



SARAH SEAVEY



**WHY IT IS SO CRITICAL TO PROVIDE CAREER
SERVICES TO ALUMS RIGHT NOW.**

UNDENIABLE CHANGE: COVID-19



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- COVID-19 has wiped out industries, causing people to have to reskill.
- There are 10.1 million people unemployed in America. We need to adapt, as learners of all ages seek reskilling, upskilling, and better career outcomes.



IS IN-PERSON ENGAGEMENT AS AN ALUMNI RELATIONS STRATEGY A THING OF THE PAST?



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- Will we go back to name tag events?
- What will successful engagement look like?
- This is a pivotal moment. We can provide a life raft when our alums need it most.



IS IN-PERSON ENGAGEMENT AS AN ALUMNI RELATIONS STRATEGY A THING OF THE PAST?

- Maybe we find ourselves saying, “when we return to normal...”
- Should we really be rushing back to what we use to have?
- What used to work seemed to be less and less effective, and honesty sometimes felt like an uphill battle.

“In the rush to return to normal, use this time to consider which parts of normal are worth rushing back to.” - Dave Hollis



**ALUMS WANT AND NEED CAREER &
CONTINUING EDUCATION SERVICES NOT
JUST NOW BUT FOR LIFE.**



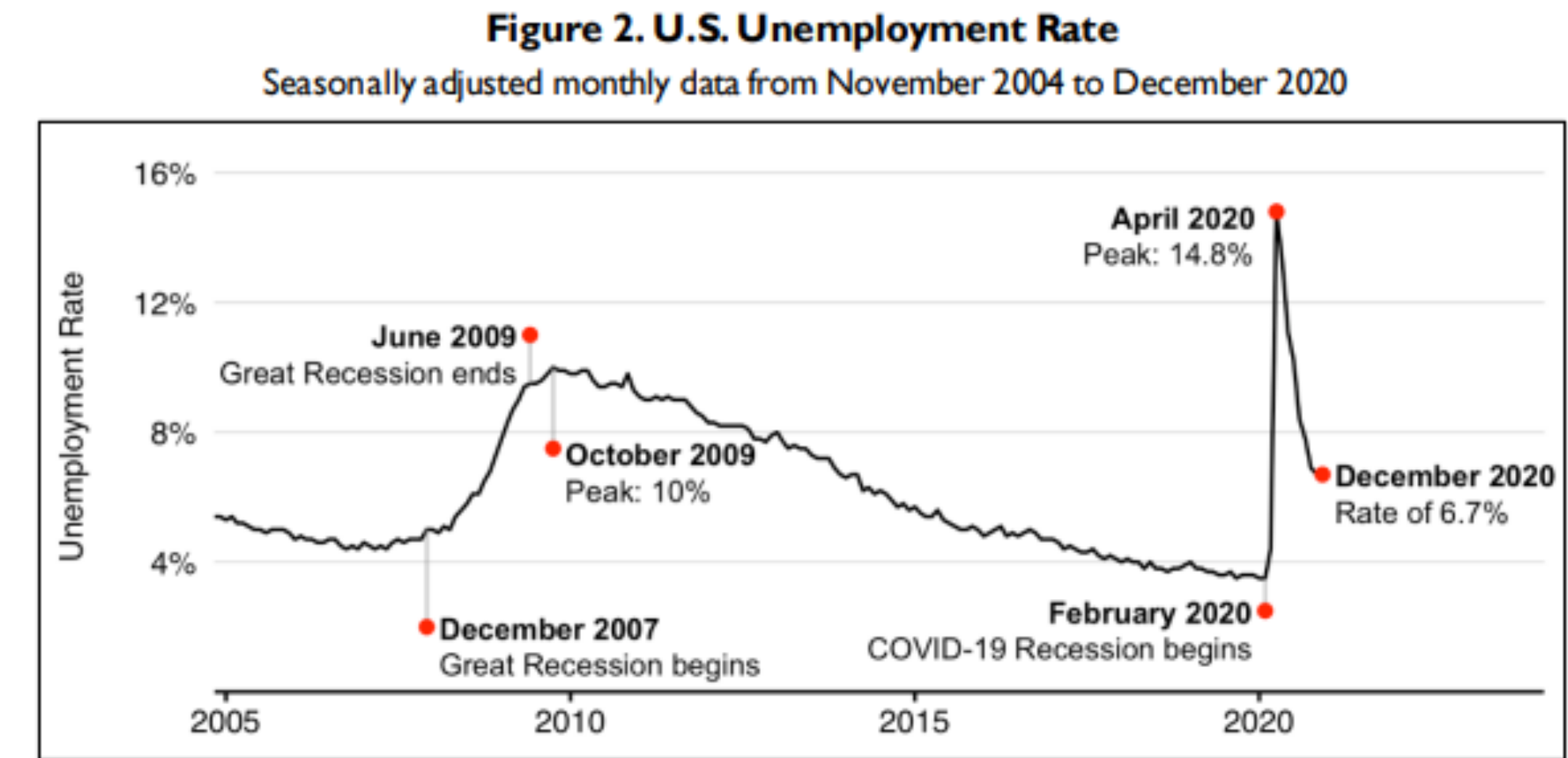
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- Getting a good or better job is the #1 reason why Americans value higher education
- Young Alums reported they were most interested in staying involved with their institution through ‘networking that helps my career’.
- Career Services was the number one requested service in an UM Alumni survey.
- Alums who find relevance of their educational experience to job outcomes are a 5.5x more likely to value their education as worth the cost.

ALUMS NEED CAREER & CONTINUING ED SERVICES NOT JUST NOW BUT FOR LIFE.

With 6% unemployment alums need:

- Career advice
- Labor market insights
- Career advancement opportunities
- Proprietary networks and professional connections
- Skill-building courses, certifications, and badging



Source: Created by CRS using data from the Bureau of Labor Statistics (BLS).

ALUMS WANT AND NEED CAREER & CONTINUING ED SERVICES NOT JUST NOW BUT FOR LIFE.

- Providing education is higher ed's core competency, it's what our institutions do. It's a no-brainer that we are the ones to provide our alumni with lifelong learning solutions.
- If so, how?



Quick Poll



How can we provide these services that help our alumni?

PARTNERSHIPS



TRUE PARTNERSHIP: CONTINUING EDUCATION & CAREER SERVICES

- Providing services on such a large scale may feel overwhelming.
- Continuing education is versed in identifying changes globally and providing scaled learning and skill development to the masses.
- Partner with your continuing ed department and lean in with them.



PARTNERSHIP: VIRTUAL SERVICES



- Meet your alums where they are at: go virtual.
- Find the collaborations that make the most sense in your office and campus.

UNIVERSITY
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PARTNERSHIPS: THE UNIVERSITY OF MIAMI



EDUCATION FOR LIFE

Partnership with Continuing & International Education

Massive Open Online Courses (MOOCs)

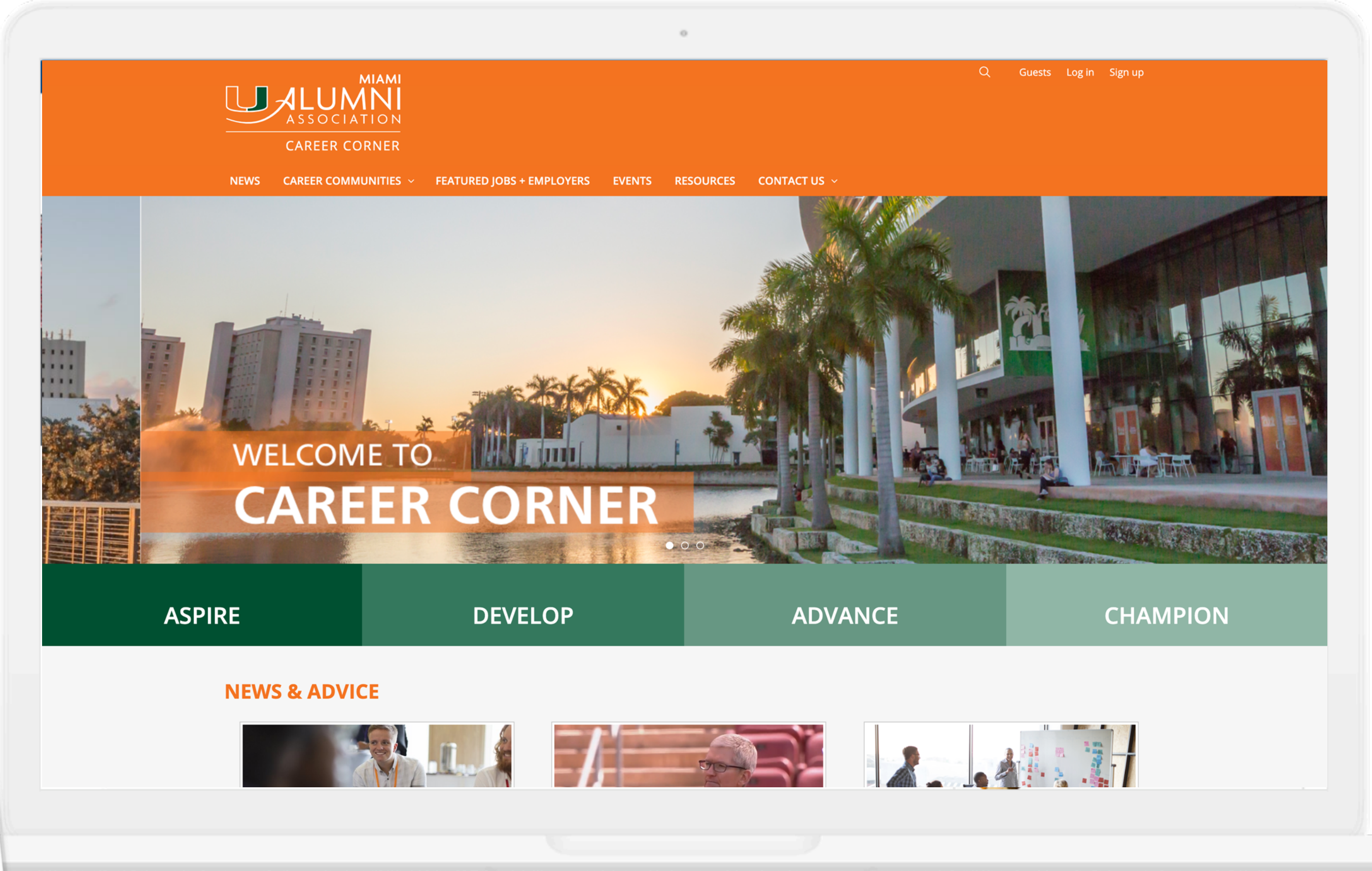
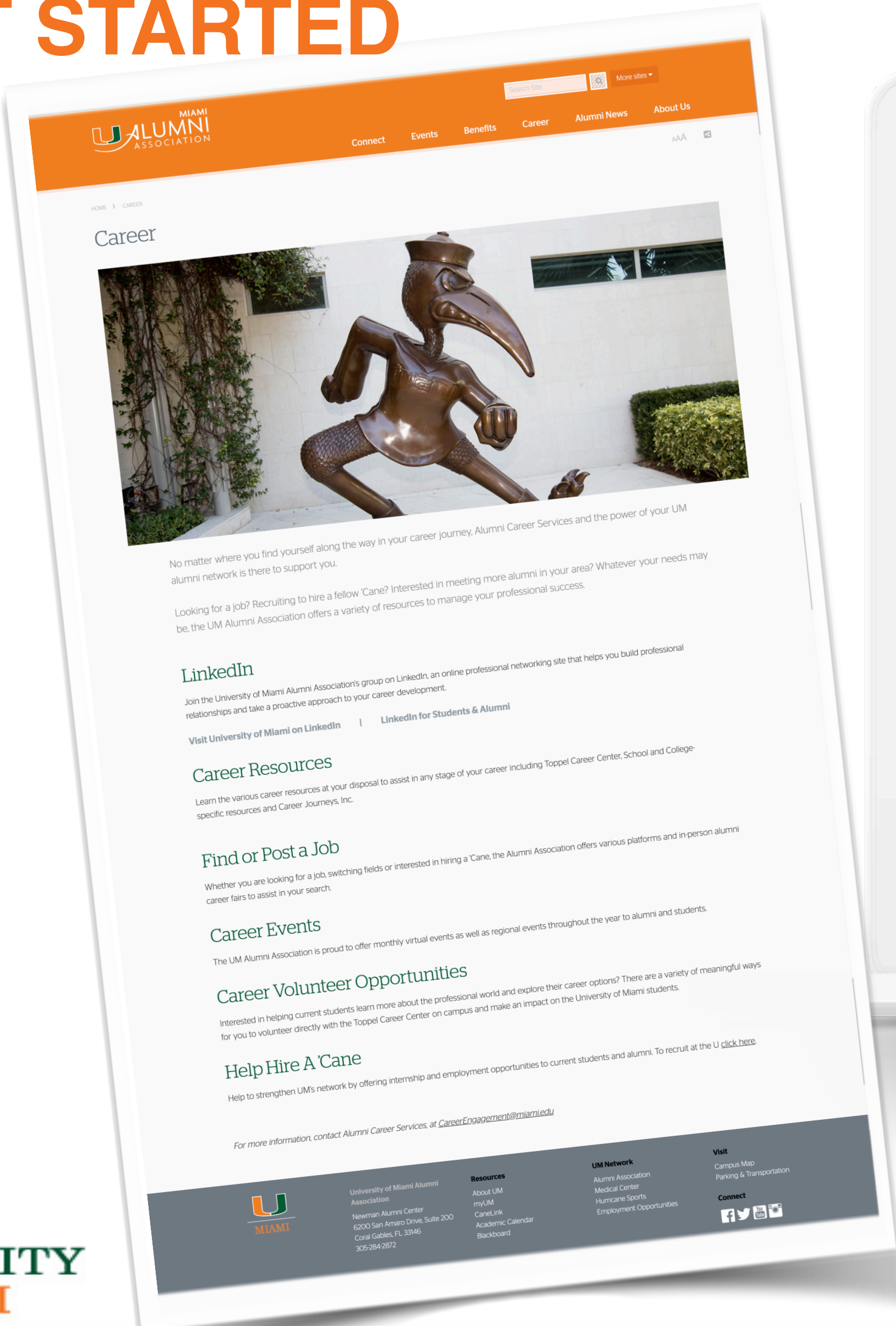


Free Online Courses

Developed in partnership with UM's Division of Continuing & International Education, Massive Open Online Courses (MOOCs) are online and on demand certificate programs that have been hand-picked for you.

[LEARN MORE](#)

HOW IT STARTED



HOW IT'S GOING

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