Job Shadow Program

HOST COMPANY HANDBOOK

Winter 2014

Greetings!

Thank you for participating in the Lundquist College of Business's Job Shadow Program. We are grateful for your partnership in helping us jump-start students' career exploration process.

I hope that you will also enjoy getting to know our outstanding undergraduate students while introducing them to your company and sharing your professional insights. This handbook provides information that will help ensure that the job shadow experience is a mutually-rewarding one.

We value your critical feedback, which is essential to make the program a long-term success. I hope that you will take a moment to complete the program evaluation after your job shadow day.

If you have any questions or recommendations, please don't hesitate to contact me by email at cwb@uoregon.edu or by phone at 541-346-8205.

Thank you again for your support of the Lundquist College of Business and the Job Shadow Program.

Sincerely,

Chris Bennett
Program Director
Job Shadow Program

OFFICE OF UNDERGRADUATE PROGRAMS

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Table of Contents

Program Overview

The Job Shadow Program provides pre-business, business and accounting students with insight into careers by matching them with host companies for one-day career exploration experiences, preceded by guided preparation.

Through their participation, host companies are able to establish their brand with future recruits and help students jump-start their transition from classroom to career. The program also provides an opportunity for alumni to reconnect with the college and invest in the next generation of Lundquist undergraduates.

What is a job shadow?

A job shadow is an opportunity for students to observe first-hand a typical day on the job by accompanying professionals, many of whom are alumni, through their work-day. The job shadow day will provide participating students with an overview of an industry and a realistic view of the everyday aspects of the workplace, and will help them understand what skills and attributes are necessary to work in a particular field. The format and schedule of the day will vary between companies.

Benefits for students

- Gain early exposure to industries and career paths, and make better-informed course, internship and career decisions
- Start the career exploration process sooner in their tenure at the University
- Build professional skills, self-confidence and industry awareness
- Strengthen their applications for internships
- Improve their employment prospects after graduation

Benefits for host companies

- Develop a pipeline of talent by connecting with promising business students early in their academic programs
- Brand their company, and introduce its careers, culture and industry to students in the Lundquist College of Business
- Influence students' studies to better match the skills they seek in successful employees

Program Responsibilities

Host company responsibilities

- Complete a brief registration form in advance to enroll in the program
- Plan a schedule of activities for the job shadow day
- Host one or more students for a full-day
- Complete an evaluation of the program and the students after the job shadow day

Student responsibilities

- Meet the program prerequisites and apply to the program by the application deadline
- Review the list of host companies and rank at least five where they would like to be placed
- Commit to the job shadow placement with which they are matched
- Complete two online training modules and attend an in-person dress rehearsal to prepare for the job shadow visit
- Arrive on time at their host company on the job shadow day and participate actively and professionally
- Cover all travel, food and accommodation expenses
- Write a thank-you note to their host company after the job shadow day
- Complete a program evaluation and an online reflection module

Program staff responsibilities

- Market the program to Lundquist College students and recruit applicants
- Screen applicants to ensure they meet the program prerequisites
- Plan, deliver and ensure student participation in the Job Shadow Program training curriculum
- Collect and maintain host company registrations and present job shadow opportunities to students
- Match students with host companies according students' stated preferences
- Assist host companies in the design of and preparation for the job shadow day
- Respond to problems, concerns or questions from host companies and students, including day-of logistical problems
- Collect feedback from host companies and students and use feedback to improve the program
- Resolve any student attendance or disciplinary issues during the job shadow day to the satisfaction of the host company and college administration

Program Timeline

The following table presents key program dates for the 2013-2014 academic year. If a particular deadline presents a problem for your company, please contact us so we can discuss alternatives. Program dates for summer 2014 are currently being considered.

	Winter Term 2014	**Spring Term 2014**
Deadline for host companies to register or update their information	January 13, 2014	April 7, 2014
Deadline for students to apply to program	January 27, 2014	April 21, 2014
Students informed of placement	February 24, 2014	May 19, 2014
Host companies receive student contact info and profiles by email; Unmatched host companies notified	March 10, 2014	June 2, 2014
JOB SHADOW DATES	**March 24-25, 2014**	**June 17-19, 2014**
Host company program evaluations due	April 8, 2014	July 3, 2014

How to Register to Host Students

First time participants

Host companies can register for the program anytime, and their job shadow opportunity will be made available in the next term for which the deadline has not yet passed. Before registering, you will want to consider these items:

- Prepare a brief description of your company.
- Decide how many students you can host.
- Determine the date(s) and the start and end time(s) of your job shadow day(s).
- Decide which departments and/or business function(s) can be observed at your site (accounting, finance, marketing, management, computer information systems, etc.).
- Review your organization's policies regarding the presence of a student in the workplace.
- Begin thinking about your job shadow day schedule (see samples on page 7).
- Consider details regarding parking, arrival and other special considerations related to the job shadow day.

The host company registration form is available online at https://oregon.qualtrics.com/SE/?SID=SV_dmqAV7i1OoPd9xX. The registration should take approximately 15-20 minutes to complete and it is best if it is completed in one sitting. It should be completed by the person who will be the primary contact for the job shadow program at your company. (The primary contact is the individual who will arrange

the job shadow, including pre-program logistics, not necessarily the person who will actually host the student(s) on the day of the job shadow.)

Returning participants

Host companies that have previously registered and would like to update their registration information or select additional job shadow dates should e-mail Chris Bennett at cwb@uoregon.edu.

Registered host companies will be contacted prior to each term with the opportunity to update their registration information and select job shadow dates for the upcoming term.

How to Host a Job Shadow Student

There are a number of decisions to make in planning a rewarding job shadow day for college students. The following list is meant as a guide to help you plan and execute your company's job shadow day.

Before the job shadow day

- Coordinate with others in your company to plan the schedule for the job shadow day (see "Designing your Job Shadow Day" on page 5).
- Identify staff members who will participate in the job shadow day and confirm their participation.
- Finalize a written schedule of the job shadow day to provide structure and clarify time commitments (see sample schedules on page 7).
- Review student profiles sent by Job Shadow Program staff describing students' career goals and interests. You may also contact the student(s) with whom you have been matched by phone or email prior to their arrival.
- When appropriate, inform your supervisor and affected clients or customers that a student(s) will be shadowing you and/or other staff.
- Identify any paperwork or waivers from your company that may need to be completed by students. If they must be completed in advance of the job shadow day, please forward them to Chris Bennett at cwb@uoregon.edu.
- Obtain necessary clearance and secure parking passes and ID badges if necessary.
- Communicate with Job Shadow Program staff to address any questions, problems, or concerns.

On the job shadow day

- Meet with the student(s) at the beginning of the day to give an overview of the company and at the end of the day to follow-up regarding their experiences.
- Provide student(s) with a copy of the day's schedule and, if helpful, a list of the common acronyms used at your company.
- The job shadow program is a learning experience and the student(s) should not be expected to know specific details related to your daily work.

- Ensure sufficient time for student(s) to conduct at least one informational interview.
- Have fun. Make the experience enjoyable for you and the students!
- In the event of an emergency involving a job shadow student, please contact Chris Bennett at the Lundquist College of Business at 541-346-8205 or 541-346-3303.

After the job shadow day
- Complete the online program evaluation. The web address for this evaluation will be sent to you just prior to your job shadow day.
- Share your story. To help promote the program, please send stories, pictures and quotes to Chris Bennett at cwb@uoregon.edu.
- Communicate with Job Shadow Program staff to address any problems or concerns.
- In the rare instance that a student does not show up for the job shadow day, or that you experience disciplinary problems with a student, please inform Job Shadow Program staff as soon as possible so that we can follow-up appropriately.

Designing your Job Shadow Day

Designing a job shadow day should not be a complicated, involved process. You are welcome to use any format you like that allows the participating students to gain insight into your company and career paths. If you know how you want to structure your day, that's great! If not, this section will give you some guidance.

In general, you want to plan activities which help the student(s) gain a better understanding of your company and career field(s). Where possible, involve University of Oregon alumni.

Sample activities for a job shadow day
- Provide an overview of the company, industry and career opportunities. Discuss the organizational chart, company culture and working environment.
- Give a tour of your workplace.
- Allow time for students to observe regular business activities at the workplace by inviting the student(s) to observe individual employees over the course of their daily schedules.
- Provide opportunities for students to conduct informational interviews with employees. (This is something we would like all participating students to have the opportunity to practice.)
- Give students a set of company promotional and recruitment materials.
- Schedule meeting(s) with the President, CEO, head of the department, or other individuals who can give a broad perspective of the company.
- Schedule an informal lunch with recent hires and/or Lundquist College alumni.
- Have the HR department describe job opportunities within the company and review the student's resume.
- Introduce student(s) to current technology and tools used by professionals.

- Introduce student(s) to first-year employees so they can get a realistic view of the first year on the job.
- Introduce student(s) to current interns to learn more about internship opportunities at your company.
- Arrange a panel presentation or meet-and-greet with colleagues from different areas of the company so that students can obtain a variety of career perspectives.

Possible topics for discussion with the student(s):
- Daily challenges and requirements of your job
- Your interests, educational background, and career path
- Advice for someone wanting to get into your industry and/or your particular company
- Trends affecting your industry
- Classes the student(s) should consider taking
- Experiences/internships that the student(s) should have if they want to pursue a career in your field
- Suggested publications to keep them informed
- Professional associations they should consider joining

Sample Schedules

As you begin to structure your company's job shadow day, there are a variety of factors to take into consideration. Chief among them are the level of staff involvement, and how structured the day is. The following sample schedules illustrate some of the possibilities. Job Shadow Program staff are happy to work with you to design a schedule that best showcases your company and fits your company's culture and staff availability.

Minimal structure/Low staff involvement

This sample schedule is best for situations when only one or two employees are available at the host company or for very small businesses. While it leaves much of the day to a single employee, it also allows enough flexibility in the structure to accommodate changes in staff schedules and the involvement of additional staff members if their schedules allow.

Time	Activity
8:45 a.m.	Arrival – Main entry, 1200 SW Commerce Boulevard
9:00 a.m.	Meet with Finance Manager – Overview of company, culture and department. Discuss agenda and goals of the day
10:00 a.m.	Shadow Senior Financial Analyst to observe daily routine and learn the necessary skills to be successful in the position
12:00 p.m.	Break for lunch
1:00 p.m.	Tour of workplace or continued shadowing of Senior Financial Analyst
2:00 p.m.	Hold for meeting/informational interview with additional staff member (to be determined)
4:00 p.m.	Wrap-up with Finance Manager

Minimal structure/Greater staff involvement

This sample schedule is appropriate for job shadows where multiple people wish to be involved but there is some uncertainty about their availability. The components can be easily moved around without significant disruption and other staff members can be substituted into slots as necessary. This approach, while not providing as in-depth a look at a specific career path, provides the participating student(s) with an introduction to several different professionals and career paths. It can also be adapted easily depending on whether the company hosts one student or multiple students at the same time.

Time	Activity
8:30 a.m.	Arrival – Corporate headquarters, South visitor's entrance
8:30 a.m.	Welcome and overview of company – Talent Acquisition Team

9:45 a.m.	Marketing Team staff member shadow or presentation
12:00 p.m.	Informal lunch with new employees and interns
1:15 p.m.	Informational interview with senior Marketing Team member
2:00 p.m.	Sales Team staff member shadow or presentation
4:15 p.m.	Wrap-up with Talent Acquisition Team

High structure/Low staff involvement

This sample schedule is appropriate for a company in which only a few staff members are available to participate and those staff members would like to have a clear structure for the day so that they don't have to plan their interaction with participating students "on the fly." Activities and timing are clearly structured with a nice variety for the participating student.

Time	Activity
9:15 a.m.	Arrival – 1701 W. 18th Street, Suite 400
9:30 a.m.	Welcome and overview of company – Director of Sales
10:00 a.m.	Tour of facility – Sales Associate
10:30 a.m.	Discussion of sales strategies – Sales Associate
11:00 a.m.	Shadow Sales Associate
12:15 p.m.	Break for lunch
1:15 p.m.	Visit local client with Sales Associate (one-on-one ride along)
3:30 p.m.	Informational interview and wrap-up – Director of Sales

High structure/Greater staff involvement

This sample schedule is ideal for a company that would like to give its participating students an opportunity to engage with a wide variety of its employees. Such an approach requires structure so that staff involved can rely on the schedule to know when they need to be available. The schedule uses a variety of activities including one-on-one informational interviews and meetings as well as group meetings, panels and role plays.

Time	Activity
9:00 a.m.	Arrival – Visitors' Entrance,
9:00 a.m.	Meet with HR Director to discuss the day's activities, including an overview of the company and its clients
10:00 a.m.	Plant Tour – HR Director
10:45 a.m.	Meet & Greet – Vice President Sales, North America

11:15 a.m.	Participate in role plays: "Steps to Making a Sale" and "Steps to Finding Facts" – Sales Team
12:15 p.m.	Lunch with UO alumni
1:30 p.m.	Informational interview – One-on-one with Sales Team member
2:15 p.m.	Observe a presentation to a client – Sales Team
3:30 p.m.	Marketing Roundtable: Questions, Answers, and Advice – Marketing Team
4:30 p.m.	Meet with HR Director to discuss the day and wrap-up

There are lots of other ways to design your company's job shadow day. If you have an innovative schedule or job shadow activity to share, please email it to Chris Bennett at cwb@uoregon.edu.

Job Shadow Program FAQs

What is the application/matching process?

The application and matching process is a two-part process. First, students apply to participate in the Job Shadow Program. They are reviewed to ensure that they meet the program prerequisites and, if they do, they are accepted to the program. Students may complete this application at any time, but the date that they submit it dictates which term they may participate in a job shadow (see "Program Timeline" on page 3).

Once accepted to the program, students begin the online job shadow training curriculum (see below). After they have completed the first training module, they then have the opportunity to review the directory of participating companies and rank their top choices. These choices are used to match students with host companies.

What are the Program Prerequisites?

Participating students must meet the following prerequisites:
- Declared Pre-Business Administration major (Business and Accounting majors will also be accepted but priority will be given to pre-business students)
- Minimum cumulative GPA of 2.75
- Completion of BA101 (Introduction to Business) with minimum grade of B-
- Placements with public accounting firms also require a 3.25 minimum cumulative GPA and completion of Accounting 211 (Introduction to Accounting) with a minimum grade of B

How are students matched?

Students are matched with host companies based on the students' preferences. After reviewing the directory of host companies, including the companies' industries, descriptions, locations, job shadow dates and business areas or career paths that can be observed by students, each student ranks his or her top five host companies, along with the dates and locations where they are able to participate. Job Shadow Program staff then match students based on these preferences, availability and fit.

After the matches are made, students are informed of their match and are asked to commit to that job shadow host company, date and location. Host companies are then notified of their matches (or that no match was made) and receive introductory profiles of each student that will be visiting them.

How will students be prepared for the job shadow day?

Prior to their job shadow day, students participate in a comprehensive training designed to prepare them to make the most of their job shadow experience. This

training is delivered through two online modules and one in-person dress rehearsal workshop.

The first module focuses on self-assessment. In this module, students reflect on their values, interests, personality and skills; prepare self-introductions or elevator speeches; and identify questions about themselves that they would like to explore through their participation in the Job Shadow Program.

The second module focuses on company research and ensures that students are equipped with a basic understanding of their host companies before they arrive, as well as with the skills needed to further explore the companies during the job shadow day.

The dress rehearsal workshop is an opportunity for students to practice professional skills in person, including introducing themselves, networking, and conducting informational interviews. The session will also review professional etiquette (dress, greetings, communication, etc.), program policies and day-of logistics.

What does it cost to participate in the Job Shadow Program?

Neither students nor employers pay to participate in the Job Shadow Program. However, students are expected to cover all of their personal expenses (travel, meals and accommodation). Any assistance that a host company can provide students in this regard is most appreciated.

What is the difference between a job shadow and a site visit?

The job shadow day is a full-day program rather than a short visit. It is also intended to provide a more personal and/or immersive experience for students instead of a general overview of your company for a large group of students. That is why we have limited the number of students you can host on any given job shadow day.

The job shadow should also be a more focused experience during which students observe specific career paths rather than a general experience that covers a wide variety of career paths only cursorily. However, we recognize that there is value in students experiencing both a general overview and a more in-depth exposure to a specific career path and we encourage job shadow days that combine an overview of career paths with time for students to spend more in-depth time with one path in particular.

What do I do in the event of an emergency involving a job shadow student?

In the event of an emergency involving a job shadow student, please contact Chris Bennett at 541-346-8205 or 541-346-3303.

What if my company has special requirements regarding privacy or confidentiality?

Prior to their job shadow day, students are advised, in general, about workplace confidentiality but you may also consider some of the following options to further address this risk:

- Discuss specific confidentiality or privacy requirements at your company with the student(s) upon arrival.
- Require students to sign a non-disclosure agreement.
- Build greater structure into the job shadow day schedule so as to limit student access to secure areas or information. For example, a series of formal informational interviews may be more appropriate than informal one-on-one shadowing.
- Do not grant student(s) access to secure areas or areas where they are likely to encounter confidential information, or ensure they are always accompanied by a staff member when in these areas.

Job Shadow Program staff are happy to discuss your company's unique needs to help find the best way to address your privacy concerns.