



Career Center and Parent Engagement - A Perfect Partnership

Wednesday, November 16, 2016
AHEPPP National Conference

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Division of Students & Enrollment at Brandeis University



Agenda

- Brandeis Parent and Family Engagement
- Case for career center partnership
- Educating families about career development
- Volunteer opportunities for parents and families
- Effective communication strategies



Pro-active and Effective Engagement

- Build partnerships across campus to communicate information to parents and families
- Leverage family volunteers to support events and initiatives
- Offer various levels of engagement to families for personalized relationships between families and Brandeis



Case for Career Center Partnership

- Limited additional effort for career center staff
- Expands alumni volunteer/employer network
- Proactive vs. reactive customer service
- Families as ambassadors with direct student influence



Families as Career Center Partners

Partners in
supporting their
own student's
career development

Career
development
resources for all
Brandeis students

Families as Supporters of their Own Students

- College to career webinars (by class year)
- Newsletter features
- Facebook posts

Brandeis
Hiatt Career Center

From College to Career: A Webinar for Parents of Seniors

Wed, Nov 9, 2016 12:00 PM - 1:00 PM EST

[Show in My Time Zone](#)

Andrea Dine, executive director of the Hiatt Career Center, will share the steps Brandeis students take that result in successful career outcomes, and what you can do to support your student through this process. In addition to taking questions from the audience, Andrea will also share:

- The current job climate and the value of a liberal arts education in the job search
- Career resources and timelines for senior year, with specific emphasis on the full-time job search and graduate and law school

This webinar is especially geared towards parents of seniors. The Hiatt Career Center is hosting additional webinars for parents of underclassmen.

For your convenience, this webinar will be recorded for later viewing.

Sponsored by the Hiatt Career Career Center at Brandeis University



Families as Career Development Resources

- Interview coaching
- Industry/regional networking events
- Wisdom Wanted
- Speaking engagements
- Webinar presenters
- Job/Internship postings

WISDOM WANTED

Ads from Brandeis students seeking career advice

Home About Wisdom Wanted Submit a Wisdom Wanted Ad

Seeking Advice on Business/Computer Science Careers

Posted on [November 1, 2016](#) by [Hiatt Career Center](#)

I am interested in software engineering, AI, edX, and consulting. I have combined skill sets of business and computer science as well as various intercultural experiences. I am seeking internship opportunities in both the computer science and business fields. I would like to hear from professionals working in both fields about their professional experience, industry insights, and career path. I am also interested in professional advice on how I can fully utilize my combined backgrounds. I am open to working anywhere in the states or even abroad. Additionally, I am earnest about entrepreneurship and startups. I would be happy to hear from founders of tech-related startups or alumni working in startups or incubators. Thank you so much in advance!

Name: Athena Xiao '18
Email: chyxiao@brandeis.edu
Majors: computer science, business
Hometown: Nancang, China
[View Athena's LinkedIn Profile.](#)

SEARCH ADS BY KEYWORD

BROWSE ADS BY INDUSTRY

ALUMNI & PARENTS:
[Sign up to receive the quarterly Wisdom Wanted e-newsletter.](#)

STUDENT TESTIMONIAL
"I'm now the research assistant for a Brandeis alumnus who contacted me through Wisdom Wanted. He's doing what I want to do when I grow up, so to be able to work with him so closely is incredible. I thought I should let you know what this program has done for me. Thank you so much!" - Kelsey Segaloff '15

RECENT POSTS

Career Information for Families Online

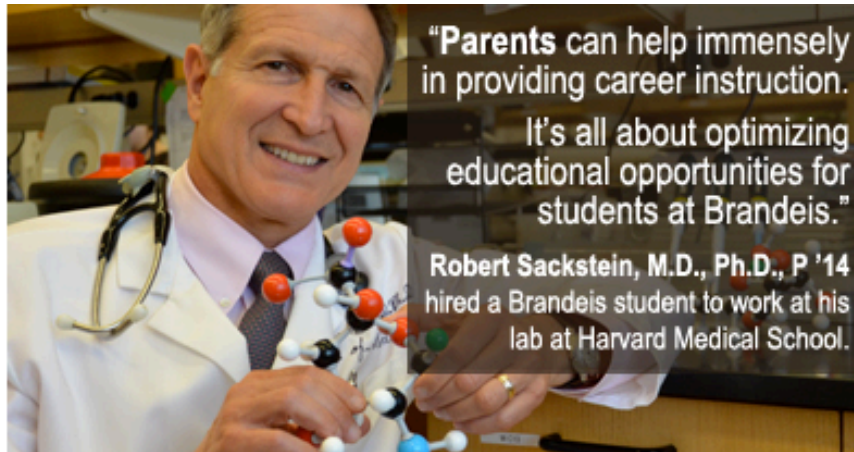
[HIATT HOME](#)

[PARENTS HOME](#)

[ABOUT US](#)

[GET INVOLVED](#)

[RESOURCES FOR YOUR STUDENT](#)



"Parents can help immensely in providing career instruction.

It's all about optimizing educational opportunities for students at Brandeis."

Robert Sackstein, M.D., Ph.D., P '14 hired a Brandeis student to work at his lab at Harvard Medical School.

[>> Find out how to hire Brandeis students and alumni.](#)

WELCOME

The Hiatt Career Center at Brandeis University assists students in making thoughtful, informed career choices to build meaningful professional futures. Since no two individuals are alike, we provide [an array of resources](#) to help students learn about themselves, explore careers, prepare for the workforce, find employment and apply to graduate or professional school.

Even though students are responsible for their career goals and securing their destinations, Hiatt Career Center staff, faculty,

6,300+

The number of 1-on-1 student meetings per year at Hiatt.

See all *By the Numbers* stats.

GET IN TOUCH

(781) 736-3618

hiattcenter@brandeis.edu



RESOURCES

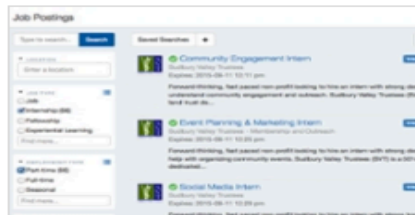
Orientation 2015: Academics
Beyond the Classroom:
Internships, Fellowships and
Research

How Families Get Involved

Volunteer Overview

Brandeis University alumni and parents are valuable resources for current students and graduates who are pursuing similar professional goals. To foster these connections, the Hiatt Career Center offers numerous opportunities to give back in ways that suit your interests, skill set and schedule.

Jobs & Internships



Do you have openings for interns or entry-level employees at your company? Share postings with students and alumni through the career center. [Learn more.](#) »

Wisdom Wanted Ads



Brandeis students write online "want ads" seeking career advice from professionals. Then you respond directly via email to share your wisdom. [Learn more.](#) »

Interview Coaching



Conduct 1-on-1 mock interviews with students and offer constructive feedback. Sessions can be held in-person, on the phone or via Skype. [Learn more.](#) »

Networking Events



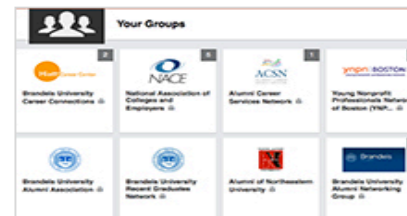
Attend as a resource for students interested in your industry, job function or company. Events can be general or industry-specific. [Learn more.](#) »

Internship Funding



Make an impact on a student's college experience by contributing to the World of Work program. WOW awards stipends to undergraduates pursuing

Brandeis on LinkedIn



Join the *Brandeis University Career Connections* group to serve as an online networking resource for students and alumni. [Join now.](#) »

Direct Communication

Webinar for 1st Year Families - Next week!

Inbox x



Dvora Pemstein <pemstein@brandeis.edu>

Sep 28 ☆

to Brandeis ▾

Don't miss your chance to register for the upcoming [From College to Career: A Webinar for Parents of First Years](#) on Thursday, Oct 6, 2016 12:00 PM - 1:00 PM EDT.

Last year over 150 parents took advantage of this great opportunity. This is your chance to hear from Andrea Dine, executive director of the Hiatt Career Center, who will share the steps Brandeis students take that result in successful career outcomes, and what you can do to support your student through this process. Andrea will also answer audience questions!

For your convenience, this webinar will be recorded and posted online for later viewing. Register [here!](#)

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Parent Engagement Coordinator

Brandeis University

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pemstein@brandeis.edu

Preferred Pronouns: She/Her/Hers

Brandeis | PARENTS & FAMILIES

It was wonderful to welcome the Brandeis University class of 2020 to campus in August. If you attended New Student Orientation along with your student, please complete [this brief survey](#) about your move-in day and family orientation experience. Your feedback will inform future orientation programs.

To help you stay connected this fall, Brandeis is offering online webinars especially for parents and families of first year students on a variety of topics. Find more information and register below.

[College to Career Webinar](#)

From College to Career: A Webinar for Parents of First Years

Thursday, October 6, 2016

12:00 – 1:00 PM EDT

[Register via GoToWebinar](#)

Andrea Dine, executive director of the Hiatt Career Center, will share the steps Brandeis students take that result in successful career outcomes, and what you can do to support your student through this process. She will also share the current job climate and the value of a liberal arts education in the job and internship search as well as career resources and timelines by class year, with specific emphasis on first year student opportunities.

[Brandeis Summer School Webinar](#)

Summer Studies Information Session

Thursday, November 17, 2016

7:00 – 8:00 PM EDT

[Register online here](#)

[Brandeis Summer School](#) staff will discuss the benefits of taking summer courses at Brandeis, provide tips for navigating course offerings at other institutions, and highlight important details about credit transfers. For more information, email summeresc@brandeis.edu or call [781-736-3424](tel:781-736-3424).



Helpful Links

Brandeis University:

- Brandeis University Parent and Family Website: www.brandeis.edu/parents
- Brandeis Parents & Families Facebook Group: www.facebook.com/groups/brandeisparents
- Hiatt Career Center Family Website: www.brandeis.edu/Hiatt/families.html
- College to Career Webinars: www.brandeis.edu/hiatt/parents/resources/webinars

Other Schools:

- University of Oregon Parent Professional Network: <https://career.uoregon.edu/parents>
- Johns Hopkins PIN (Parent Internship Network) Program: <http://parents.jhu.edu/pin>
- University of Delaware Career Services Center Parent & Family Portal: www.udel.edu/CSC/our_services/families.html
- Emerson College Parent FAQs: www.emerson.edu/student-life/careers-internships/parents
- Boston College Job Shadow Program www.bc.edu/offices/careers/employers/externships.html



Questions?

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