

COMMUNICATING CAREERS: A Conference on Marketing for Career Centers



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BOSTON, MA

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Utilizing Campus Partnerships To Increase Office Utilization

KEITH HASSELL
UNIVERSITY OF BRIDGEPORT

Creating Campus Partnerships to Increase Office Utilization

Keith J. Hassell, MS

Director, Center for Career Development

The University of Bridgeport



Key Partnerships

Businesses/Organizations

Local & Regional
Community

Alumni

Admissions

Student Affairs/
Administration

Student Organizations

Students

Parents

Coaches

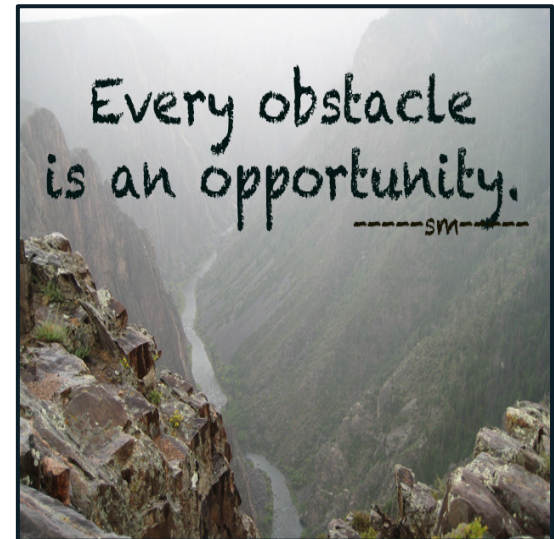
Faculty

Residential Life



Obstacles

- ❑ Acknowledgement Without Support
- ❑ Limited Staff & Resources
- ❑ Financial Restrictions
- ❑ Resistance To Change



Overcoming Barriers

- Identify Individual Allies
- Incorporate & Blend



Next Steps

- Who are your clients?
- Who are your stakeholders?
- What are your needs?
- What value do you bring?



Questions



Keith J. Hassell, MS
Director, Center for Career Development
The University of Bridgeport
khassell@Bridgeport.edu