



OWL JOB SHADOW PROGRAM: EMPLOYER RESOURCE GUIDE



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CAREER PLANNING AND DEVELOPMENT**

Owl Job Shadow Program: Employer Resource Guide

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Purpose and Objectives

Kennesaw State University strives to provide students with an array of experiential education opportunities outside of the classroom. The Owl Job Shadow Program provides students with a one-day shadow experience to help them explore different career opportunities and see what it is like to work after graduation.

The objectives of this program for students include:

- Observation opportunities to see what a career field looks like “in real life”
- Connect classroom learning with workplace experience
- Broaden the view of opportunities for the students at many different companies
- Create a starting point for learning how to network with professionals
- Practice professionalism and business etiquette
- Help to define potential career paths after graduation

Benefits of Program to Employers

- Publicity for your company to the students
- Opportunity to showcase your company and how it runs on a daily basis
- Help students in their career exploration see different paths they can potentially take
- Meet potential future interns, co-op students, or employees
- Show students how many different majors could potentially work at your company in different areas
- Highlight benefits or unique perks to working for your company and show them what a work culture can be like
- Help boost the students' confidence and level of professionalism, as well as networking skills
- Provide an opportunity for your employees to mentor and lead the next generation
- Deepen your partnership with Kennesaw State University

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Employer Application/Selection Process

Each employer must fill out an application for participating in the Owl Job Shadow Program by the associated deadline. You can find the deadline dates for each semester at <http://careers.kennesaw.edu/jobshadowing.php>. Each semester will have one week of job shadowing opportunities for the students, and each employer will select the day(s) (or be assigned if multiple days are available) out of that week in which they would like to have students visit their company. Once all applications are received, the Department of Career Planning and Development staff will review applications and contact the employers with an answer on if they have been selected to participate. Factors on approval will include (but are not limited to), the industry of the company, location of the company, reason for participating, date availability, and proposed agenda. You will NOT have to provide a complete agenda on the application; however, a summary of what you hope to provide will be required. We will require a full detailed copy of your agenda at least two weeks prior to the job shadow week.

Employer Host Roles and Responsibilities

1. Create an agenda for the students as well as the Department of Career Planning and Development and present it to the Department at least two weeks in advance of the job shadow week.
2. Once you have been paired with a student(s), it is expected that you will communicate driving directions, parking instructions, information on exactly where to go at your facility, a contact person for them to reach if necessary, and any other important information they may need on their shadow day. Please note that providing lunch to the student is not required, but it is important to let the student know in advance so they can prepare.
3. If your organization requires any paperwork of the student for confidentiality, security, or other reasons, let the student and the Department of Career Planning and Development know in advance. The Department of Career Planning and Development will not sign any documents on behalf of the University.
4. Provide the student with information on appropriate dress for the day of the shadowing.
5. Provide a job shadow experience for up to 6 hours in one work day.
6. Employers are **NOT** responsible for student transportation.
7. After the day of job shadowing has been completed, we will send you an evaluation form to fill out to be completed by the end of the academic semester.

Please see the section titled “Planning Your Job Shadow Day Agenda” for tips on creating the most successful job shadow day.

Planning Your Job Shadow Day Agenda

It is very important to create the best job shadow experience possible for our students, as well as for you as a company. See the tips below on making your job shadow day as beneficial to all involved parties as possible.

- The job shadow day should be up to 6 hours of the business day, unless previously discussed with the Department of Career Planning and Development in advance.
- Provide the students with an overview of your company, the organizational structure, culture, and what the company does and strives to do.
- Some ideas for what to do during the day: tour of the company facility, informational interviews one-on-one with an employee or a small group, observing engaging meetings or events, networking lunches, participating in a small project, and time for a recap and questions at the end of the shadow day. You are welcome to do other educational things as well.
- Be sure to give examples of what types of roles the students could possibly do within the organization. Remember that this is an exploratory experience for them in their career path decisions. When students are talking with/meeting with different employees, ask that those employees give a description of their duties as well as what led them to that role.
- Be sure to set reasonable expectations with your descriptions to the students for each part of the day. For example, if they will be observing a meeting, be sure not to include any misleading information as if they would be participating in the meeting somehow.
- Make sure the students have some time to ask questions, and let the students know when it would be appropriate to ask questions, and when it is not.
- Take a photo with your student and share it with the Department of Career Planning and Development and/or post to your social media accounts tagging @ksucareers!

Student Application/Selection Process and Expectations

All interested students in the Owl Job Shadow Program will apply directly to the Department of Career Planning and Development. They will rank the companies that they would like to shadow and our team will match students to each organization. Our base qualifications require the students to have a 2.0 GPA or higher. Once we have paired all accepted students with organizations, we will provide you with the students' resumes and contact information. Each student is also required to attend a pre-shadow general orientation with a program overview as well as tips on professionalism and sample questions to ask.

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Contact Information & Resources

CONTACT INFORMATION

Erin Stapleton
Employer Relations & Events Manager
Kennesaw State University
Career Planning and Development
Joe Mack Wilson Student Center
Suite A-160, MD 9009
860 Rossbacher Way
Marietta, GA 30060
Email: estaple3@kennesaw.edu
Office Phone: 470-578-2724

Ryan Whitfield
Assistant Director of Employer Relations
Kennesaw State University
Career Planning and Development
Kennesaw Hall
Suite 2617, MD 0118
585 Cobb Ave NW
Kennesaw, GA 30144
Email: rwhitfi8@kennesaw.edu
Office Phone: 470-578-2724

RESOURCES

NACE Principles for Ethical Professional Practice - <http://www.naceweb.org/principles>

Kennesaw State University Department of Career Planning and Development -
<http://hirekennesawstate.com>

KSU Owl Job Shadow Program - <http://careers.kennesaw.edu/jobshadowing.php>

Handshake - <http://kennesaw.joinhandshake.com>