



# Summer Working Connections July 13-17, 2015

## BIRDS OF A FEATHER RECAP

### Job Preparation for Students (3 tables)

Beyond the technical education, what else do students need to know in order to get hired?

- \* Soft skills; interview skills; résumé writing; research the company they are interviewing for; talk professionally (know the industry language); create a portfolio; clean up social media accounts
- \* Soft skills; understand their role in a business; connections made by instructors
- \* Soft skills (oral communication, written communication, grammar, team dynamics); how to write resume, interview skills, beware of social media presence/persona; ethics; personal hygiene; dress; grooming

How do you teach your students the skills they need for the job interview/hiring process?

- \* Group project that must be presented; capstone with mock interview
- \* Team work groups; industry speakers; practice interviews with instructors and professionals/hiring managers; help students to be more aware of how they add value to a business; help students market and sell themselves; share best practices; learn target company culture; business model and strategy; have good customer service skills; role playing; post common interview questions on blog site
- \* Bring in recruiters/ head hunters; use [school resources](#) to help with resume writing and finding jobs; ideas for mock interviews (have recruiters conduct them, have teachers swap students for mock interviews, how to respond to illegal questions [i.e. I do not feel comfortable answering that questions])





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## Managing Business & Industry Meetings (3 tables)

How do you plan, organize, and manage your business and industry meetings?

- \* Student organization; professional organization could be considered as 'business;' no means to follow up on Advisory Board suggestions and recommendations; plan to use: email, phone, and provide food; hold 'meet and greet' meetings
- \* Agenda sent to members and faculty; meeting dates Doodle poll or decide prior to next meeting; roster used for attendance; meeting date/time request; pick best time of day for your teams meeting; maintain conference calling system is functional prior to meeting; adobe connect, WebEx, GotoMeeting
- \* STEM Council; Leadership Council for Cyber Security; two meetings per year; keep up with trends; invite government and industry reps; use PMI approach for Board planning (communications, key stake holder outreach); Steering Committee would review both curriculum; one of our local "Business allowance/council;" Industry Advisory Board (two meetings per year); key metric-hire rate /placement

What are the biggest challenges to running a meeting of business people and faculty, and how do you overcome those?

- \* Time - everyone has a certain amount of time that they are willing to contribute to meeting; send out: meeting date, options (Doodle poll), agenda, and get responses; host with the Chamber and let them lead; the relationship development with the business; frequency of meetings; need to have adequate content for meeting, have agenda and stick to it; faculty busy, unconcerned or not knowledgeable of the needs
- \* Realistic expectations; follow some Management 101; different cultural backgrounds





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## Future Working Connections Topics (3 tables)

What topics would you like to see covered at future Working Connections?

- \* More penetrating testing courses; more programming courses (i.e. Java or .Net); PowerShell Scripting Course; “R” programming; Xamarin programming course; big data course, analytic and/or database course
- \* Mobile hacking; intro to Linux and Python or other scripting; anything Sam wants to teach (bring Sam back!); course on monitoring network (Jacksonville did Wireshark once); VMware Workstation, Database (My SQL, SQL Server); Intro to Big Data; Hadoop; NOSQL
- \* Mobile Forensics; Data Center; Exploit Development; Advanced Linux; Mobile App Dev; Palo Alto FW; Internet of Things; Ethical Hacking; Think Tank; Counter Measure and Incident Response; Wireless; VoIP; More of Sam’s Classes

Are there shorter topics you would like to see covered that might not be enough to fill an entire multi-day track?

- \* Installation of SQI server & various tools; one-day courses on various databases installations; one-day course on various programming languages; setting up personal cloud storage
- \* IPv6 (Sam Bowne); Personality/ Communications Type (Myers Briggs/DiSC); Log Management & Log Analysis; NetApp; Swift Programming Overview vs. Objective C





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## Social Media Use (3 tables)

What are the most effective ways a school or program can use social media?

- \* Give and get info for students; remind apps; instructional training videos; students can find info about faculty; collaboration with students; virtual internships and tutoring
- \* Alumni connections/student updates; career and networking opportunities; projects/ IT; Blackboard integration; classroom discussion groups; employer outreach; classroom delivery
- \* To help students connect to each other in geographically distributed areas; student-to-student learning; via different countries, students will see how problems are solved the same or differently, the laws involved, global networking, and possible internships in other companies; section management, getting real-time feedback on adding sections prior to start of semester.

What social media platforms, plans, or habits have been the most successful at your program and why?

- \* Twitter posts; YouTube; Remind?; Facebook
- \* LinkedIn- jobs for students; Twitter- fast and concise; Twitter- yes, “immediate” response to Twitter accounts.
- \* Working with other countries to prevent miscommunication and understand differences in procedures via globalization; Facebook, Twitter, LinkedIn; Blackboard discussion groups, YouTube, Pinterest, Instagram, Flickr





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## Student Recruitment Strategies (2 tables)

What are the biggest challenges in recruiting prospective students and how are those best overcome?

\* Problems: identifying, advertising (where to advertise, billboards/buses/trains, social media, mobile phone friendly sites); solution: going to high schools, word of mouth, tour of university/school, agreements between high school/university

\* Getting the word out; student doesn't "want to sit behind a computer all day;" make sure that degree/academic terminology is in sync with current industry terminology; getting involved with industry, i.e. future employers; understand the demographics of students including culture, age, etc.; getting to the students earlier (in 7th and 8th grade) to introduce the field to them before they set biases

What recruiting programs or plans have been the most successful at your program and why?

\* Open house (tour of campus and dorms); show off student projects/model/display; success stories of students who graduated

\* I-Fair at Milwaukee Area Technical College brings industry, schools (4yr/2yr/K-12) together twice a year; have employers come in and conduct interviews; revise degree/certificate names to use current terminology and job descriptions; promote advanced IT through beginning GenEd computer courses; take class (of students) into industry; dual-credit courses

