

**Thursday, June 21 | 3:15 PM - 4:15 PM**

**Session Title:** Transformational Field Trips: How to Launch & Build a Career Treks Program

**Topic:** Best Practices This session can also be categorized as a "Student, faculty, and alumni partnerships " topic.

Since 2016, the University Career Center's Career Treks program at UNC Charlotte has created pathways for students to connect with employers in a unique and meaningful off-campus experience. Career Treks offer undergraduate and graduate students with half-day visits to Charlotte-area companies and organizations with agendas that typically include a tour, overview of the host company/organization, an opportunity to learn from current employees about their daily responsibilities, and time to network. Now offering over 20 Career Treks per academic year, including at least one overnight Trek outside of the Charlotte area, the next step for this program is expansion to campus partners to promote collaboration across campus. Attend this presentation to learn more about the process of developing a comprehensive Treks program on a college campus of any size. Learn about branding and marketing strategies, discuss best practices for connecting Treks programs with key employer partners, identify potential challenges and roadblocks, and understand how to translate UNC Charlotte's Career Treks program to unique college and university campuses across the Carolinas. Participants will also gain insight into UNC Charlotte's vision for the growth of the Career Treks program, and will open the conversation to allow colleagues to share their own Treks experiences.

**Learning Objective:** Participants will learn best practices for building a Treks program on a college campus

**Presenter(s):**

- Jessie Simonik, UNC Charlotte

Jessie Simonik serves as the Assistant Director for Career Connections at UNC Charlotte's University Career Center. Jessie manages the Career Treks program, provides avenues for UNC Charlotte families and alumni to connect and engage with the Career Center, and serves as a career advisor for business students. An Ohio native, Jessie received her Masters of Education in Higher Education from Ohio University and her Bachelor of Arts from The Ohio State University.