

How to Develop and Launch Partnerships to Improve Delivery of Dual Career Services

HERC Dual Career Webinar
October 26, 2023



Logistics

- See the link provided in the chat box for closed captioning.
- If you have questions for our panelists during the webinar, please feel free to put them in the chat.
- Stay on the webinar for the full session for HRCI or SHRM credits. You will receive an email with details on how to obtain your credits after the webinar.
- The recording, slides, and transcript will be shared following the webinar.

Poll Question

Does your school have a formal dual career program?

Yes

No

Poll Question

If you have a formal dual career program, where is it situated on your campus?

HR

Provost Office

Deans Office

WorkLife Office

Other *(type your response in the chat)*

Facilitators



Alicia Simon

Dual Career Coordinator
University of Michigan



Maranda Holtsclaw

Director, Michigan HERC
Michigan State University

Ayers Group

Ellen Perlstein

Senior Business Development, Career Transitions & Executive Coaching



We help people discover what's next in their career.

- For over 45 years we've led the way in workforce solutions, specializing in career transitions, executive coaching, and leadership development.

Professional Level Career Transition Program

The Ayers Group specializes in giving you the resources you need to conduct a successful job search, customized to your specific needs. Our goal is to help you identify and take your next career step with speed, confidence, and a sense of control.

You'll partner with one of our career transition coaches—an expert who can help you develop and implement a personalized plan that meets your short- and long- term career goals. Your coach serves as your personal advisor, helping you take a unique approach to navigating today's highly competitive job market.



Your partnership with us includes:

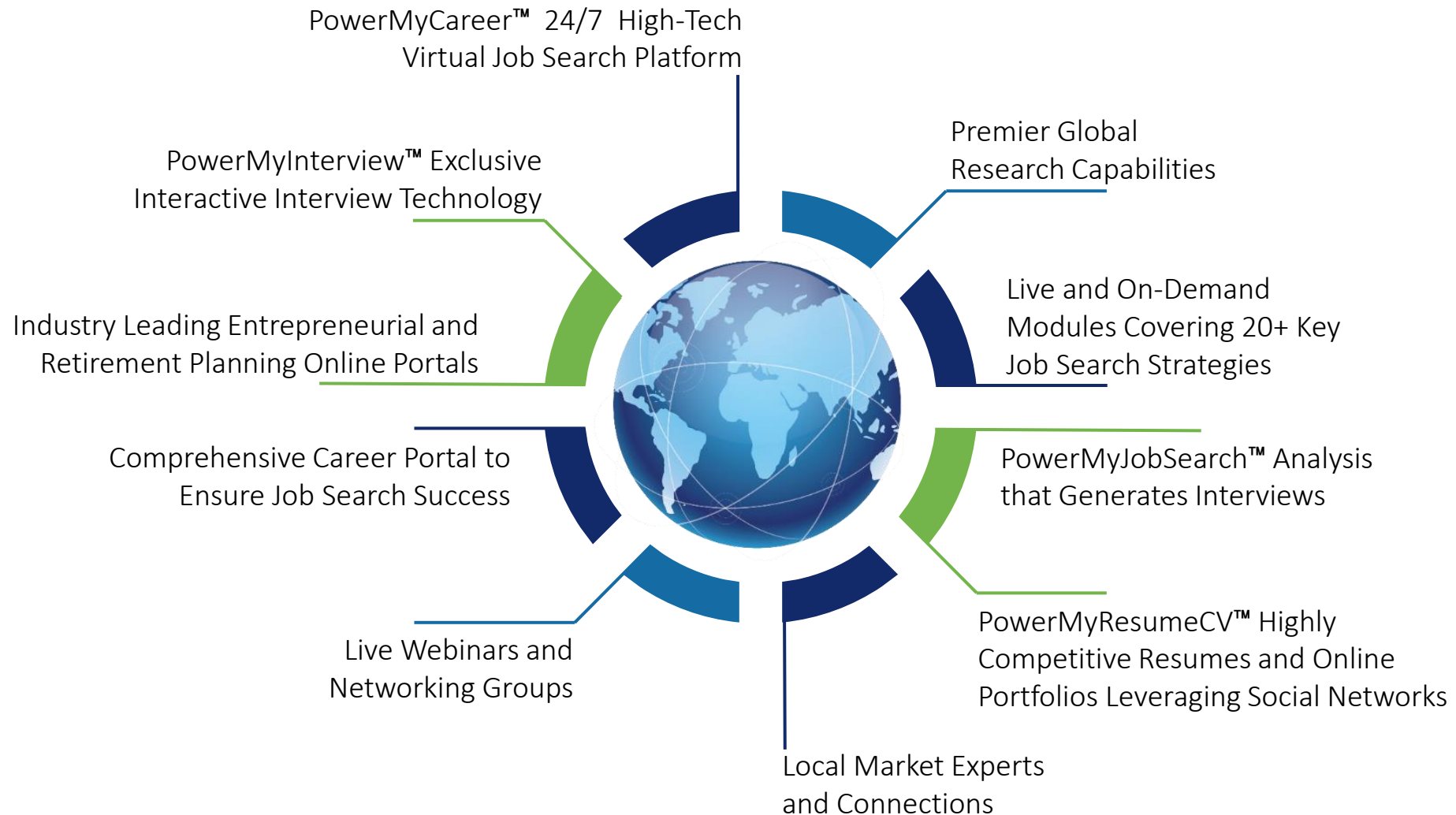
- Private meetings with a dedicated consultant
- Résumé development and production
- Social media – LinkedIn and beyond
- Branding strategy
- Video interview practice
- Access to our online career portal PowerMyCareer™
- Access to workshops, networking events, and webinars
- Alumni networking
- Targeted marketing campaign
- Administrative support
- Referrals to search firms or agencies
- Constant connection until landing

The Ayers Group provides a boutique feel with the resources and execution of a global firm. As a partner of Career Partners International, we deliver service through more than 300 locations in 45 countries worldwide.

THE CANDIDATE EXPERIENCE



POWERMYCAREER™ | *Intuitive Digital Tools*



OCTOBER 2023 WEBINAR CALENDAR				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 Franchising <i>John Armstrong (11-12pm EST)</i> Financial Planning During a Job Transition <i>Gerard Raho (1-2pm EST)</i>	3 Developing Your Professional Brand <i>Damon Montal (1-2pm EST)</i>	4	5 LinkedIn for Job Search <i>Amy Kosh (1-2:30pm EST)</i>	6
9 Informal Networking <i>Damon Montal (1-2pm EST)</i>	10 Negotiating Your Job Offer <i>Reg McQuay (2-3pm EST)</i>	11 Introduction to Independent Consulting <i>Damon Montal (2-3pm EST)</i>	12 Communicating Your Brand <i>John Henriksen (1-2pm EST)</i>	13
16 Are You Prepared for Your Financial Future? <i>Gerard Raho (1-2pm EST)</i>	17 Women in Transition Affinity Group <i>Annette De La Torre / Amy Kosh (1-2pm EST)</i>	18 The Resiliency Advantage <i>Reg McQuay (1-2pm EST)</i>	19	20
23 Working with Recruiters <i>David Carnes (1-2pm EST)</i>	24 Interviewing I – Before the Interview <i>Dorothy O'Brien (1-2pm EST)</i>	25 First 100 Days at Your New Job <i>Damon Montal (2-3pm EST)</i> Networking Group <i>Amy Kosh / Annette De La Torre (1-2pm EST)</i>	26 Interviewing II – During the Interview <i>Amy Kosh (2-3pm EST)</i>	27 Networking Group <i>Damon Montal / Sabrina Sutcliffe (1-2pm EST)</i>
30	31			

NewHorizons Program: Discovering your keys to effective retirement planning.

For more than 30 years, **The Ayers Group** has partnered with thousands of people approaching retirement by addressing key issues to achieve their optimal life balance. Through our NewHorizons™ program, a certified consultant will help you to develop a personalized plan that allows you to take control of this critical and next exciting phase in your life.

By taking a proactive approach to this next phase—through the implementation of a Retirement Success Profile (RSP) and the guidance of a certified NewHorizons consultant—planning for your future can be exciting.

It's important to take the time you need to make the best plans possible for your happiness and wellbeing. Take advantage today!



Your partnership with us will include:

- Private meetings with a dedicated consultant, certified in NewHorizons
- Access to our proprietary, interactive NewHorizons online portal
- Personal assessments with reports and comprehensive feedback discussions
- Access to a Financial Advisor
- Individualized next-phase career planning that addresses six key life arenas:
 - Career & Work
 - Health & Wellness
 - Finance & Insurance
 - Family & Relationships
 - Leisure & Social
 - Personal Development

Entrepreneur Momentum™: Accelerate Your Business Success

Assess your readiness, develop business plans, and create marketing strategies to successfully launch your entrepreneurial dream with Entrepreneur Momentum™, a global technology platform designed specifically for those contemplating their own business.

Entrepreneur Momentum™ offers access to skill development courses on business planning, marketing, and sales. Additionally, interactive tools allow you to develop a comprehensive business plan along with your marketing strategy to make your business dream a reality.

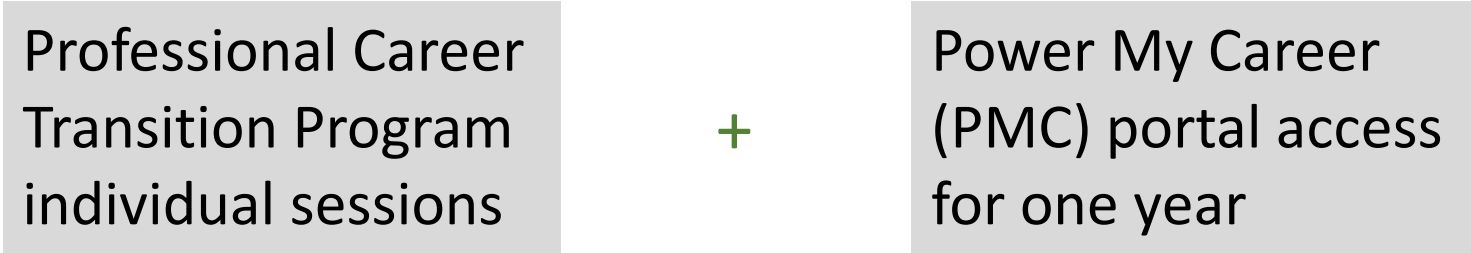
Entrepreneurs must plan prudently, make difficult financial decisions, and give due diligence to the legalities associated with starting a new business or purchasing an existing one. Entrepreneur Momentum™ provides the tools and resources to help you:

- Determine if entrepreneurship is an appropriate career path
- Identify which type of business fits best with your goals
- Create a comprehensive business plan, including a go-to-market strategy



DUAL CAREER MANAGEMENT SUPPORT

The Ayers Group’s Dual Career Management support package for HERC members includes:



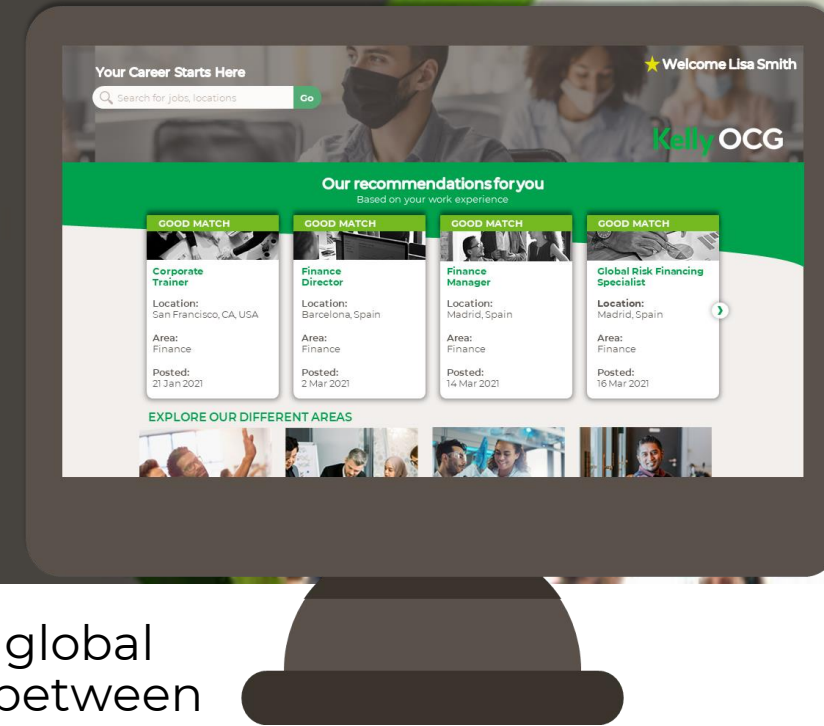
Please contact the Ayers Client Engagement Specialist at careertransitionservices@ayers.com or 888.786.7834 for more information, referencing HERC in the subject line to receive the HERC discount.

Pricing Structure with 10% HERC Discount

<u>2 sessions + PMC portal</u>	<u>\$880</u>
<u>1 month of weekly sessions + PMC portal</u>	<u>\$1,550</u>
<u>2 months of weekly sessions + PMC portal</u>	<u>\$2,650</u>
<u>3 months of weekly sessions + PMC portal</u>	<u>\$3,650</u>
<u>6 months of weekly sessions + PMC portal</u>	<u>\$6,300</u>

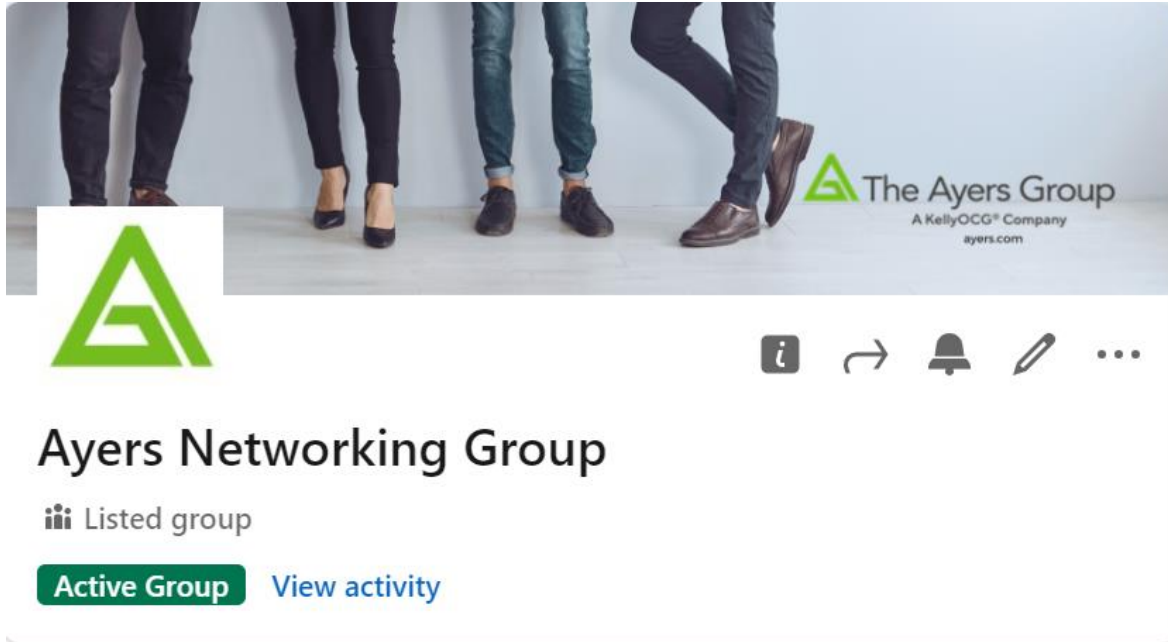
Connecting great people to great opportunities.

Your next career adventure awaits



Ayers candidates have exclusive access to the KellyOCG Bridge global jobs marketplace – with a *Talent Advocate* to “bridge” the gap between talent and recruiters / hiring managers. **Key takeaways:**

- 1000s of opportunities updated twice daily
- Full time, part time, and contract-based
- Remote, hybrid, and in-person
- Ensure application visibility and exposure!
- Main industries: Education, Staffing & Human Resources, Science, Engineering, IT, Professional & Industrial
- Kelly has relationships with >70K hiring managers



Access to Private Ayers Networking Group:

- 800+ members across industries (top three: IT, Financial Services, Staffing & HR)
- share job leads
- ask for/offer advice
- make connections during search and beyond



Julie Johnson (She/Her) • You

Career Coach & Resume Writer 📄 | Engagement & Outreach | Talent Advo...

★ Admin • 2w

Struggling to write effective AI/ChatGPT prompts during your job search?

AI is a great tool to leverage in your search. From cover letters, Bios, resume summaries and bullets – to research and targeted interview prep – AI can complement your 1:1 sessions with your coach.

Whether you're new to ChatGPT or have been using it in other areas for a while now – there's a bit of a learning curve for getting the best results. This article shares an interesting perspective.

- ➡ Are you new to AI?
- ➡ What is your go-to AI tool (ChatGPT, Bard, Perplexity, etc)?
- ➡ What other tips have you found indispensable in your experience?

[#chatgpt](#) [#ai](#) [#promptengineering](#) [#jobsearch](#) [#jobsearchstrategy](#)



I'm an AI prompt engineer. Here are 3 ways I use ChatGPT to get the best results.



Questions & Answers



THANK YOU

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Experience Champaign-Urbana

Terri Reifsteck

Vice President of Marketing and Community Engagement

Experience Champaign-Urbana

Carly McCrory-McKay

Executive Director

Champaign County Economic Development Corporation



Talent Attraction in Champaign-Urbana

Creating Real, Sustainable Practices to Attract & Retain Top Talent

HERC October 2023



Our History with U of I

Each organization had established relationships

Awareness of needing to sell the community to trailing partners

Developed print and digital resources to solve immediate needs in addition to community tours

Formalized Champaign County Recruiters Network



Things to Do Peoria, Illinois

We know most of you are new to the area and don't know what our community has to offer. So while you are here studying, you can also enjoy the area. If you have any questions about the area please reach out!

Places to Go

- Civic Center** – your home for Concerts, Musicals, Events, Bradley Basketball, and Rivermen Hockey
- Jukebox Comedy Club** – up and coming comedians to big name acts!
- Monarch Music Hall** – Concerts and Shows at a smaller scale
- Cefcu Center Stage** – Concerts on the Riverfront
- Peoria Chiefs Baseball** – St. Louis Cardinals A affiliate and Thursdays are Thirsty Thursday with \$2 -16 oz beer and soda
- First Friday** – Free event put on by local artists. Exhibits and hands on fun!

Places to Eat

- Agatucci's** – The Special is the way to go!
- Fox Pub** – British Fare
- Two25**
- Rhythm Kitchen**
- Kelleher's Irish Pub**
- Kenny's WestSide Pub** – Alton Brown recommended!
- Alexander's** – a Peoria staple steak house
- Jim's Bistro**
- Edge** – Chef Dustin is the best!
- Hearth** – Farm to table cuisine with over 150 varieties of whiskey.
- Shelton's**
- Slow Hand BBQ**
- Sugar** – Wood fire stove pizzas
- Thyme** – Gastropub
- Thanh Linh** – Vietnamese cuisine
- One World**
- Blue Duck Barbecue Tavern**
- Joe's Original Italian and Martini Bar**
- 4 Season's Gastropub** – Morton
- McMahon's Pints and Plates**
- Harvest Supper Club**
- Connected** – very scenic inside
- Los Cabos**
- Thirty-Thirty Coffee**
- Zion Coffee**



YOUR FALL CHECKLIST

in the greater Champaign-Urbana area

October – December 2023

MAKE IT CHAMPAIGN URBANA

MUST-ATTEND EVENTS & ACTIVITIES

1 PUMPKIN PICKING
Roll means all things pumpkin! Pick your pumpkin and gourds as well as other fall goodies at **Burt's Orchard & Pumpkin Patch**, **The Great Pumpkin Patch** in Arthur, or the **Negongard Pumpkin Patch** in Sidney.

CU FOLK & ROOTS FESTIVAL
October 12-14 | folkandroots.org
This homegrown festival features dozens of performances from national, regional, and local bands from folk to indie to jazz. Taking over venues across downtown Urbana, you'll catch shows, demonstrations, workshops and more.

ILLINOIS HOMECOMING
October 15-21 | homecoming.illinois.edu
Get ready for a week full of celebrations like a 6K, Global Talent Show, Homecoming Parade, and of course the Illini Football game vs. Wisconsin. Head to downtown Champaign after the game for live music and kids activities to conclude the week.

CRAFT LEAGUE OF CU FINE ART FAIR
November 4-5 | craftleaguecu.org
Celebrating 40 years, the art fair showcases the best of local artists at the Savoy Recreation Center. From jewelry to pottery to wood turning, you'll find something for yourself or for those on your holiday shopping list.

PARADE OF LIGHTS
November 26 | champaigncenter.com
Holiday cheer is in the air in downtown Champaign for the annual Parade of Lights. Come early for pictures with Santa as well as horse & carriage rides before the parade. Stay after for the lighting of the tree in One Main Plaza!

HOLIDAY GLOW AT ALLESTON PARK
December 2 – January 13 | allerton.illinois.edu
Be enchanted by the twinkle of holiday lights as they adorn the gardens and estate at Allerton Park & Retreat Center. Enjoy the stroll as you take in the magic of the season.

SHOP LOCAL
With dozens of boutiques and locally-owned shops around Champaign-Urbana, there's no need to shop online for your holiday gifts. Challenge yourself this year to shop local. Stay tuned to Experience Champaign-Urbana's website for their annual shop local guide.

Want more ideas for events & activities?
experiencecu.org

Learn more about the community + search for jobs.
maketcu.com

Did you know?

- Over 70 Asian restaurants can be found in the Champaign-Urbana area. Explore them all and win prizes with the new CU in Asia Food passport! With cuisine from across the continent, there are so many ways to try something new. Hit just 5 spots and you'll be entered to win a \$100 gift card to one of the restaurants and a Champaign Proud T-shirt!
- The University of Illinois named #9 on Forbes' Top 25 Public Colleges. In 2023, the University has a record high freshman class with 8,325 students, with 74% in-state residents, 1,087 international students from 49 countries. Total enrollment is 56,403 for this academic year.
- The Champaign-Urbana Job Board features postings from over 170 local employers. Updated daily, this resource simplifies your job search. Create alerts based on your interests and needs, which can be delivered directly to your inbox. Learn more at maketcu.com.
- Just south of Champaign-Urbana is Illinois' largest Amish population in the communities of Tuscola, Aledo, Arthur, and Sullivan. Fall is an ideal time to visit this area to witness a different pace in life, while perusing their fine craftsmanship and delighting in their made-from-scratch dishes.
- University of Illinois graduate student Charles Getz, introduced whipped cream in a can to the world. The next time you sit down to strawberry shortcake or a piping cup of hot chocolate topped with whipped cream, tip your hat to Champaign-Urbana.

TOP IDEAS FOR FOOD & DRINK

Encanto
115 W. Main St., Urbana | facebook.com/profile.php?id=61550193136075
With vivid murals from local artists, this new Mexican and Peruvian spot in downtown Urbana will be a treat for your eyes and your tastebuds!

Smith Burger Co. at Collective Pour
340N. Neil St., Champaign | smithburgerco.com
Joining forces with Collective Pour, you can now get top-rated smashburgers with a wide selection of craft beer. Don't miss their deep-fried hotdogs with all the toppings!

Dubai Grill
701 S. Gregory St., Urbana | dubai-grill.com
This Middle Eastern joint on campus lets you create your own flavors when building your shawarma, falafel, and gyro with toppings like hummus, babaganog, fattoush salad, pickled turnips, and much more.

Gallery Art Bar
119 W. Main St., Urbana | instagram.com/galleryartbarurbana/
New in downtown Urbana, this bar features digital décor, with changing light installations setting the mood. Their creative space extends to their drinks, both alcoholic and non-alcoholic, creating a perfect new happy hour space.

Lucky Moon Pies
401 E. Oak St., Mahomet | facebook.com/luckymoopies.com
Tis the season for savory and sweet pies! Save yourself time and pick up these homemade delights to enjoy for yourself, or to impress your guests. Their rotating flavors will keep you coming back for more!

Pekara Bakery & Bistro
811 W. Springfield Ave., Champaign | [pekarabistro.com](https://facebook.com/pekarabistro.com)
Breakfast or lunch, this neighborhood bistro will serve you up everything from their daily quiche to toasts and hearty bowls of soup. Pick up Central Illinois Bakehouse bread while there and don't forget one of their tasty pastries for dessert!

Cloud Mountain Kombucha
300 S. Broadway Ave., Urbana | [cloudmountainkombucha.com](https://facebook.com/cloudmountainkombucha.com)
Located in Lincoln Square Mall, this small-batch kombucha brewery utilizes local ingredients from their own farm alongside other local farms to create inspired, and seasonal flavors. Fall in love with this fermented beverage, also found in shops around the area.

Selfie Spots

Check out these spots, or any on our fall checklist, and share on Instagram with #experiencecu!

Clockwise from top left:

- Curtis Orchard & Pumpkin Patch
- Hardy's Bandstand Ranch
- Jose Vasquez Mural at Champaign-Urbana Public Health District
- Winter Nights at Prairie Farm

Stay Active & Involved

Fall is the ideal time to get outside to enjoy the colors and crisp air. Also, check out the many volunteer opportunities throughout the community this season.

Outdoor Activities

Meadowbrook Park
2808 S. Race St., Urbana | urbanaparks.org
Fall colors pop against the sculpture that rises from the prairie. Take a walk at this Urbana staple.

Lake of the Woods Forest Preserve
109 S. Lake of the Woods Rd., Mahomet | cdpfd.org
Get a birds-eye view of fall foliage when you climb the H-Tower Carillon, where you'll see acres of trees in all their autumn glory.

Middle Fork River Forest Preserve
348.5 County Rd. 2700 E., Penfield | cdpfd.org
Don't miss an amazing view of the stars at Illinois' only International Dark Sky Park. Reserve your camping space!

Volunteer Opportunities

Area Rotary Clubs
Join one of the many local rotary clubs to network and provide service to the community. See a list at rotarydistrict490.org.

United Way of Champaign County
Get a list of community organizations needing volunteers at uwayhelps.org/volunteer.

PLUG INTO
Job Board • Community Job Application • Champaign Welcome Crew • New to CU Mixers • Champaign Proud Podcast • Champaign Proud Shop
maketcu.com



Champaign County Recruiters Network

200 + HR & recruiting
professionals

All business sizes and industry
types

No cost to participate

The “main list” and base for
all talent attraction efforts



How We Built It

HR contacts from EDO & work with UIUC trailing partner program

Gave it an official name & started hosting meetings/roundtables

Every single business interaction, ask about recruiting and make an offer for engagement with the network

We make ourselves easily accessible

Very clear about being open to feedback & solving needs quickly



Chambana Welcome Crew



Chambana Welcome Crew features **50** ambassadors across all backgrounds. Served **100+** new and potential residents. **Young professionals** are the top age group and are highly interested in **arts & culture** and **outdoor opportunities**.



New to CU Mixers

90-Day Rule

Any new resident since 2021



THE WINTER NEW TO CU MIXER *At Krannert Art Museum*

hosted by **CHAMBANA WELCOME CREW**

WHAT

Are you new to the greater Champaign-Urbana area since 2021? Join us to meet and network with other newcomers for networking, food, and great drinks at Krannert Art Museum. Members of our Chabana Welcome Crew will be on hand to answer your community questions and to help welcome you. **Food is on us!**

WHERE

Krannert Art Museum, 500 E. Peabody Dr., Champaign

WHEN

Thursday, December 7, 5:00–7:00 p.m.

RSVP

Free to attend; RSVP required by November 30.

This event is hosted by Experience Champaign-Urbana and the Champaign County Economic Development Corporation. Contact us at cwc@champaigncountyledc.org for questions.

SPONSORED BY **ILLINOIS** The Office of the Provost, Illinois Human Resources, and Strategic Communications and Marketing

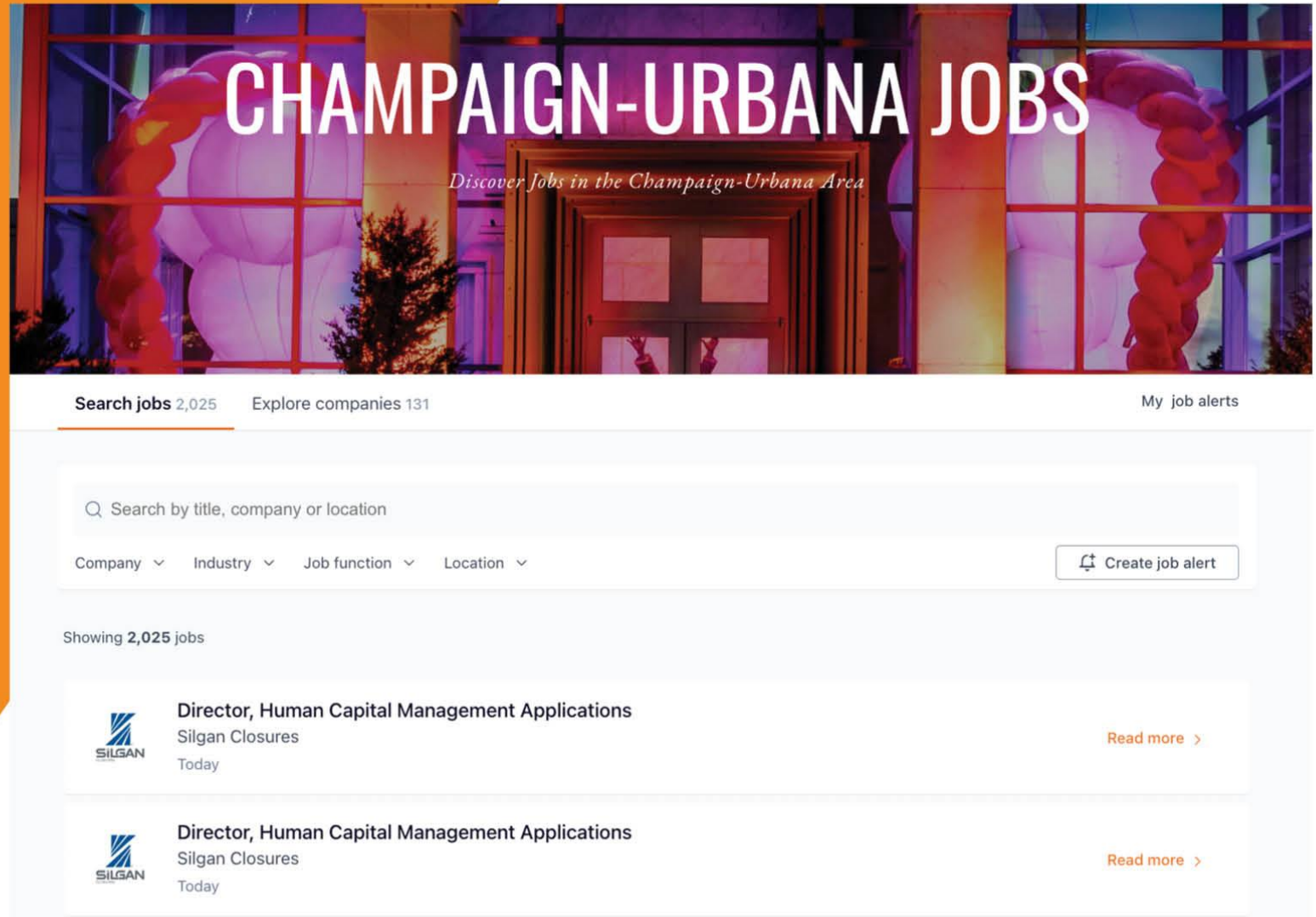


CU Job Board

Launched in February 2023,
features 170+ local companies

Features:

- Automatic pulls
- Sort by company, industry, & job function
- Job alerts
- Geographically based for companies with jobs in multiple locations
- Ability to run campaigns
- Advanced tracking for data & analytics



Community Job Application

Online system to capture leads for job seekers and potential residents

Leads distributed to area employers via weekly Talent Roster

Develop applications based on targeted sectors with most need, i.e. CNs, Software Developers, Manufacturing, Hospitality, etc.

Captures areas of interest to promote quality of life

Connect directly with the Champaign-Urbana Welcome Crew

Create the life you dream about in Champaign-Urbana!

Here's the deal: We want you to join our amazing community. And we want to help you get here, every step of the way.

We created this online tool to help provide you with everything you need to make your move to Champaign-Urbana a reality. So, here's how it works...

1. Introduce yourself! Tell us some general information about you and your interest in Champaign-Urbana.
2. Share your career interests. Champaign-Urbana has countless job opportunities for every career stage and industry. By providing information on your experience and career goals, you'll help us connect you with the right companies and openings.
3. Identify the topics and resources you're most interested in learning more about as you consider your move. This enables us to send you the relevant information you need.

We're here to help you, make your move easier, advance your job search, and fulfill your dreams of making Champaign-Urbana home.

Ready to get started? Simply complete the form above to begin our journey together!



How It All Works Together



BRILLIANT.
Thank You!



terrir@experiencecu.org

carly@champaigncountyedc.org



Western Kentucky University

Dana Cosby

Associate Dean – Graduate Programs and Outreach

Gordon Ford College of Business

Leepfrog Technologies, Inc.

Deb Walton

Human Resources Manager

Leepfrog



Deb Walton (she/hers)- Human Resources Manager

deb@careers.leepfrog.com



About Leepfrog

- Founded 1994 in Iowa City
- Started as custom software firm
- Now, exclusively in the Ed-Tech industry
- Known as “CourseLeaf” to clients
- 500+ CourseLeaf clients
- 155 “Froggers”

~30 years!

*100% Higher
Ed.*

*Client driven
& partner*

*Complex
client base*

*Configurable
and
Customizable*



We aren't big on a rigid and structured mentality. Our company values, objectives and philosophies are a direct reflection of the kind of culture we want to inspire: where everyone involved is driven to offer the best client experience, create innovative software solutions, and build seamless user experiences with a meaningful, positive impact.



Recruitment

- Methods
 - Formal
 - Ad Hoc
- Sense of Community & Belonging
 - Diversity and Inclusion
- Importance of networking
 - Universities and students
 - Industry
- What best practices do you have?



Panel Discussion

(Please type questions in the chat)

Thank you!

Join us for our HERC Dual Career Dialog
November 30 @ 1pm Eastern

