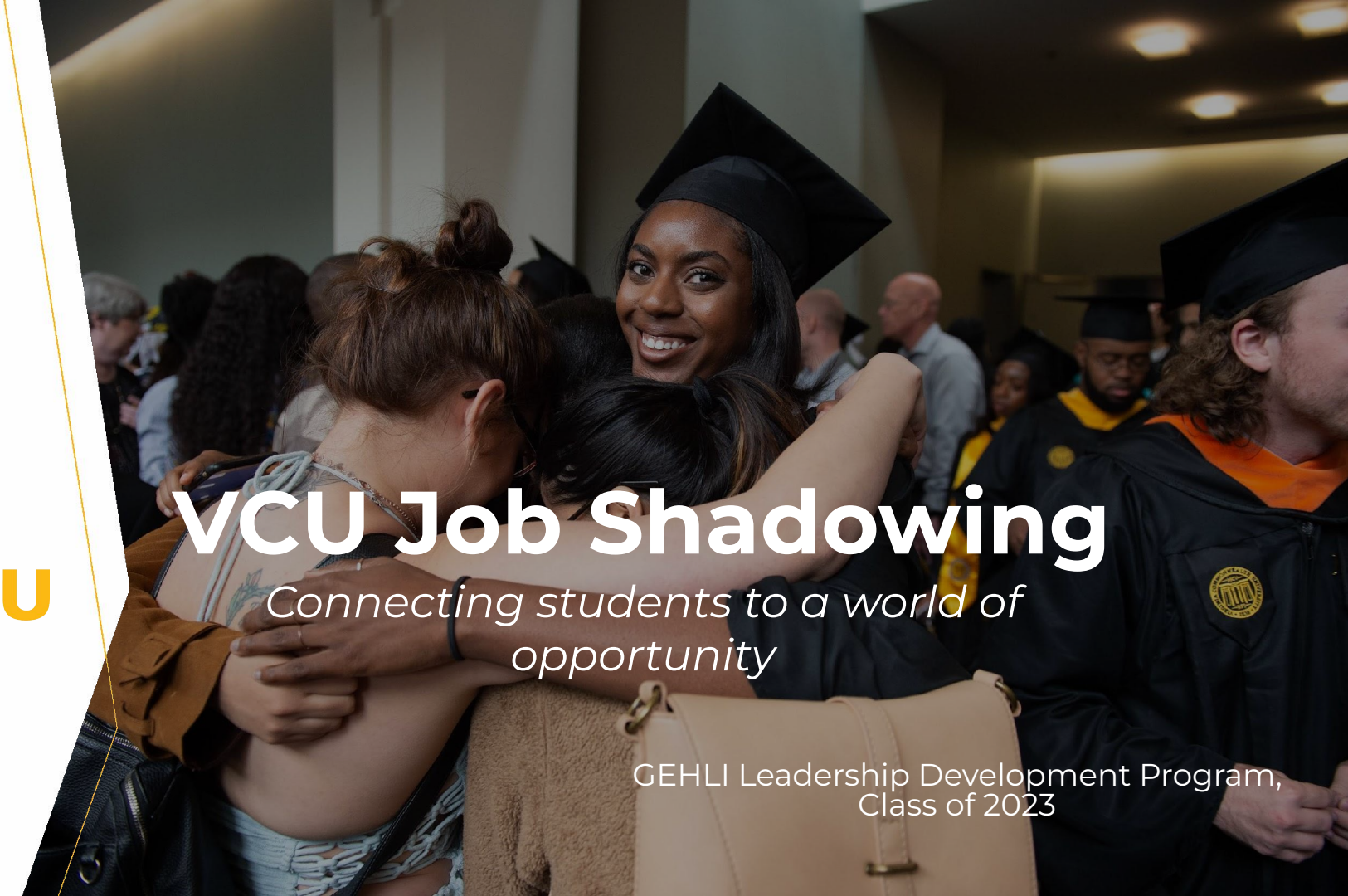


VCU Job Shadowing

Connecting students to a world of opportunity

GEHLI Leadership Development Program,
Class of 2023

Team Members & Sponsor

Adam Austin, Communications Specialist, Enterprise Marketing and Communications

Nora Bloch, Collections Care Librarian & Conservator, VCU Libraries

Sue Kurgatt, Radiation Safety Officer, Safety and Risk Management VCU

Ezrah Medina, Assistant Director of Grants & Contracts Accounting, VCU Controller's Office

Erin Pacelli, Nurse Manager, VCU Health System

Rebecca Segal, Professor and Interim Chair, Department of Mathematics and Applied Mathematics, College of Humanities and Sciences

Stephanie Thulin, Associate Professor, Department of Kinetic Imaging, School of the Arts

Dr. Maggie Tolan, Senior Associate Vice President of Student Success

Purpose

To enhance the student experience and improve career readiness by providing students direct exposure to the diversity of professions, backgrounds, and opportunities within higher education

Goals & Metrics of Success

1. Enhance the student experience
    a. Increase the # of touchpoints students have at VCU and improve retention
    b. Improve career readiness by providing additional venues for students to explore careers
2. Improve staff connection to VCU Mission
    a. Increase staff interaction with student body
    b. Improve staff retention
    c. Recruit VCU students to fill vacancies

Program Design

Program Design

A voluntary program, running through each semester of the academic year, that connects VCU students with VCU Faculty and Staff members for an opportunity to shadow their job for a ½ or full day.

- Attend staff meetings
- Learn day-day responsibilities and skills utilized
- Interface with VCU staff and leadership

Semester Timeline

Faculty & Staff Recruitment

Student Recruitment

Job Shadow Pairings & Meetings

Program Evaluation & Preparation for Spring Semester

Repeat in Spring semester

Advertisement & Recruitment

Student Recruitment

- RAMSConnect
- SEMSS/Career Services
- VCU Telegram
- Social Media & Student Organizations
- WOW and SOVO Fair

Faculty & Staff Recruitment

- VCU Telegram
- Survey Follow-Up
- Use CAPS and other college level communities
- Staff Committees
- Career Communities
- Staff Senate

Major Maps

Major map key pillars

MAXIMIZE COURSE AND DEGREE PLANNING	GET CONNECTED WITH YOUR COMMUNITY	BUILD CULTURAL AGILITY	EXPLORE CAREERS AND DEVELOP ESSENTIAL SKILLS	PREPARING FOR LIFE AFTER COLLEGE
Take the right courses in the right sequence to meet your graduation and career goals.	Explore and make an impact on VCU's local and regional area through membership and leadership in community organizations.	Globalize your skills and highlight your ability to work with others who are from different backgrounds and cultures.	Make it "REAL" through internships, research and other relevant experiences that prove your skills and expand your network.	It's never too early to take your first post-graduate steps forward.

Platform for Engagement: VCU Link

- Existing VCU resource
- Automation
- Connects directly to major maps & career readiness tool
- *VCU Job Shadowing: Connecting students to a world of opportunity*

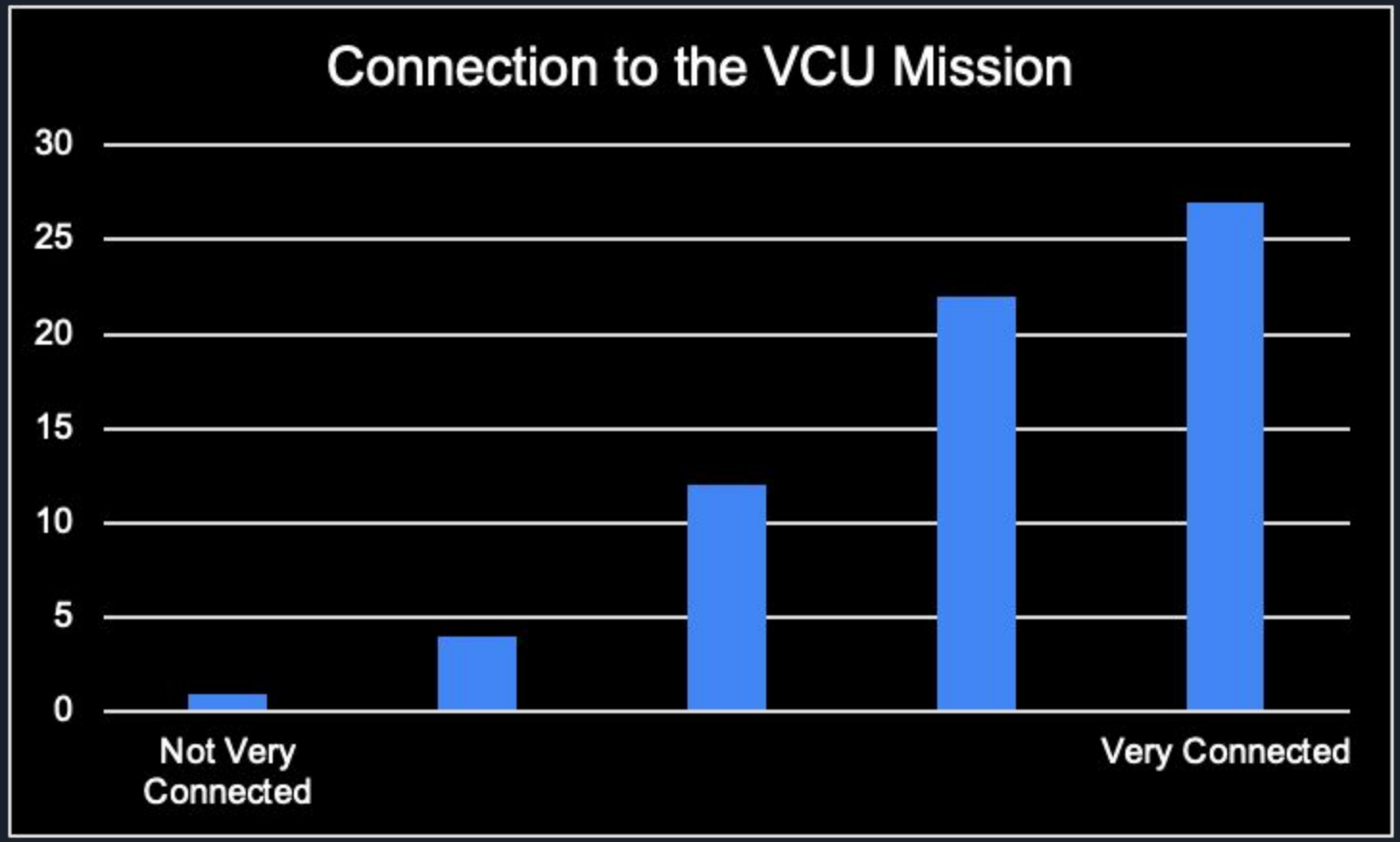
Preliminary Research

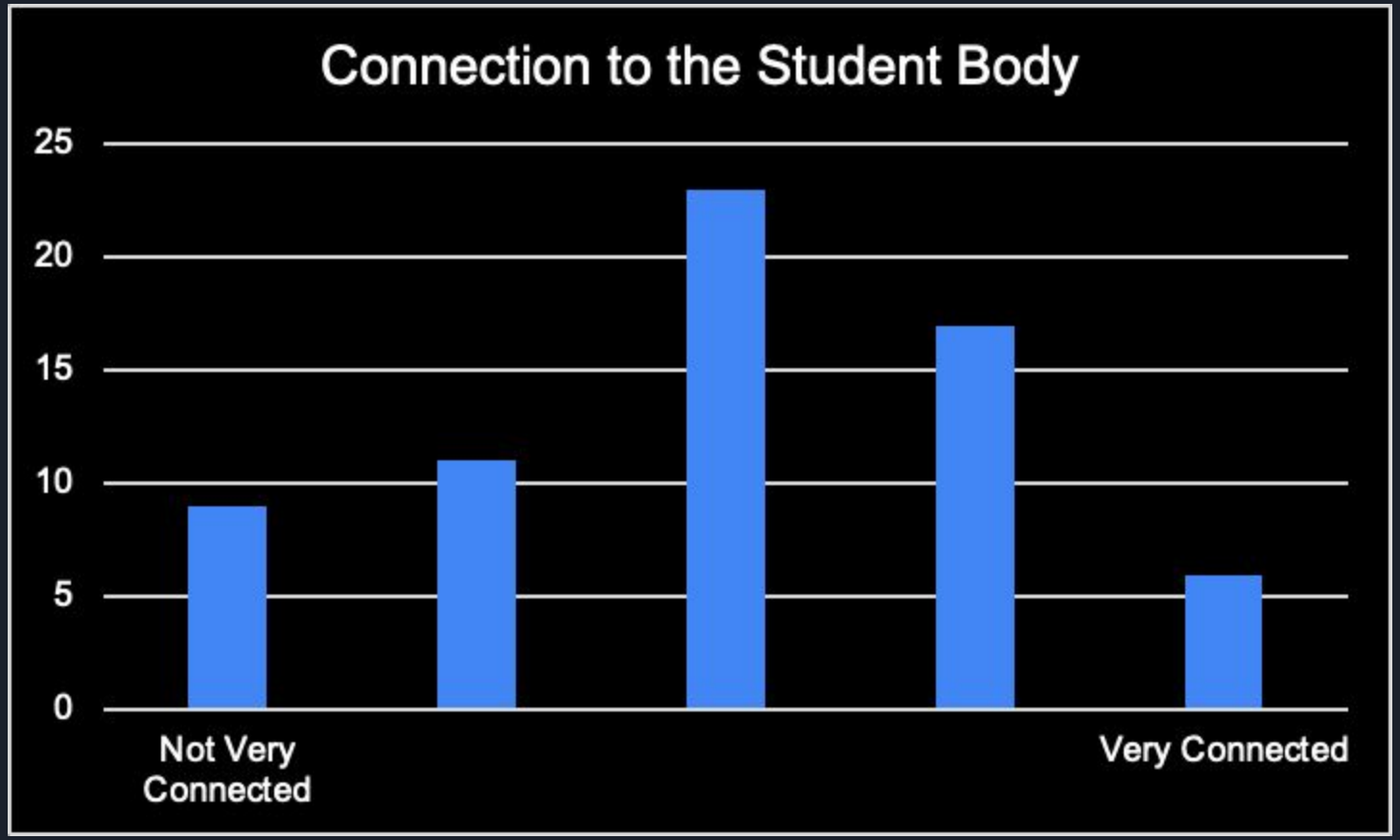
Job Shadow Programs at Other Universities

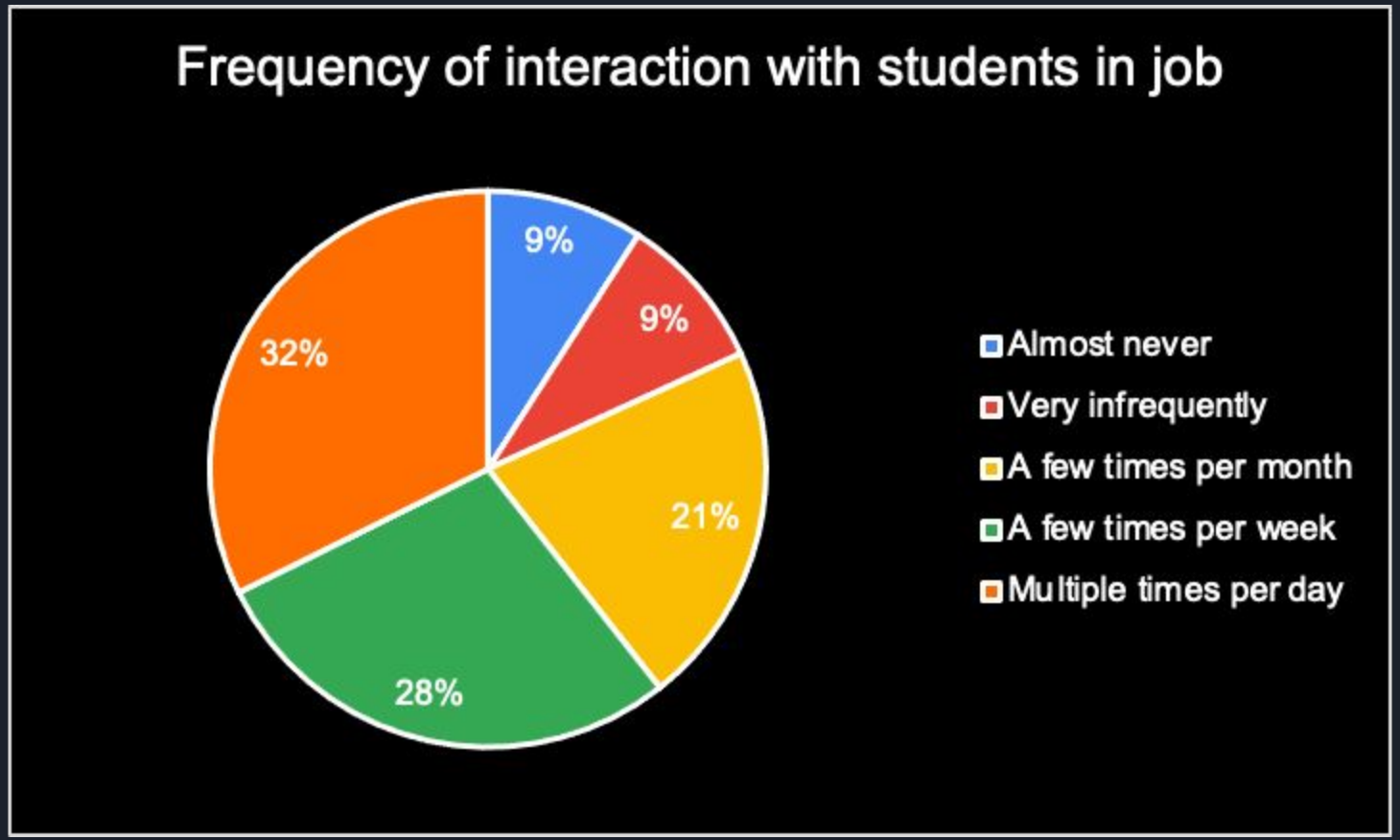
- Looked at 30 universities Job Shadow web presence (including VCU)
- 9 of these are in Virginia
- Robust programs at: University of Maryland, UC Berkeley, Columbia, Georgetown

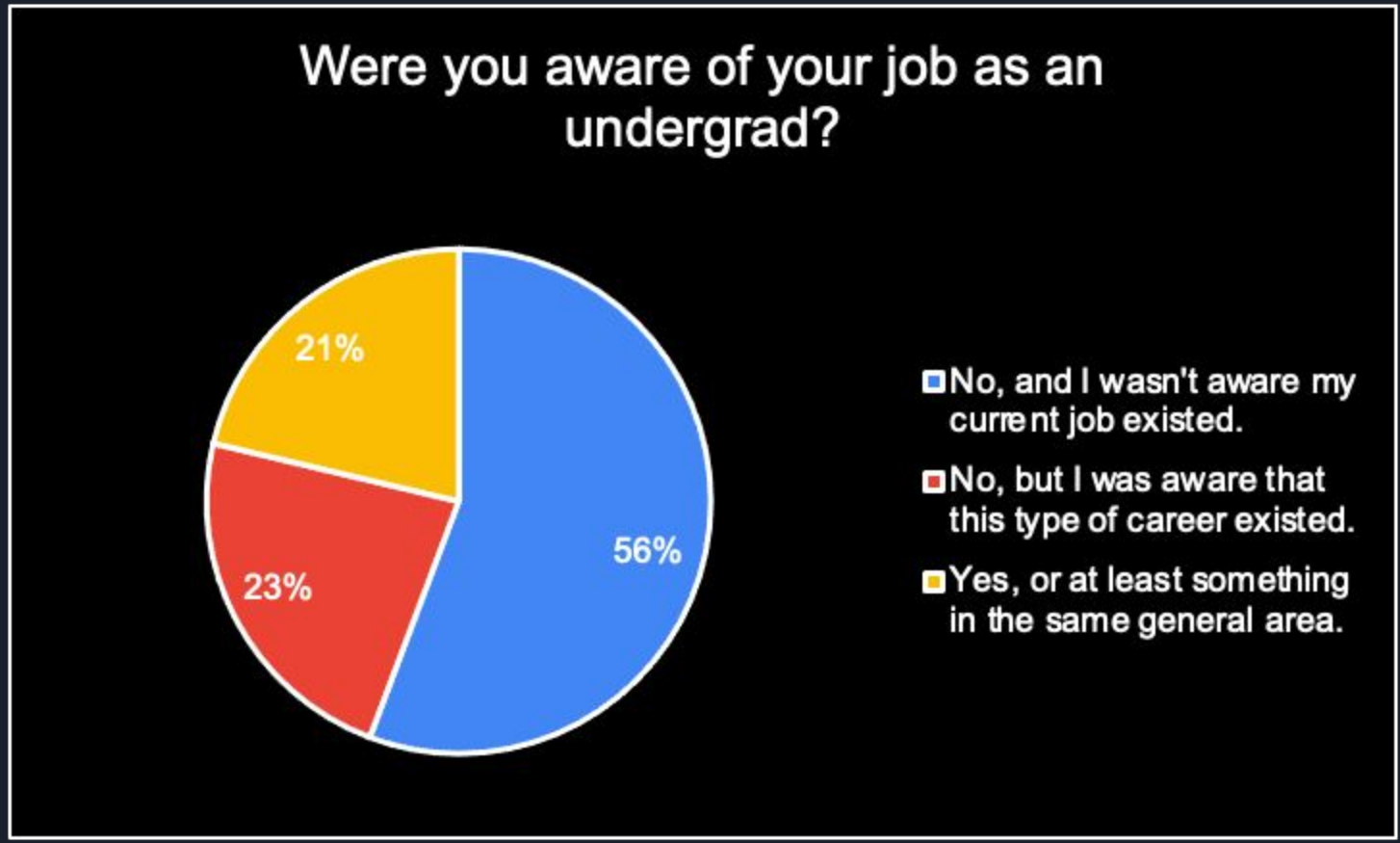
Data Gathered

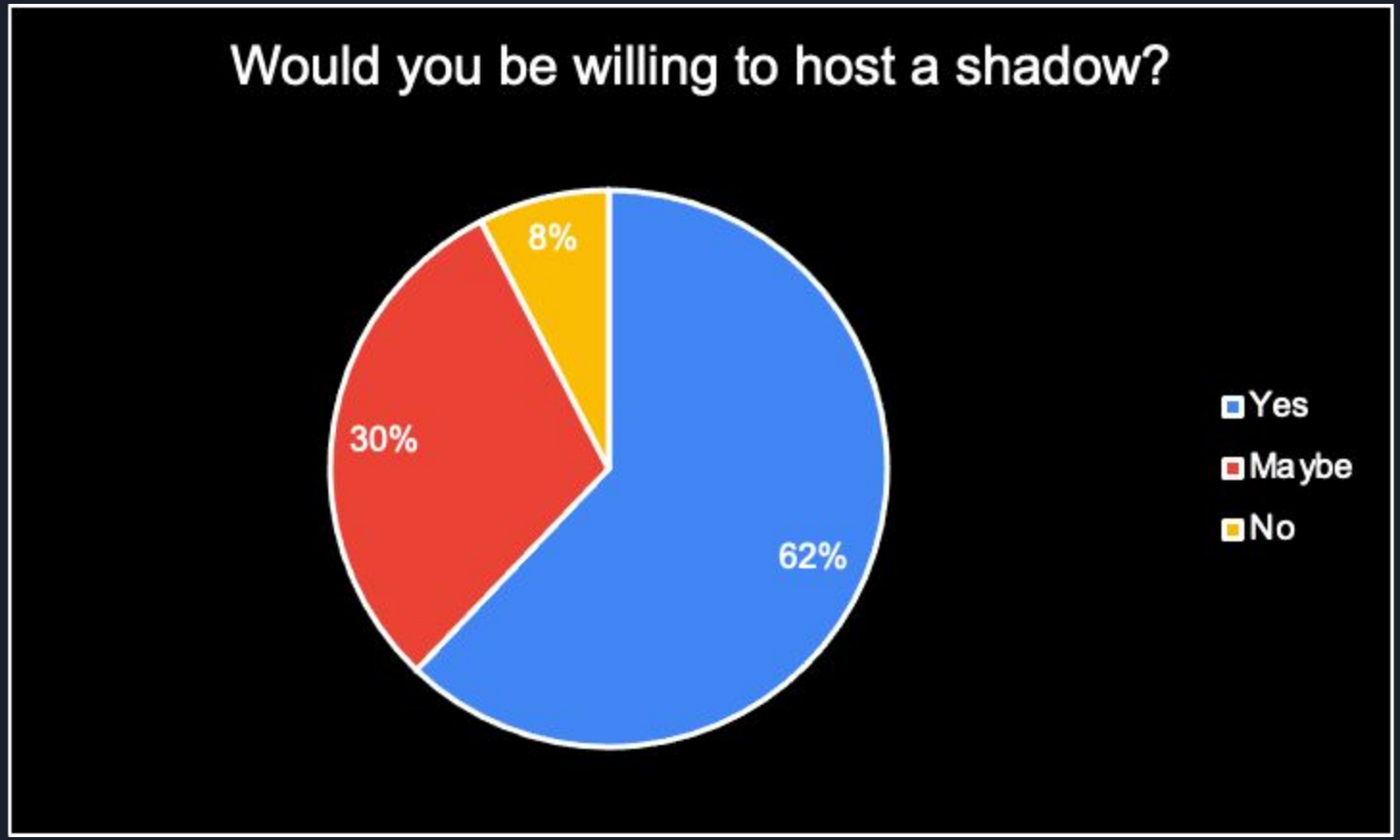
- Survey distributed to staff via TelegRAM
- 66 Response
- Gauge interest and measure impact

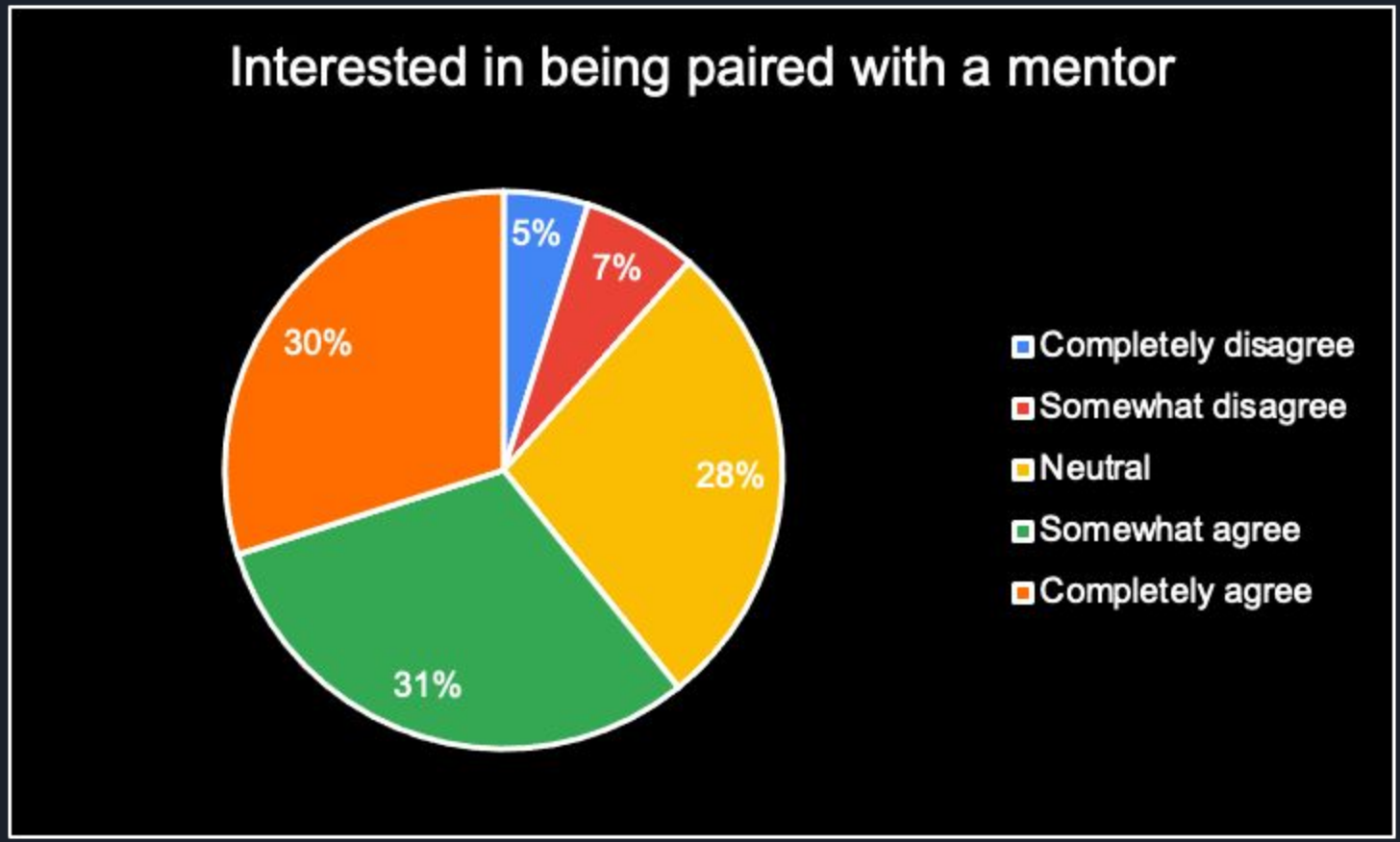

Connection to the VCU Mission
30
25
20
15
10
5
0
Not Very Connected
Very Connected


Connection to the Student Body
25
20
15
10
5
0
Not Very Connected
Very Connected


Frequency of interaction with students in job
9%
9%
21%
28%
32%
Almost never
Very infrequently
A few times per month
A few times per week
Multiple times per day


Were you aware of your job as an undergrad?
21%
23%
56%
No, and I wasn't aware my current job existed.
No, but I was aware that this type of career existed.
Yes, or at least something in the same general area.


Would you be willing to host a shadow?
8%
30%
62%
Yes
Maybe
No


Interested in being paired with a mentor
5%
7%
28%
31%
30%
Completely disagree
Somewhat disagree
Neutral
Somewhat agree
Completely agree

Budget & Resources

Projected Budget

Item	***Description***	***FTE/Quantity***	***Cost ($)***
VCU Staff	Program management and supervision of graduate student assistant(s)	.20 FTE	$14,800 *
Graduate Assistant or FWS Intern	Maintenance of VCU Link and day-day program logistics	20 Hours per Week	$7,500 ** or FWS (No cost to dept)
Miscellaneous	Program materials, advertisement, lunches, etc.	N/A	$2,500
		Total	$24,800

** Cost based on average salary for non-faculty at VCU CY 2022*

*** Minimum stipend amount for 9-month graduate assistantship at 20 hours per week. Funding may come from the department, foundations, or government.*

Next Steps and Recommendations

Next Steps

- Identify correct department for this initiative
- Obtain required FTEs to operationalize
- Kick-Off Program
  - Build out VCU Link Program
  - Recruit Faculty & Staff
  - Recruit Students
  - Program Administration

Recommendations

Tiers of Engagement:

- Tier 1 - Light / Casual Engagement (non-credit bearing)
  - Browse bios on job shadow website
  - Attend an information session on the job shadow program
  - Informational meetings with staff of interest
  - Casual shadow experience (half or full day)

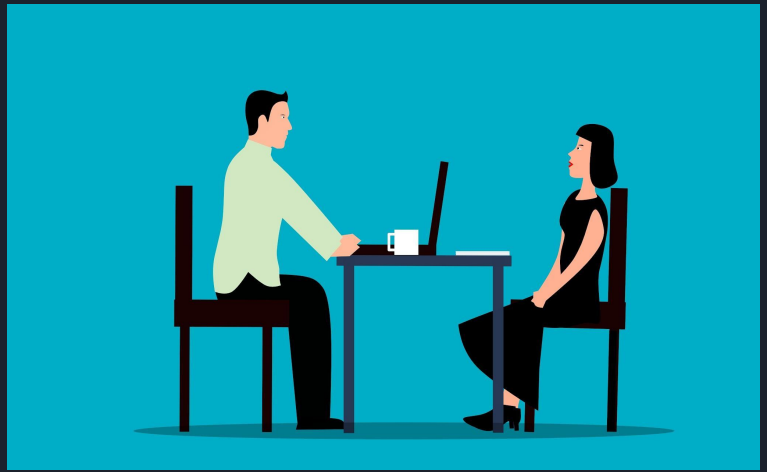
- Tier 2 - Medium / Casual to Serious Engagement (non-credit or credit bearing)
  - Browse bios, information session, multiple informational meetings, and casual shadow experiences
  - A full day shadow as a class assignment

- Tier 3 - Heavy / Serious Engagement (credit bearing)
  - REAL 399 (0-3 credits), as Internship credit through the student's major department (1-3 credits), or as a REAL Co-curricular experience

UNcovering Possibilities through Shadowing

Low cost & low barrier

Student recruitment and retention

Staff engagement and retention

Fun!