Leveraging partnerships to empower first generation and low-income college students to secure a strong job after graduation
Warm Up

Think back to your very first job out of college.

- What was the job?
- How were you able to get that job?
- What skills, experiences, and people helped you on your way?
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Pair up with a neighbor and share
Introductions

Melissa Platt  
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CIBC

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Director of Career Development  
National Louis University

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Program Manager  
Braven
Objectives

● Understand the college-to-career gap and how it impacts first generation and low-income college students
● Learn how Braven, CIBC, and National Louis University partner for career outcomes
● Apply a framework for partnership to your own work
Agenda

[10] Warm Up
[10] Closing the College-to-Career Gap
[15] Closing and Application
Closing the College-to-Career Gap for First Gen and Low-Income Students
Our Broken Talent Pipeline

2,000,000
ENROLL IN A FOUR-YEAR COLLEGE

1,200,000
FIRST-GENERATION OR LOW INCOME BACKGROUND

× 600,000 (50%)
WILL NOT GRADUATE WITHIN 6 YEARS

COLLEGE DROPOUT
TYPICAL JOB: CASHIER
AVG. SALARY: $24,000
AVG. DEBT: $12,500

× 300,000 (25%)
GRADUATE, BUT WILL BE UNEMPLOYED OR UNDER-EMPLOYED WITHIN 12 MONTHS OF GRADUATION

UN-/UNDER-EMPLOYED GRADUATE
TYPICAL JOB: CUSTOMER SERVICE REP.
AVG. SALARY: $37,000
AVG. DEBT: $25,000

300,000 (25%)
GRADUATE AND OBTAIN STRONG FIRST JOBS OR GO TO GRAD SCHOOL WITHIN 12 MONTHS OF GRADUATION

GRADUATED INTO STRONG FIRST JOB
TYPICAL JOB: BUSINESS ANALYST
AVG. SALARY: $50,600
AVG. DEBT: $25,000
A college degree alone no longer guarantees access to the American Dream.

Each year, 1 million low-income & first gen students go to college but do not emerge with strong jobs.

**Early Career:** Low-income BA holders earn 66% as much as high income peers.

**Mid Career:** Low-income BA holders earn 50% as much as high income peers.

*Source: Brookings*
Your First Job

Think back to the warm up

● What was your first job out of college?
● How did you get it?
How do we Close the Gap?

- Higher education
- Specialists in career
- Employer community
CIBC & Private Sector
Rising Talent in the Workplace

- 83% of employees identify “finding meaning in day-to-day work” as a top priority
- Millennials and Gen-Zers demand to “do good” and “do well”
- CSR dollars increasingly supporting diversity, equity & inclusion initiatives
How do we make this a reality?

“True partnership is about identifying shared value and leveraging the combined strengths of each partner to achieve a level of impact that could not be accomplished independently.”

--KPMG International “Unlocking the Power of Partnership”
GUIDELINES FOR PARTNERSHIP
Defining Goals, Strengths, and Barriers

- Shared Goals, Values, and Desired Outcomes
- Identified Unique Strengths and Positioning
- Internalized & Communicated Non-negotiables and negotiables
Defining Goals, Strengths, and Barriers

Shared Goals, Values, and Desired Outcomes

Internalized & Communicated Non-negotiables and negotiables

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The Higher Education Partner:  
The University’s Responsibility to Career Education

Higher education can play a critical role in advancing career readiness and thus economic mobility for first generation and low income college students and their families.
Partnering to Advance Career Opportunity at NLU

Academic Deans

Career Center

Academic & Career Coaches
Learnings from NLU’s Career Program Development

- Identify the career skills, knowledge, and experiences required by first generation and low income college students
Learnings from NLU’s Career Program Development

- Identify the career skills, knowledge, and experiences required by first generation college students
- Create clearly defined career objectives, owned by different university stakeholders, and methods for measuring career objectives success
Learnings from NLU’s Career Program Development

● Identify the career skills, knowledge, and experiences required by first generation college students
● Create clearly defined career objectives, owned by different university stakeholders, and methods for measuring career objectives success
● Embed relevant, strengths-based curriculum within required, credit-bearing courses
Learnings from NLU’s Career Program Development

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- Partner with experts in career development who can inform current best practices and provide access to employers while sharing mission and values
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- Partner with experts in career development who can inform current best practices and provide access to employers while sharing mission and values
- Integrate partner program into university outcomes and embedded, credit-bearing offerings
Braven at NLU

1 SEMESTER COURSE
- Online Content
- Coaches & Cohorts

UNITL GRADUATION
- 1:1 Mentoring
- Job Board
- Career Fluency Experiences

EMBEDDED IN HIGHER ED

VOLUNTEERS & EVENTS

L&D FOR EMPLOYEES

INTERNSHIPS & JOBS

JOB-READY, DIVERSE TALENT

Google, Deloitte, Prudential, CIBC, Northern Trust, Salesforce, Cisco, LinkedIn, Teach for America
Braven at NLU

- Target demographic
- Embedded career development
- Innovation
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<td>Proven curriculum</td>
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<td>Employer partnerships</td>
<td>Resources</td>
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Identified Unique Strengths and Positioning
Braven at NLU

- Regular communication
- Compromise
- Shared tools
- Stepbacks and realignment

Internalized & Communicated Non-negotiables and negotiables
Braven + CIBC

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UNTIL GRADUATION
- 1:1 Mentoring
- Job Board
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EMPLOYEES
- L&D

VOLUNTEERS & EVENTS

INTERNSHIPS & JOBS
- Job-Ready, Diverse Talent
What Corporations Want from Partnerships

1. Shared Values
2. Meaningful Volunteer Opportunities
3. Champion
4. Good Steward of Resources → Tangible Results
5. Charismatic Spokesperson
CLOSING
Planning for Partnerships

Shared Goals, Values, and Desired Outcomes

Internalized & Communicated Non-negotiables and negotiables

Identified Unique Strengths and Positioning
Questions?