



Program Overview

The Job Shadow Program coordinated by Business Career Services (BCS) matches students with employers/alumni to gain insight into business careers. One or more students shadow a professional (preferably alumnus/a) for one day. This gives company sponsors a chance to guide future professionals through a job-shadow experience.

Objectives:

- Brand your company by exposing students to company culture and new technologies.
- Showcase what professionals in your organization do on a daily basis, their daily challenges and requirements.
- Provide students a chance to gain exposure to specific applications of their business major and career interests.
- Get a head start in identifying potential candidates early in their college careers.

Student Application and Selection Process

- Freshmen and sophomores in the College of Business are eligible to participate. College of Business Honors freshmen are required to participate.
- BCS staff train students prior to their Job Shadow visit.
- To apply, students can submit their resume up to 15 Job Shadow opportunities. The program is integrated within the online Symplicity system for companies to screen and rank all students. The system processes the employer-student matches.
- Students will be responsible for all expenses incurred, i.e. housing, meals, and transportation.

Dates for Job Shadow Visit

- University winter break, December 21, 2009 to January 15, 2010.

Student Preparation for Visit

- Submit resume by deadline to be considered for the Job Shadow Program.
- Respond promptly to the employer Job Shadow Program contact in setting up or confirming a mutually convenient job shadow date.
- Attend BCS training session prior to job shadow to discuss professional protocol issues: professional attire, notebooks, prepared questions to ask, confidentiality, thank-you letters and more.
- Sign a BCS agreement to be responsible for all costs associated with the program including accommodations, meals, and transportation.
- Find out ahead of time the appropriate professional attire required during job shadow.
- Research the organization and prepare formal questions.
- Have a firm understanding of what to get out of the experience.
- Actively participate in daily activities and ask questions when appropriate.
- Bring a notebook and pen and have extra resumes and contact information available.
- Remember that all internal company information is confidential and not to be disseminated outside of the organization.
- Complete questionnaire/evaluation after shadow has occurred.

Employer Steps to Establish a Job Shadow Program

In order to help you plan a successful job shadow experience, we have included a list of things to consider doing in preparation for the experience. As usual, planning is the key to success.



Items to Consider

- Decide the maximum number of students that you can accommodate.
- Determine the job shadow date and include it with your Job Shadow description on Symplicity.
- Decide which major(s) would be best accommodated at your site.
- Identify recent alumni to participate in the program, if possible.
- Coordinate with others in company to plan the scope of the student's shadow experience to gain exposure to various applications of his/her major.
- Decide on topics to showcase.
- Organize a schedule of events (see sample agenda in addendum).
- Obtain appropriate clearance for the visit if necessary.
- When appropriate, inform your supervisor (and/or affected clients/customers) that a student(s) will be shadowing you.
- Brainstorm with your student(s) what kinds of experiences they would like to have and what would be most helpful to them (optional).
- Provide your student(s) with a set of your company's promotional and general recruitment materials.
- Provide the student(s) with directions to your office, along with information about parking if needed.
- Inform the student(s) of the company's dress code.
- Communicate with BCS to address any problems or concerns.

Suggested Activities for the Visit

- Provide a tour of the company.
- Show a sample of the company's marketing and training videos.
- Discuss the organizational chart, company culture and working environment.
- Schedule meeting(s) with the President, CEO, head of the department, or other individuals who can give a broad perspective of the company.
- Have the HR department describe future job opportunities within the company and review the student's resume.
- Expose the student(s) to current technology and tools used by professionals.
- Provide insight and experience to daily challenges and requirements of the job.
- Plan a few meetings between the professional and the student(s) to better understand what they do in a typical day and allow the student(s) to observe the professional's day-to-day activities.
- Set up an informal lunch with alumni and/or other professionals to teach the student(s) more about the company and provide an opportunity to network. This can also give the student(s) a better sense of the culture of the company and the people who work there.
- Have the student(s) meet a first-year employee to get a realistic view of the first year on the job, if possible.
- Possible topics for discussion with the student(s):
 - 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.

Evaluation

Employer and student participants will be expected to complete an evaluation of the Job Shadow Program.

Addendum: Sample Agenda



ILLINOIS

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Marketing Job Shadow
2nd Floor Conference Room

Job Shadow Students: John Doe and Sally Smith

9:00 – 10:00am	Welcome, Introduction, and Company XYZ Capabilities Customer Marketing Manager
10:00 – 10:45am	Plant Tour
10:45 – 11:30am	Meet & Greet: Marketing at Company XYZ Vice President Marketing, North America
11:30am – 12:00pm	Consumer Overview Associate Consumer Insight Analyst
12:00 – 12:45pm	Illinois Alumni Lunch
12:45 – 1:00pm	Break
1:00 – 1:30pm	Support Tools Marketing Insight Specialist
1:30 – 2:00pm	Sensory Descriptive Panel sit-in
2:00 – 2:30pm	Sensory Overview Senior Director Sensory
2:30 – 3:15pm	Meet & Greet and Resume Coaching Director of Marketing
3:15 – 3:45pm	R&D Activity
3:45 – 4:30pm	Marketing Roundtable: Questions, Answers, and Advice Marketing Team