST IN TOMORROW'S SOLUTION-SEEKERS

We know that internships open doors and are key to career success. But many internships offer little or no compensation, forcing students to make the tough choice between earning money or pursuing an experience that will advance their professional goals.

With Vision 2026 and the charge to guarantee a funded internship opportunity or other applied learning experience for every undergraduate, we need more partners to invest in the future of our students and accomplish this ambitious goal. **Here's how you can help:**

ENGAGE Help broaden learning experiences and career pathways for students by participating in:

- Informational Interviews** — answer questions about career paths, job details and industry insights
- Industry Panels** — represent your industry and organization in career discussions
- Mock Interviews** — help students with preparation and feedback for upcoming interviews
- Career Topic Talks and Meet Ups** — share career and industry insights in formal and informal ways

RECRUIT Help mobilize W&M's worldwide network to cultivate and retain talent through:

- Externships/Shadowing** — host students for a typical day or two in your field
- Internships** — hire W&M students to serve as interns
- Full-Time Employment** — connect W&M with your talent acquisition team to hire students
- Networking Events and Fairs** — represent your organization at on-campus and industry events

SUPPORT Help provide applied learning opportunities for every student with a gift to the:

- Internship Fund** — funds provided to students who have accepted an unpaid or underpaid experience
- Travel Funds** — funds provided to students who need assistance to attend a career trip/trek
- Employer Sponsor Program** — funds supporting the work of the Office of Career Development & Professional Engagement while strengthening the on-campus recruiting program

Please give today at impact.wm.edu/internships.

With your gift today, you can help ensure that all students have access to the career development programs, services, connections and resources to transition confidently into a successful career. Please contact:

<p>TO ENGAGE AND RECRUIT</p> <p>D. Ronard Miles, II, Director, Employer Engagement & Programming 757-221-1623 drmiles@wm.edu</p>	<p>TO OFFER SUPPORT</p> <p>Suzie Armstrong '93, Assistant Vice President for Development for Campus Initiatives 757-221-7647 smarmstrong@wm.edu</p>
--	---

WILLIAM & MARY INTERNSHIPS

WM.EDU

W&M Alumni Magazine Ad



WILLIAM & MARY

SHOW W&M STUDENTS THE POWER OF OUR COMMUNITY

Internships open doors to career success. Providing a funded internship or other applied learning experience for every undergraduate is a top priority in W&M's strategic plan, Vision 2026. **W&M alumni can help.**

RECRUIT Offer internships, externships, networking and jobs	ENGAGE Participate in informational interviews, career panels and meet ups	SUPPORT Give to the Career Center Internship Fund
--	---	--

Learn more at wm.edu/employers and give today at impact.wm.edu/internships.

Princeton Review Best Value Colleges



The Ask ...

- Fund internships & applied learning
- Open your networks
- Join One Network





Questions?

February 2023

WILLIAM & MARY