

Student Worker Guide

OVERVIEW

OFFICE CONTACTS



Joanne Huey, Director of Alumni Relations

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c: 816-769-8021

Jennifer Ditmore, Director of Career Services

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Diane Liebsch, Title?

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PRIMARY DUTIES

Manage Alumni Relations & Career Services Facebook account

Update features on the Raven Walk

Design flyers for events

Tutor students in professional development topics

Various tasks as assigned

FACEBOOK

SPOTLIGHT SUNDAY

Post weekly #SpotlightSunday highlights to feature a first year graduate throughout the school year

Find graduates through the Raven Walk, LinkedIn, lists Joanne provides, etc.

Form provided by the Department of Marketing

Include photo of graduate working in their job, what their current title/company is, and a quote about their experience

OTHER CAMPAIGNS

Routinely post about features on the Raven Walk with a link to the platform

Promote events leading up to and the day of

Other previous campaigns included:

#SmallBusinessSaturday

Promote an alum-owned business each Saturday with photos and a quote from the alum



Benedictine College Office of Alumni & Career Services
Published by Angelica Nelson · August 1, 2020 ·

Alumni and friends of the Benedictine College community, support Raven owned business Cuervo Media, founded by Eduardo Godinez '12! Cuervo Media is a wedding videography company based out of Kansas City. Eduardo states that the simple goal of his business is to "document the beauty of your day from my perspective, but with a touch that perfectly portrays your unique love story."

Here are some ways you can support the business:
Follow their Facebook and Instagram at [Cuervo Media](#)
Visit their website to learn more: <https://cuervomediainc.com/>
[#SmallBusinessSaturday](#) [#RavenBusiness](#)

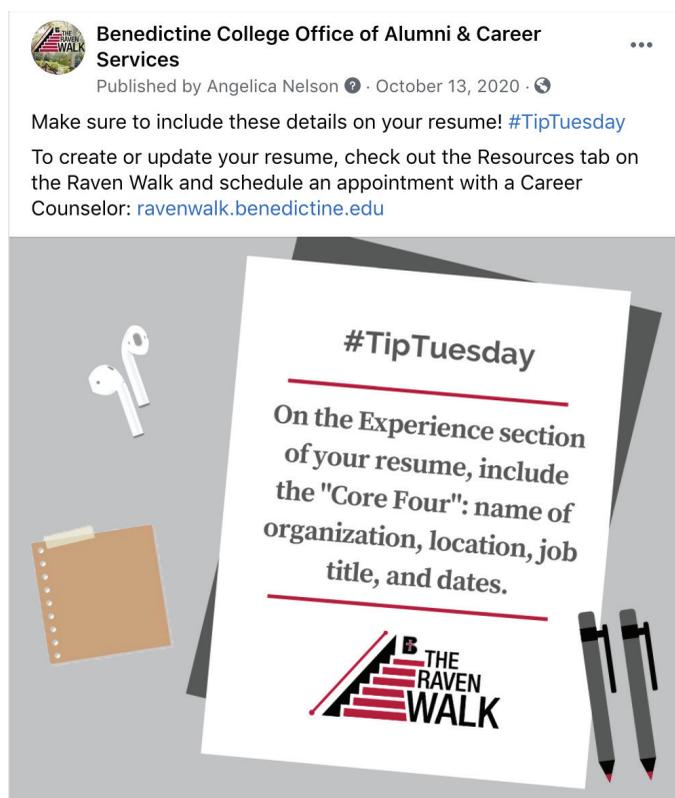
To feature your business, fill out this quick form:
<https://forms.gle/zNQU5vU1UjmQmxiG7>



FACEBOOK

#TipTuesday

Create a graphic explaining a different professional development tip each week (tip ideas came from articles under the Resources tab on the Raven Walk)



NOTES

- Download photos from the Benedictine College Photoshelter
- Download Office of Alumni Relations & Career Services logo from Joanne
- Create social media plan to outline events

FACEBOOK

SAMPLE SOCIAL MEDIA PLAN

June

- Move In countdown post
- Homecoming promo
- Alumni Reunion TBT (to promote) & day-of post
- President Minnis Rosary
- Small Business Saturday – weekly

July

- Move In countdown post
- Homecoming promo
- Facebook event: Mini Reunion
- Facebook events: September Football games
- Raven Walk video – how groups work
- Graduation congratulations
- Connecting Through Conversations promo
- Virtual alumni events promo
- Small Business Saturday – weekly

August

- Move In almost here!
- Move In, day-of post
- Raven Walk video – how to find jobs
- Homecoming promo
- Mini Reunion promo
- Football games promo
- Facebook events: October Football
- SAB members introduction
- Small Business Saturday – weekly
- First day of school post
- RW Pathways promo
- Job recruiters posts
- Get the Scoop promo
- Job recruiters posts
- Welcome transfers post
- Career Services Summit promo & day-of
- Facebook Event: BCLS Resume Info night

September

- Football day-of posts
- Homecoming promo
- Mini Reunion promo
- Facebook events: November Football
- Get the Scoop promo & day-of post
- Job recruiters posts
- Resume review times
- Facebook event: Day of Giving
- Day of Giving promo
- Headshot promo

October

- Homecoming promo
- Homecoming day-of posts
- Football day-of posts
- Facebook events: Christmas promo
- Alumni Happy Hour Promo
- Day of Giving promo & day-of post
- Job recruiters posts
- Charlie's 300th Game
- Weekly #TuesdayTip
- Weekly #SpotlightSunday
- Day of Giving Promo
- Resume review times
- Promote projects

November

- Facebook event: Snowstorm game
- Snowstorm game promo
- Alumni Happy Hour day-of posts
- Christmas parties promo
- Facebook event: 2021 Alumni Reunion
- 2021 Alumni Reunion promo
- Facebook Event Pub crawl
- Job recruiters posts

FACEBOOK

December

- Snowstorm game day-of post
- Christmas parties promo
- Alumni reunion promo
- Posts photos from Christmas parties
- Career Services Summit promo
- Job recruiters posts

January

- SAB application coming soon
- 2021 Alumni Reunion promo

February

- SAB application
- 2021 Alumni Reunion promos
- Facebook event: Grateful Raven Day
- Grateful Raven Day promo
- Valentines Cards
- Giving day promo
- Facebook Event: Grad Finale
- Job recruiters posts

March

- 2021 Alumni Reunion promos
- Grateful Raven Day promos
- Giving day promos
- Grad Finale promo & day-of post
- Job recruiters posts

April

- Grateful Raven Day, day-of post
- Giving Day, day-of post
- 2021 Alumni Reunion promos
- Job recruiters posts
- Career Services resources for graduates
- Headshot promo

May

- 2021 Alumni Reunion promos
- Champagne brunch promo
- Job recruiters posts
- Welcome graduates to alumni family

June

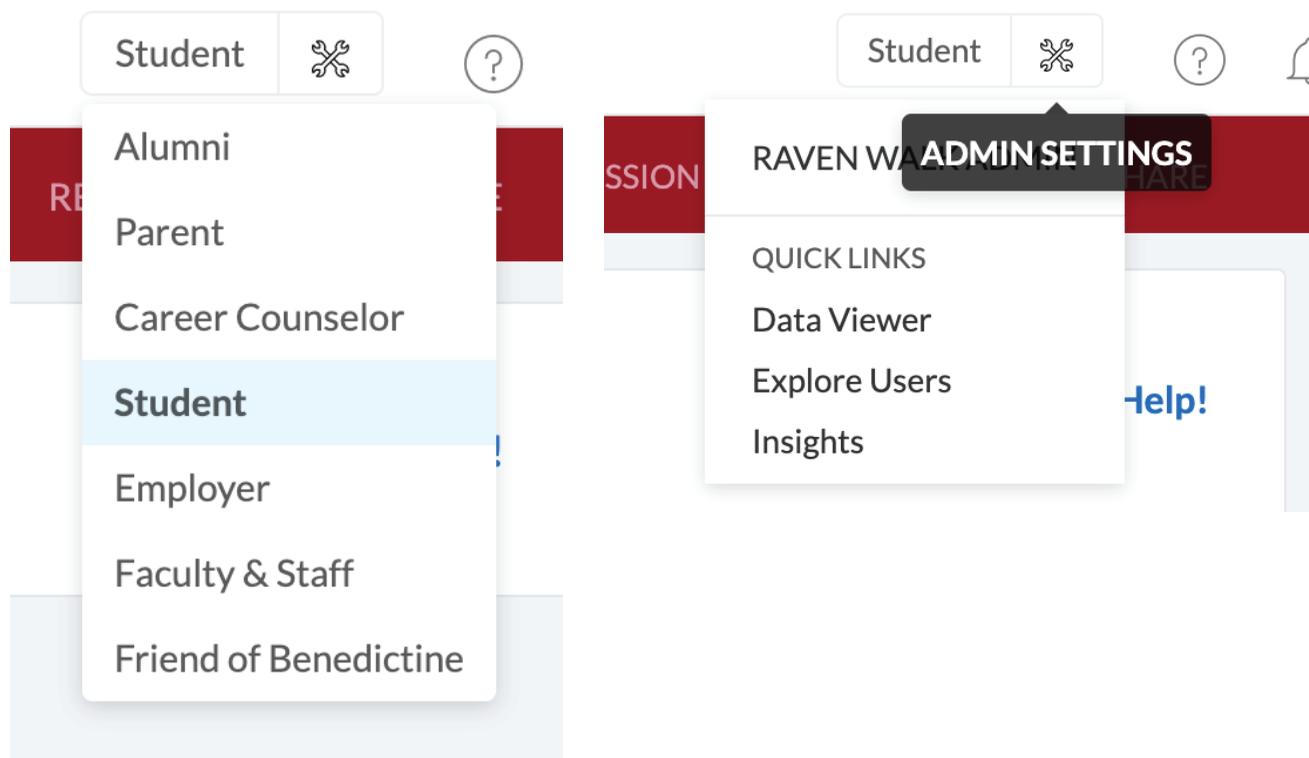
- 2021 Alumni Reunion promos
- Reunion Weekend posts
- Reunion Follow-up

THE RAVEN WALK

CAREER COUNSELING

Get set up as an Admin by Joanne

As an Admin, you have the option to view the Raven Walk as a different user type or access the Raven Walk Admin button to view messages between users, analytics, bulk email tools, etc.



When Joanne sets you up as a Career Counselor, you will be able to select which appointment types you can provide from the topics listed - select however many you would feel knowledgeable giving advice on (most students book resume and cover letter appointments).

THE RAVEN WALK

Update your tutoring availability by navigating to My Preferences --> Manage Calendar. Set your times during your daytime work hours and evening tutoring hours. Students must book an appointment with you through the Raven Walk.

Calendar Settings

Configure your calendar settings & preferences for your scheduled meetings.

Manage Personal Calendar Sync ✕ Remove Calendar Sync

*** Import Calendar(s) for Availability**
Select which calendar(s) should be imported for setting your availability on Hub

Calendar nels5569@ravens.benedictine.edu United States holidays nels5569@ravens.benedictine.edu

*** Synced Calendar for Scheduled Appointments**
Select which calendar should the meeting invitations be added to.

Calendar United States holidays

Scheduling Availability Preferences

Set Default Account Timezone America/Chicago (CDT) (-05:00) ✕

*** Set Default Meeting Duration** 45 minutes ✕

Only allow meetings of this duration

Scheduling Visibility

Set Earliest Availability 12 hours ✕ **Set Latest Availability** ✕

Set Available Hours to configure when other users can book meeting with you. Alternatively you can **Set Appointment Slots** to block off time that cannot be scheduled over on your personal calendar.

Set Available Hours Set Appointment Slots

*** Select Available Days**

Sun Mon Tue Wed Thu Fri Sat

Tuesday

09:00 am - 10:30 am ✕ + Add time-slot

Wednesday

THE RAVEN WALK

Set Final Available Date *(optional)* Add Final Date

Blackout Dates *(optional)*
Add/modify specific dates that you are unavailable for appointments & meetings Add Blackout Dates

Scheduling Confirmation Message *(optional)*
This message will be sent automatically when a user schedules meeting with you. Use this to include a cell-phone or conference number, location details, or additional meeting details for your meeting. Remove

B I U

Don't forget to click on "Book This Meeting" below to officially schedule this appointment.

If you have scheduled an in-person appointment, we will be meeting in the Student Success Center.

If you scheduled a video appointment, I'll be video calling you through the Raven Walk in order to share my screen. Please include your phone number in case there is a technology glitch.

I look forward to meeting with you!

Make sure students know to click on “Book This Meeting” after scheduling their meeting (students often forget this step and it won’t go through the system).

Meeting Contact Information

Select/Add phone number that you would like to be shared with other approved users on the platform.

Phone Number

Use my SMS Phone Number

Use a different Phone Number +1 913 360 7578

Physical Location

Student Success Center Edit Location

For your contact information, use the Career Services phone number: 913-360-7578 as your contact and the Student Success Center as the location.

THE RAVEN WALK

Update your tutoring availability by navigating to My Preferences --> Manage Calendar. Set your times during your daytime work hours and evening tutoring hours. Students must book an appointment with you through the Raven Walk. Be sure to block off dates during breaks.

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Calendar *nels5569@ravens.benedictine.edu* United States holidays *nels5569@ravens.benedictine.edu*

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Set Available Hours Set Appointment Slots

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Sun Mon **Tue** Wed Thu Fri Sat

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09:00 am - 10:30 am ✕ + Add time-slot

Wednesday

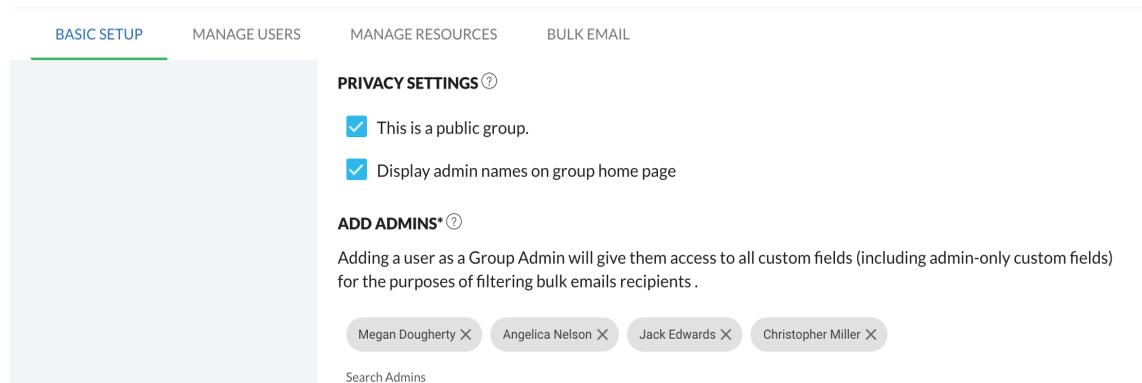
  

THE RAVEN WALK

GROUPS

Groups are based on industries, location, and interests. The goal of Groups is to connect alumni and students by fostering conversations in a smaller community. Each Group is co-moderated by an alum/faculty and a student to provide mentorship opportunities for the student. Some of the moderators will have to be updated as student moderators have graduated. Email potential moderators directly with the Group Moderator Guidelines and connect the student and alum/faculty.

Once a student and/or faculty has agreed to be a group moderator, you can label them as an Admin (under the group page, click Admin --> Basic Setup).



It is a challenge to keep moderators engaged, so regular emails checking in is helpful to ensure the moderators are collaborating to spark discussions.

THE RAVEN WALK

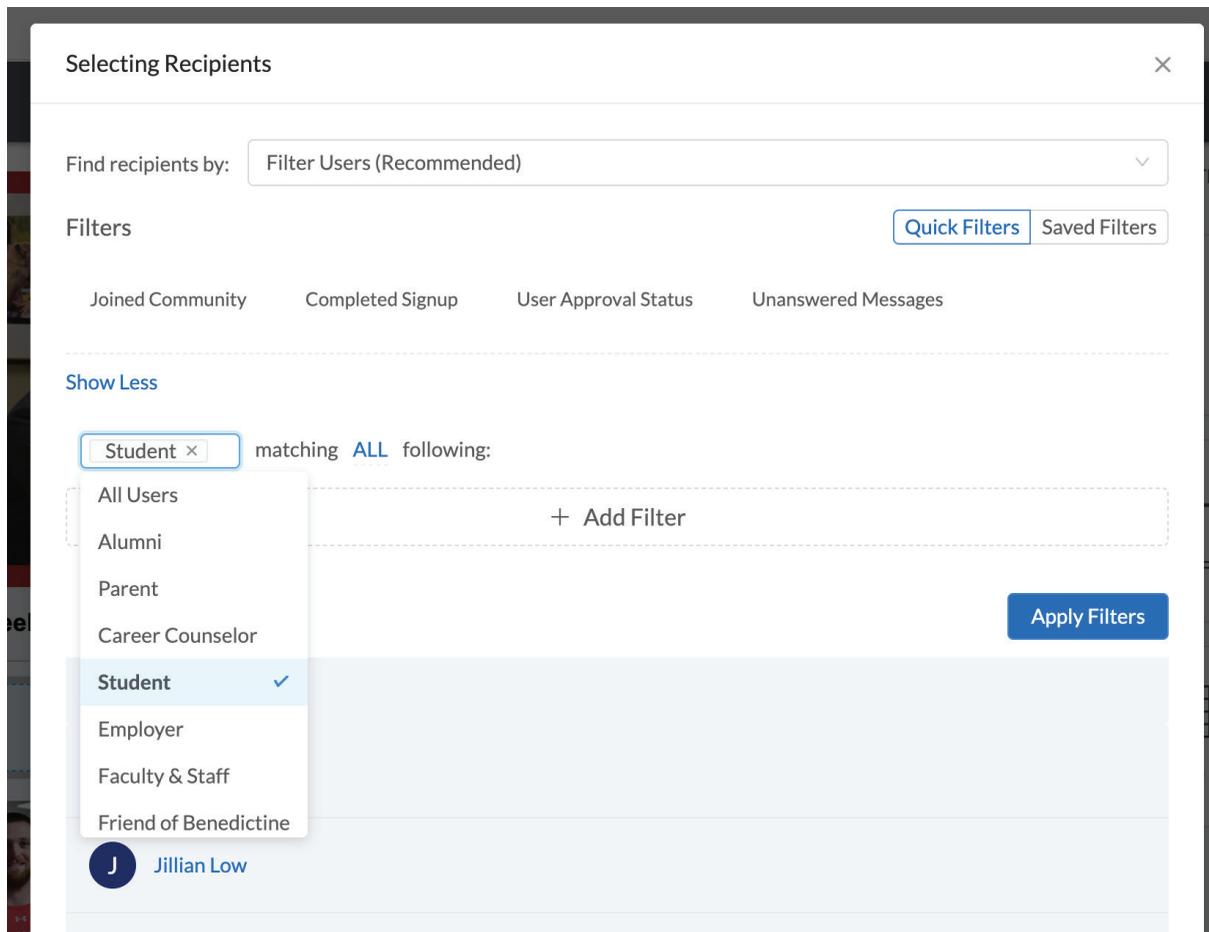
COMMUNICATION

Discussion

Use the Discussion tab on the Raven Walk to promote upcoming events (include flyer or link of event in the post).

Bulk Emails/Newsletter

Under the Admin Dashboard, click on “Bulk Emails” under Quick Links. From here you can view sent emails, draft emails, templates, or campaigns. As a Student Worker, one of your duties is to layout a biweekly Career Services email newsletter. To create one, open a recently sent newsletter (“Newsletter V11,” for example) and click “Copy Email and Open as New Draft” at the bottom of the page. On the left-hand side, Select Recipients and Filter Users by Student (shown below).



THE RAVEN WALK

Also on the left-hand side, label the Internal Tracking Name as “Newsletter V13” (or whichever version of the newsletter it is) for us to keep track of the emails. On the main page, add information about upcoming events (check with Joanne, Diane, and Jennifer to see what they would like to include). After that section, choose a job from the Raven Walk to feature as the Job Opportunity of the Week along with the Contact Career Services section (be sure to update the hours listed to be your hours - this section will remain the same each time you send a newsletter). Lastly, feature a Raven Walk Mentor and link their account for students to contact them. I contact mentors directly through the Raven Walk with this message:

“Hi Kendall! My name is Angelica Nelson, and I’m a student worker in the Office of Career Services here at Benedictine College.

Our office sends biweekly e-newsletters to students which include testimonials from current Raven Walk users to help promote the platform to students.

Due to your engagement with the platform and involvement with the Benedictine College alumni community, I would love to hear about your experience with the Raven Walk! Therefore, I am wondering if you would be willing to answer a few questions about yourself and your thoughts about the platform to help with this?

If so, here is the information I would need:

- A headshot
- Your job title, current company, current location
- Your college major
- Why you signed up for the Raven Walk in addition to comments about your experience on the platform thus far

You can just submit this information to me through a Raven Walk message if you are able to help. No worries if you don’t have the time!

Thank you!
Angelica Nelson”

Before sending it out, send a test email to yourself, Diane, Joanne, and Jennifer, to test the links and make sure the layout looks good.

THE RAVEN WALK

Here is a list of mentors who have already been interviewed and featured in a newsletter:

Greg Bower	Josh McKay
Ryan Larson	John Woldum
Alec Haight	Kelly Williams
David McClain	Kendall Suhr
Ryan Boh	McLean Severson
Olivia Roehm	Jordan Spinharney
Becca Smith-Vandergriff	Paul Schneider

Nudge Emails

In order to ensure alumni check their messages on the platform, I send them nudge emails directly if they have a message waiting for them from a student on the platform. Under the Admin Dashboard --> Users and Analytics --> User Interactions, you will see a list of all conversations users have had on the platform. If two weeks has passed since a student has sent a message to an alum and not received a response, view the alum's account, turn on the Admin View, and copy their email. This is the email I send to alumni (with a link to the Raven Walk hyper-linked):

“I wanted to reach out and personally thank you for being a part of the Raven Walk! I am a student assistant in Career Services at Benedictine, and it means a lot to me and my classmates to have your support.

It looks like you have a message waiting for you from a student on the platform, so I also wanted to reach out to give you a heads up about that as they are excited to learn from your experiences. One of the biggest benefits of the Raven Walk that we communicate to students is that they are more likely to hear back from a connection than they are through other professional networking sites, because the professionals on the Raven Walk are specifically there to be a resource to Benedictine students and alumni. Again, we thank you for your willingness to help the Raven community and hope you'll join us again soon on the Raven Walk.

Thank you,
Angelica Nelson”

Keep track of who you send nudge emails to so that you're not sending repeated messages.

ON-CAMPUS COMMUNICATION

FLYERS

For on-campus events and recruiting visits, create a flyer through Canva. Email a proof to Joanne or Jennifer to be approved, then email a copy to SGA to get approved, and email the SGA approved copy to Joanne to print (there's no color printer in the SSC). Joanne will email when done and you can head up to her office to pick the copies up and hang up around campus.

FYIs

Email information regarding upcoming events to be included in the Benedictine College FYI emails. to either fyi@benedictine.edu or Steve Johnson at sjohnson@benedictine.edu