

Thursday, June 21 | 2:00 PM - 3:00 PM

Session Title: Diversity Matters: Building Professional and Career Relationships

Topic: Other (please explain in "comments" box below) New employer/student partnership to leverage diversity hiring needs with diverse student populations

Similar to other universities, Wake Forest University has sought to reach more students and employers through creative pursuits. In order to increase student and employer interactions, Wake Forest University launched a new program, Diversity Matters: Building Professional and Career Relationships, in January 2018, to connect students from diverse and underrepresented populations (LGBTQ, students with disabilities, ethnic minorities, first generation students, and women) with organizations that have diversity hiring initiatives. In a season of "the unengaged student," this event exploded when 81% of invited students attended. This session will explain the development, planning, and event outcomes while also expounding upon how the career center reached these target populations. External resource information on diversity hiring current trends will also be shared. An appropriate amount of time will be reserved for questions, answers, and constructive feedback.

Learning Objective: Participants will learn how to create a program that connects organizations seeking diverse applicants with students from a variety of backgrounds.

Presenter(s):

- Dana Hutchens, Wake Forest University
- Lori Sykes Wake Forest University

Lori Sykes currently serves as an Associate Director on the Employer Relations team at Wake Forest University. She is a graduate of Appalachian State University where she earned a Bachelor of Science degree in Industrial Psychology as well as an MBA. In her role, she interacts with local, regional and national organizations to develop relationships resulting in experiential learning opportunities, internships and full-time employment opportunities. Lori is an active member of the N.C. Association of Colleges and Employers where she received the 2013-2014 Presidential Recognition Award and served from 2012-2014 as the Employer Visitation Chair, 2014-2015 as the Conference Co-Chair, and held the Secretary position from 2015-2017. Dana Hutchens serves as Assistant Director, Employer Experience within the Employer Relations team at Wake Forest University. In this role she provides support to employers wanting to recruit Wake Forest students for their full-time and internship opportunities; is the account manager for 130+ employers handling all details for their recruitment efforts (posting opportunities, information sessions, on-campus interviews, conversations with career counselors and faculty, etc.); and manages all career fairs and several large networking events. An economics graduate from UNCG, Dana has been at WFU since 1991, and has represented the university as an active member of the N.C. Association of Colleges and Employers where she has served as President, Treasurer, Newsletter Editor, and Philanthropy Co-Chair and was the association's 2012-2013 Furney K. James Service Award winner; additionally she served a two-year position as Chair for the UCAN Consortium, a 21-school association that posts internships into a shared database.