

Collaboration beyond the classroom:

Connecting with students through Career Services

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University of Michigan, Ross School of Business, Kresge Library Services

Traditional Career Workshops

UM Ross School of Business Kresge Library Services

- UM Ross School of Business: 3,300 students
 - Degrees include: MBA, BBA, MM, PhD, ExecMBA, Business Minor, Dual Degree
- Kresge Library Services
 - Eight reference librarians
 - Electronic library only
 - 100+ databases



Kresge Library Career Resources

- Offer 50 minute Kresge Library Career Resources sessions 6-8x month
 - Geared toward off-campus job search
- Career Resources at Kresge Library libguide
 - Databases include: Vault Campus, CareerBeam, Going Global/USA City Career Guides
- Follow-up appointments as needed

Career Resources at Kresge Library: Getting Started

[Getting Started](#)[Insider Guides](#)[Companies](#)[Industries](#)[Jobs & Internships](#)

Career Resources at Kresge Library

Kresge databases and web resources to help you start an off-campus job search. Research companies, industries, geographic locations and H1B sponsors. Build lists of companies, get "insider" career advice from Vault Campus and check salary calculators.

Top Career and Job Search Resources at Kresge Library

Vault Campus

[Ross users](#) | [UM users](#) | [Ross alumni users](#) | [Kresge guests](#)

iMpacT login required

Downloadable industry and career guides, employer profiles, company profiles on more than 2500 employers, industry overviews, and career outlooks. Vault Gold content is now incorporated into Vault Campus. Vault.com provides in-depth intelligence on what it's really like to work in an industry, company or profession—and how to position yourself to land that job.

Technical notes: Downloads are in PDF format.

Use policy: When using material from this database in reports and presentations, vendor contract requirements dictate that you must include the phrase, "Used with permission of Vault Campus."

[more...](#)

CareerBeam

[Ross users](#) | [UM users](#) | [Ross alumni users](#) | [Kresge guests](#)

A full service career development portal designed to provide all the resources necessary to guide individuals through the strategic job search process and achieve their career goals. Extensive company information and recruiting contacts for nearly 1 million potential employers and more than 200 countries. For assistance with your personal career profile contact Ross Career Services.

[more...](#)

Going Global

[Ross users](#) | [UM users](#) | [Kresge guests](#) | [Kresge guests](#)

Includes H1B sponsors list.

Career and employment resources, including world-wide job and internship listings, industry profiles, and country-specific career information.

Challenges to traditional career workshops

Challenges with Career Workshops

- Scheduling
 - Students have many demands on their time
 - We scheduled several sessions each month at different days/times, hoping they would come
- Marketing
 - Library messages got lost in the email flood
 - Library messages were assumed to talk about library things – not career stuff
- Student Focus
 - We didn't know the students' interest until they attended a workshop

Workshop Challenges

Geographic Focus

- US
- International

Company Type

- Public Companies
- Private Companies

Target Companies

- Known companies to target
- Lists of possible options

Workshop Challenges

Stage of job search

- Actively interviewing
- Just getting started

Student Mix

- Undergraduates
- Graduates

Job Focus

- Full-time jobs / careers
- Internships

Workshop Challenges

Student Ability

- Expert searchers
- Never visited our website

Multiple Programs

- Accounting, Business Administration, Management, Supply Chain Management

Multiple Industries

- Consumer Products, Consulting, Manufacturing, Real Estate, Retail, Wealth Mgmt., and many more

Results?

- Low (and sometimes no) attendance
- Macro-level presentations
- Workshops that were neither strategic nor effective



Job Action Group (JAG) Teams

Collaboration Opportunity

- Request from Ross Career Services for librarians to work with facilitators
- Job Action Groups (JAGs)
“Our consultants are looking for a brief review of services/databases available through Kresge (similar to Career Action Days intro) but then more individualized searches depending on the functions/roles of the members of the Job Action Groups who are actively recruiting with a list of target companies. “
- Includes weekly check-ins until students get jobs
- Marketed through Career Services



UM Ross Career Services

- The Ross Career Services office includes five full-time career consultants, and six recruiting and outreach staff
- Schedule recruiting season company visits
- Resume and cover letter support
- Networking opportunities



The graphic features the Michigan Ross logo on the left, consisting of a yellow 'M' and the text 'MICHIGAN ROSS'. To the right, there is a 'CONTACT US' section with a dropdown menu currently showing 'Career Services'. Below the dropdown, the contact details are listed: 'Career Services', 'rosscareerservices@umich.edu', and '(734) 764-1373'.

Library Director on JAG Groups

“These groups are being formed by Career Services to be a more proactive and collaborative way to connect to students who do not have jobs yet. These are either students who started with the on-campus search—or are in the off-campus search because they are looking for opportunities that do not interview here. This is brand new from Career Services, so it will be new for all of us.”

Librarian's Role in JAG Groups

- Help students create lists of companies to target
- Individualized off-campus search strategies for specific Job Action Group functions/roles
- Follow-up appointments
- Specialized pages created for Career Resources libguide
 - MSCM group
 - MACC group
 - MBA2 group
 - Tech + Entrepreneurship group



JAG Guide Example

Supply Chain Employment JAG Guide

- Encourage students to reach out into the world and explore employment possibilities in a wide range of business sectors
- Expand career options beyond Amazon, Boeing or the top consultancies

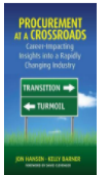
- <http://kresgeguides.bus.umich.edu/c.php?g=204290&p=4449545>

Supply Chain: SCM Employment Search this Guide

Focus on purchasing, materials management and logistics

[Home](#) | [Purchasing & Procurement](#) | [Supplier Identification](#) | [Commodity & Material Prices](#) | [Warehouse & Materials Management](#) | [Logistics](#) | [Associations & Certifications](#)
[IT Systems](#) | [Articles](#) | [Books](#) | [SCM Employment](#)

Career Guides



Procurement at a Crossroads by Jon Hansen; Kelly Barner
ISBN: 9781604271171
Publication Date: 2015-12-04



Supply Chain Management for Engineers by Samuel H. Huang
ISBN: 9781466568921
Publication Date: 2013-06-11

SCM Consulting & Research

- Aberdeen Group
- Accenture
- ALM Intelligence
- American Productivity & Quality Center
- Armstrong & Associates
- AT Kearney Procurement and Analytic Solutions
- CAPS Research
- Deloitte
- EY
- Hackett Group
- IBM
- IHS Supply
- McKinsey

Gartner Supply Chain Top 25

Gartner
Ross users | UM users | more...

Potential Employers

- Top 30 Medical Device Manufacturers
- Platt's Top 250 Global Energy Companies
- Top Oil and Gas Companies in India
- C&EN Global Top 50 Chemical Companies
- Deloitte Global Powers of Retailing Top 250
- ENR Top 400 Contractors
- Top Industrial Distributors
- PWC Top 100 Aerospace Companies 2014
- Strategy & Global Innovation Top 1000
- Top 100 Food & Beverage Companies. Food

SCM Employment Listings

- APICS Careers
- CSCMP Careers
- ISM Careers
- Jobs in Logistics

Supply Chain Employment JAG Guide

Objective: Identifying career and job opportunities

- Use rankings to investigate employment opportunities with the world's leading companies in a wide range of sectors. Identify:
 - Companies with highly ranked supply chain operations
 - Large industrial or retail companies who frequently have complex supply chains
 - Growth industries and companies who offer new opportunities
 - Best companies to work for
- Provide basic job tools

Master of Supply Chain Management

Next Steps and Outcomes

Next Steps

- Create additional JAG guides
 - Include similar info found in MSCM guide
 - Vault Guides
 - Salary surveys
 - Top companies

Career Resources at Kresge Library: Getting Started

Search this Guide

Getting Started

Insider Guides

Company Research

Industries

News

Jobs & Internships

Specialized: Career Services Job Action Groups (JAGs)

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Master's in Supply Chain Management (MSCM)
MBA2
Master's in Accounting (MAcc)
Tech + Entrepreneurship

Librarian

Next Steps

- Exploit other collaboration opportunities
 - Interaction with other staff departments was traditionally difficult (silos)
 - Renovations forced us into temporary quarters with other departments
 - Learned about their needs
 - Our newly renovated space put us close to even more departments
 - This interaction inspires ideas and opportunities



Next Steps

- Approach groups with collaboration potential
 - Marketing and Communications
 - Leverage MarCom expertise to advertise other library services
 - Create consistent branding with Ross School
 - Human Resources
 - Assist search committees with background information on candidates for top positions
 - Development
 - Identify potential donors and their stories
 - Undergraduate Programs, IT, Faculty Support

Outcomes

- Scheduling
 - Ross Career Services manages the meetings
 - Librarian attends a session at key points
- Marketing
 - Social media and email communications are sent through school channels, not our own
 - Students get fewer communications
 - Library gets greater exposure to a wider audience
 - JAG team communications are sent by Ross Career Services
- Student Focus
 - Presentations are strategic and highly relevant

Outcomes

- Visibility of online library raised
 - Virtual services highlighted now that library has no physical collection
- Streamline services
 - Discontinue the traditional workshops in favor of Job Action Group support (Fall term)
- Get to know students
 - Watch them get jobs!



Takeaways

- **Be opportunistic**
 - Seek collaboration with groups that are win-win
 - Exploit the expertise of others
 - Don't be afraid to ask for something in return
- **Show initiative**
 - Approach other groups politely (in person if possible)
 - Listen to their issues
 - Offer solutions that help



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