

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

Session Title: Go to Market: Leveraging Alumni for Employer Relations Success

Topic: Student, faculty, and alumni partnerships

Tapping into the alumni network for an individual student's career exploration journey is a go-to recommendation for most career development centers. But, are you utilizing that same network to create a more robust and dynamic framework that includes alumni as key employer partners? The Davidson College Center for Career Development has leveraged deep relationships with an active alumni network to expand opportunities for on-campus engagement and external industry connections. Through innovative programs such as the Internship & Job Challenge, career treks near and far, and the Davidson Career Advisor Network (DCAN), the Davidson employer relations strategy is largely driven by fostering these intentional partnerships. This session will include an overview of how we've utilized campus partners such as the Office of Alumni & Family Engagement and Innovation + Entrepreneurship to identify and develop opportunities for engaging alumni. We'll explore best practices for utilizing technology platforms such as Firsthand, Handshake, LinkedIn and Salesforce to provide optimal engagement and tracking strategies. Session participants will also have the opportunity to engage in discussion around opportunities leveraged on their campus that promote successful models for employer relations.

Learning Objective: Participants will learn: how to leverage relationship with on-campus partners to deepen alumni engagement.

Presenter(s):

- Jamie Stamey, Davidson College

Jamie Stamey is Associate Director for Employer Relations at Davidson College. She is an experiential learning champion who drives employer relations strategy for the Center for Career Development. A featured presenter at SOACE and NCACE around topics including creating a sustainable model for funding unpaid and low-paying internships, Jamie received her B.A. and M.Ed from Belmont University in Nashville, TN. Follow her on Twitter @jamie_stamey, to continue the conversation.