Dear Alumna,

Take a Barnard Student to Work Day was started March 2009 to provide our current Barnard women with an opportunity to shadow alumnae in the workplace and learn from their expertise.

The Alumnae Guide Book was created to help you plan an enriching day for both you and the student. In the Guide Book you will find logistical information, suggested activities, expectations for the day and more. Take time to peruse the information and if you have any questions, please contact me at tschatz@barnard.edu.

Thank you for your participation!

Sincerely,
Talia Schatz
Career Counselor
Barnard Career Development
Take a Barnard Student to Work Day is beneficial and meaningful to both alumnae and students.

**BENEFITS FOR ALUMNAE**

- An excellent opportunity to mentor.
- A way to give back to Barnard.
- Enhancement of coaching, mentoring, and leadership skills.
- Exposure to an emerging talent pool from which to recruit.
- Satisfaction from imparting wisdom and experience to students.
- Exposure to the obstacles encountered by women in the early stages of their career.

**LEARNING OBJECTIVES FOR STUDENTS**

- Gain information to make better decisions on career path.
- Learn beyond what an internship experience can provide.
- Gain an insider’s perspective on navigating her chosen career.
- Identify skill gaps before leaving school.
- Expand their knowledge of career success factors.
- Gain exposure to diverse perspectives and experiences.
- Learn about an organization and its culture.
- Gain direct access to power resources within a given industry.
Roles & Responsibilities

Pre-Registration - What to consider before registering:
- Am I willing and able to work with a Barnard student and invest in their current and future career path?
- Am I available the date and time of the event?
- Is my place of work within the metro NY area (Manhattan, Brooklyn, Queens and the Bronx)?
- Is my place of work easily accessible by public transportation from Barnard?
- Am I willing to commit to coordinating a schedule of events for the student?
- Do I have a positive attitude about my job and my industry?
- Do I have clearance for the visit?

Registration
- Complete the online application. The more detailed information you are able to provide, the better the potential match.

Post Registration
- Prepare for the student’s visit.
- Await match notification.

Match Notification
- Connect and communicate with your student. (See page 4 for more information.)
Pairing Logistics

Pairing E-mail to Alumnae
- You will receive an email with your match’s information. The email will contain:
  1. Your address (Please confirm accuracy.)
  2. Student’s contact information
  3. Student's major/minor
  4. Student’s interests

Pairing Email to Student
- Once you confirm your information, an email will be sent to the student and you will be cc’d. The student’s email will contain your information:
  1. Name and Title
  2. Company
  3. Industry
  4. Address
  5. E-mail
  6. Phone number
  7. Attire
  8. ID Requirements

Initial Contact with Your Student Match
- Once you receive the second email, you are encouraged to reach out to your student. Below are some ideas to address in your initial email.
  - My current career is_____.
  - I can inform you about career paths in ________________.
  - I can best provide you with information about______.
  - Ask the student what she would you like to gain from this experience.
  - Confirm your meeting time and provide directions to your office.

If available, attach a copy of the day’s agenda.
The most successful Take a Barnard Student to Work Day events incorporate a variety of participatory experiences and active learning opportunities. Review the following activities and plan a day that will work best for you and your student.

**Spend One-on-One Time**
- Give an overview of your field.
  - Share the benefits and challenges of working in your industry.
  - Discuss the outlook for women in your line of work.
- Review your company’s mission and structure.
- Discuss your position and career trajectory.
  - What projects do you undertake?
  - What are the hours you work?
  - What types of clients do you interact with?
  - What are the pros and cons of your job?
  - What challenges exist or do not exist for women?
- Get to know your match.
  - Ask student about her path.
  - Allow time for student to ask questions.

**Demonstrate Job Tasks**
- Preview projects you are working on and ask for the student’s input.
- Plan activity in which students can learn about different positions within the organization.

**Plan for Student to Attend a Meeting or Speak with Colleagues**
- Invite student to sit in on a deal negotiation, an event planning meeting, a brainstorming session, a press conference or a court session.
- Set-up informational interviews with the student and your colleagues.

**Discuss Opportunities and Trends**
- What are entry level positions within the industry?
- What are entry level salaries within the industry?
- Is there a linear trajectory of advancement?
- What is the employment outlook?
Suggested Activities & Sample Day

SUGGESTED ACTIVITES con't

Discuss How to Find Opportunities
- How do you find a job? Where do you look?
- Are there professional associations worth joining?
- What are the must haves in a resume or cover letter?
- Are there related careers?

Apprise Student of Resources
- Direct student to websites that provide valuable industry information.
- Connect her with other people, if possible.
- Share information about journals and professional associations.

Wrap Up
- Leave time for final questions.
- If you would like to continue a relationship with the student, let her know that you are available and set the parameters for future interaction.
  Examples:
  - My schedule is very tight but you can email me with questions.
  - I enjoyed meeting with you and I am open to future meetings.
- If you are not available for future interaction, let her know that you enjoyed meeting with her and that you wish her the best.

SAMPLE DAY
- Meet and Greet
- Tour of Company and Staff Introductions
- Attend Meeting
- Conduct Informational Interviews with Colleagues
- Wrap Up
- Lunch (optional)

If you wish to extend the day that is optional. You will need to coordinate that with your student directly prior to the event.
POTENTIAL CONCERNS

Each student’s level of professional development will vary. Although students have received some preliminary training, they may make mistakes. For example, some areas of concern may be:

- Inappropriate dress
- Overstepping boundaries
- Inappropriate behavior/Lack of professionalism
- Mismatched pairing

You can help students learn simple things such as appropriate email etiquette as well as other interpersonal or professional skills. Find your level of comfort with the student and address these concerns in a constructive way.

THANK YOU

Thank you for your participation!