**College Student Outreach**

**7.18 ASCE Student Office Crawl**

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| **1. Section/Branch** | Truckee Meadows Branch |
| **2. Section/Branch Size** |  |
| **3. Project Contact** |  |
| Name | Garth Oksol, Branch President, Sept 2020 – Aug 2021 |
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| **4. Project Category** | College Student Outreach |
| **5. Project Description** | Annual Student Office Crawl |
| **6. The Process**  (What you did, When and How) | The first office crawl took place in 2017 and has been increasingly  successful for the past 4 years. The idea takes a “wine walk” style  approach to introduce soon‐to‐be graduates to prospective  employers.  The idea was developed by Randall Rice in 2016 after having little  luck finding a similar event on the web during the initial research.  The idea started while looking for new ideas on low cost, fund  generating, activities for the Board. The general idea details were  brought forward to the Board, to discuss the level of interest, at a  monthly Board meeting.  The idea was met with great enthusiasm and a committee was  quickly formed to work on the minutia. |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | Kristin Kramer, Committee Chair and Branch Coordinator  Mike Wetterau, Committee Member and YMF Coordinator  Bethany Calvert, Committee Member and Student Coordinator |
| **8. Time Frame**  (When Started, When Completed) | The idea started in 2016 and a trial run was performed in Feb 2017. The event  lasted from 9am to 5pm and included 15 local engineering firms. The event  has become so popular that we now require interested companies to have a  paid sponsorship separate from their other ASCE sponsorships. The event  brings in over $2,000 per year and has since been turned over from the  Branch to the YMF chapter of ASCE Truckee Meadows Branch.  Planning is currently ongoing for a February 2021 Student Office Crawl and  will be the 5th annual event! |
| **9. Success Factors**  (The Parts that Worked Really Well) | The students have provided very positive feedback (from participant surveys  filled out at the end of the event) about the interactive factor they get when  visiting these local firms. The student’s general desire is to have a short tour of  the facilities and then let loose to chat with senior engineers to recent  graduates about their experiences after college and how they like the firm and  what they do for a living; a relative ‘job shadowing’.  The students also like having the event a week prior to the University Career  Fair so that they have a better idea of what companies are offering and who  they want to spend more time with at the Fair.  Finger foods, lunch, and drinks are always a welcomed addition.  Fridays are usually best for the Office Crawl since there are usually less classes  held on Fridays (especially lab classes). Check with student chapter to confirm  for University specific scenarios. |
| **10. Setback Factors**  (The Parts that did Not Work Well) | We have limited the number of available offices to 8 per day.  The challenge with trying to have less than 1 hour at each location means you  may not have enough time to see all that you want.  One year we tried doing a window of time (1.5 hours) where you could select  from one of three companies during that time slot. While this worked great  for some firms because the students had plenty of travel time from one office  to the next, some firms received far less students than was anticipated.  We now require the entire group to go from one firm to another and sign in.  That way all paid sponsors get the same number of students for the full hour.  It helps even out wide ranges of students from not showing up to one of the  sponsor’s time slots.  Travel time is a big challenge especially if your city has traffic. Reno is unique  in that we have 30 engineer firms (from local firms to global firms) that are  located within a 30‐mile loop and we have limited traffic problems. This makes  travel from one firm to the next very quick. If you are in a large city with  transportation issues, you will need to consider those challenges. Also, we try  to cluster the firms close together so the event flows smoothly and quickly.  ASCE LEADER TRAINING COMMITTEE INFORMATION REQUEST FORM  We now require a sign in procedure and have faculty permission for students  that do have Friday classes during the Office Crawl. In order for them to have  an approved absence, they need to sign in to each location and return the  form back to the event coordinator. Upon submission, and completion of the  participation survey, they are entered into a raffle for a small ($25) gift prize.  The students were not in favor of companies that provided a long PowerPoint  or other lecture. |
| **11. Creativity**  (This is something off the wall that we did) | The whole event is a hoot! Students love it. Employers love it. It is a win‐win.  We are also considering looking at our local Regional Transportation  Commission to see if they would loan us a bus driver and a bus for the day to  support the event. That way it is a well‐coordinated effort and everyone  arrives at the same time. This would eliminate carpooling in personal vehicles  and let students relax and review their experiences with their peers. |
| **12. Administration**  (What was most Important?) | Get a team of enthused members, make sure they represent and have access  to the important parts of the Board, YMF, and Students. Make sure you have  key contacts for sponsors or potential sponsors and talk the event up at  monthly luncheons and during passing.  I personally developed a 30‐second elevator speech to pitch to new prospects  every chance I got, students and employers alike. |
| **13. Follow-Up**  (What was most important?) | The most important was doing a trial run and getting feedback. We have  tweaked some components of the event each year. Eventually we will have it  perfected, but for now we keep listening to everyone’s feedback to try and  improve what didn’t work from the previous year. |
| **14. Recommendations**  (What you should ALWAYS do with this project?) | Start with the WHO. Who is interested, who is going to oversee it, who is  going to develop it and execute.  Next is the WHERE. Where are the interested firms located, what are the best  ways to get the students there, what traffic or issues will mean for the event.  WHEN is developed with the ‘where’. The flow of the crawl should be efficient  and make sense. Don’t double back or miss an opportunity to stop at a firm  between point A and B. No less than 1 hour at each location. If Firm A and B  sign up, call firms in between those spots and invite them in.  DEVELOP. You will need maps, you will need forms, you will need instructions,  you will need sign‐ins, you will need sign‐ups. Some examples have been  included.  MARKET this event. Via flyers, ASCE newsletter, put them up at the University,  talk about them at the Board meetings. Hype it up, it is worth the time  invested for students as well as participating employers. You might find your  next superstar employee at this event! |
| **15. Cautions**  (What you should NEVER do with this project?) | Don’t try to let everyone participate unless you have the time and the number  of days to perform the event. Don’t allow students to pick between a number  of firms. Make it an all or nothing approach.  Don’t try to do this without the local Universities on board and in full support.  Don’t miss the opportunity to generate funds for your Branch.  Don’t miss your opportunity to engage the students in a unique and  memorable way by doing a PowerPoint or lecture; let them explore and figure  out what excites them. |
| **16. The Outcome** | Very, very positive. There are always things to improve, but overall the event  has been very well received and we want to continue it forward.  Some offices try it out and because they don’t compare to other larger or  more diverse firms, they end up not renewing. That is OK you win some and  lose some. Other smaller local firms find great success in the event. I  understand that each year the event has an average of 1‐2 new hires. In larger  markets, this could be much higher. |
| **17. Ongoing Activity**  (Would you do it again?) | Yes, we have and we will. We hope to continue to grow the event and have  more student participants as word of mouth spreads. The first year we had  about 18 students. We are looking at over 40 students for the next crawl. We  hope to have over 50 participate before long.  This is also a great way to get non ASCE Student Chapter Members to convert  into a Student Member. What a great activity to be introduced to the benefits  of ASCE! |
| **18. Speaker Contact Information**  (person from your Region who would be willing to speak about the Best Practice) |  |
| Name | Kristen Kramer, YMF Past President |
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| **19. Additional Comments**  (We strongly recommend attaching relevant photos and graphics) | **The February 2019 example packet is provided in attachment.** |

