



Employer & Alumni Engagement...

a 360 Degree Approach

BURKE MALIN, COO – GURNICK ACADEMY OF MEDICAL ARTS

DAVE KUHS, DIRECTOR OF CAREER SERVICES – GURNICK ACADEMY OF MEDICAL ARTS

MICAELA ALPERS, PRESIDENT – CAREER TEAM EDUCATION DIVISION

Career TEAM About Career TEAM

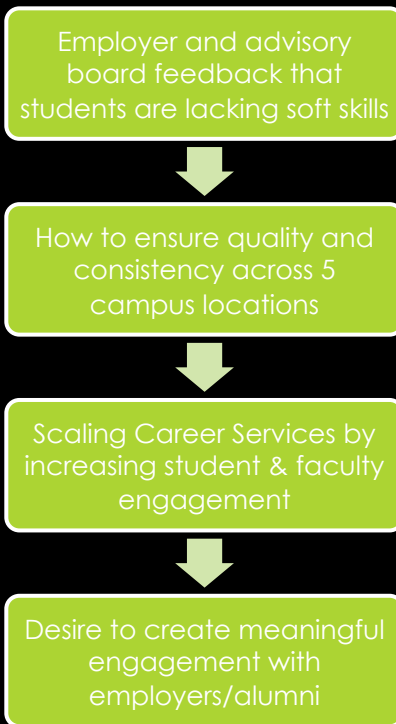
- Founded in 1996
- Served on Whitehouse Welfare Reform Taskforce
- Placed over 100,000 Job Seekers and Workforce Development professionals
- Featured on 60 Minutes in partnership with ***Platform to Employment***



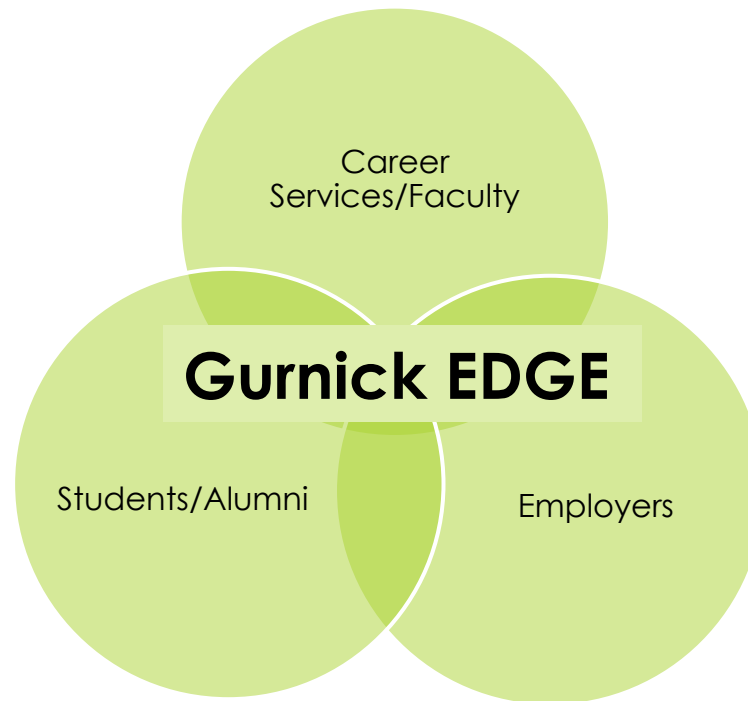
- ▶ Founded in 2004
- ▶ 5 Campus Locations
- ▶ ABHES Accredited
- ▶ Healthcare Focus
- ▶ Headquarters in San Mateo



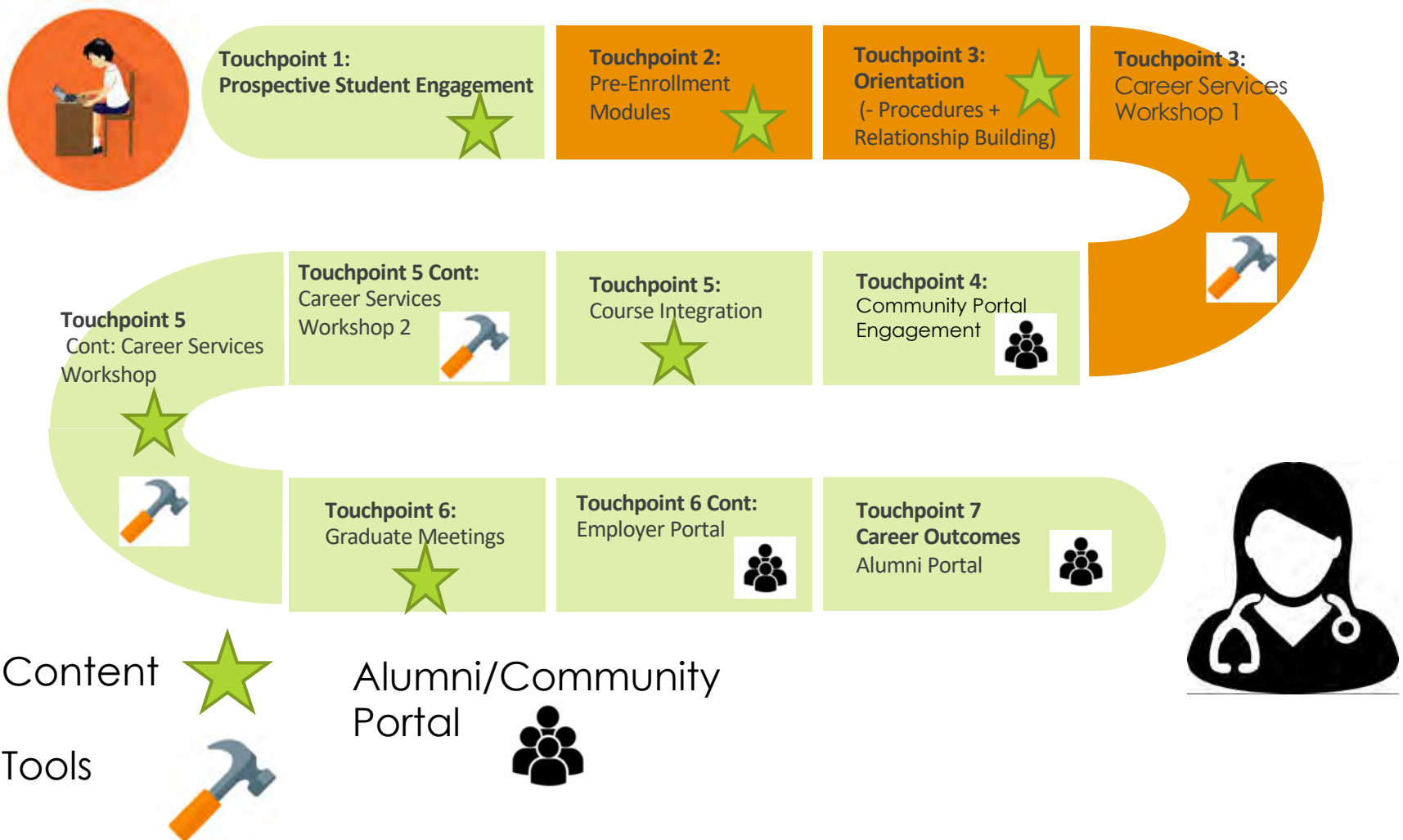
The Challenge



The Solution...A Capacity Building Strategy



Challenge 1/3: Gurnick's approach to Career Readiness across the Student Lifecycle



Content Modules

GETTING TO
KNOW YOURSELF

MANAGING CHANGE
+ YOUR ATTITUDE

GOAL SETTING

COMMUNICATION
+ NETWORKING

TODAY'S
JOB SEARCH
STRATEGIES

BRANDING: RESUME,
COVER LETTER,
JOB APPLICATION,
ONLINE PRESENCE

LEARNING TO LEARN

BECOMING A
SUCCESSFUL
ONLINE STUDENT

TIME MANAGEMENT

PREPARING
FOR THE
INTERVIEW

THE INTERVIEW
PROCESS PART 2

ANSWERING DIFFICULT
QUESTIONS

PERFORMANCE
+ STUDY SKILLS

CULTURAL DIVERSITY
+ CONFLICT
RESOLUTION

FINANCIAL LITERACY

WORKING IN TEAMS

ON THE JOB SUCCESS

WORK LIFE
BALANCE + PREPARING
FOR THE FUTURE



Workbook



Audio
Lessons



Assignments




Discussions




Quizzes



Videos

GURNICKEDGE


HOME


Welcome Harrison Tonne


WELCOME TO GURNICK!


Watch the tutorial on the right to see how this site works and all of the features that are built for you.


This website was made just for you, it contains a variety of elements:

Videos

Workbook

Exercises

Quizzes



Who is Roger Bannister? ▶

1 WELCOME TO GURNICK ✓	2 WHO IS ROGER BANNISTER? ✓	3 REFLECT ✓	4 HOW DO YOU LEARN? ✓	5 READ: PAGES 163 - 165 ✓	6 REFLECT : LEARNING STYLE ASSESSMENT ✓	7 TIME MANAGEMENT ✓	8 READ: SECTION 5: TIME MANAGEMENT ✓
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Pre-Enrollment Modules

TOOLKIT

RESUME BUILDER



EPORTFOLIO

MY REFERENCES

COVER LETTER

THANK YOU LETTER

Challenge 2/3: Bringing Content to Life

- ▶ Standardized Orientations across campuses/programs with Career EDGE openers and closers
- ▶ Standardized CS Workshops
- ▶ Lesson plans for course delivery

▶ Live Classroom Presentations & Workshops Include:


- ▶ PowerPoint Presentations
- ▶ Engaging Videos
- ▶ Interactive Exercises
- ▶ Group Discussion Topics
- ▶ Role Plays
- ▶ Toolkit simulations

****Students perceive value if they leave with a career document in hand! (Resume, Cover Letter, Thank You Letter, etc.)**



GURNICKEDGE | ePortfolio | Mock Job Applications | My Account | Help | Logout | Admin Site | Dashboard

HOME MODULES RESUME JOB BOARD MY COMMUNITY TOOLS



Harrison Tonne

VIEW PROFILE
EDIT PROFILE
WRITE POST
MANAGE POSTS

"Post By "Rosa Castellon"

Overnight Resident versus 24-hour Attending Radiologist Coverage in Academic Medical Centers

Academic medical centers have long relied on radiology residents to provide after-hours coverage, which means that they essentially function with autonomy. In this approach, attending radiologist review of resident interpretations occurs the following morning, often by subspecialist faculty. In recent years, however, this traditional coverage model in academic radiology departments has been challenged by an alternative model, the 24-hour attending radiologist coverage. Proponents of this new model seek to improve patient care after hours by increasing report accuracy and the speed with which the report is finalized. In this article


Like Comment Read More

EMPLOYER ADDED

Center for Discovery

Learn More About This Employer

"Post By "Karen Hobson"




Fresno Simulation Learning Center

Gurnick Academy - Fresno Campus has an advanced Simulation Learning Center with high-fidelity patient simulators from Gaumard, providing student nurses with immersive bedside experiences.

Like Comment Read More

JOB ADDED



Medical Technical Assistant (Psychiatric) - Soledad

Highlighted Employers

- Alliance Healthcare Services
- California Home Healthcare, LLC
- American CareQuest
- Radnet

Events


- 2018 Walk to End Alzheimer's (Campus Team) Saturday, October 13/20/2018
Walk to be Held at Heather Farm Park, San Carlos Drive, Walnut Creek, CA 94598
- 2018 Walk to End Alzheimer's (Campus Team) Saturday, October 13/20/2018
Walk to be Held at Green N Autumn, Jose, CA 95113
- East Bay Walk Alzheimers Heather Farm Park, Walnut Creek, 10/20/2018

Challenge 4

Community Portal

- Events
- Employers
- Job Board
- Student/Alumni Connection




 GURNICKPARTNERS.com




CANDIDATE SEARCH | RESOURCES | PROFILE | COMPANY | JOBS | ARTICLES | TUTORIAL | COMMENTS | LOG OFF

Welcome to our Employer Dashboard!
Follow these steps below

- 1 SEARCH for candidates
- 2 SAVE to your account
- 3 CONTACT career services
- 4 HIRE your next employee!
- 5 VERIFY tell us about your hire

 Career TEAM
Harrison Torrie - Marketing
harrison@careerteam.com

★ MY SAVED CANDIDATES

 Maria Dolores Ayala
 Maribel Gonzalez
 Pathou Mary Yang

[VIEW ALL](#)



CONTACT CAREER SERVICES

Type your question here and someone from Career Services will contact you within 24 hours.

[SEND](#)

SUGGESTED CANDIDATES

YOUR CAREER SERVICE PARTNER HAS SUGGESTED THE FOLLOWING CANDIDATES FOR YOU.

 Trisha Garcia
 Tuowanda Saigado

SEARCH

SEARCH BY NAME, JOB TITLE, INDUSTRY OR KEYWORDS

Keywords [+ Search Common Keywords](#) Zip Code Mile Radius [SEARCH](#)

PROGRAM STUDIED
Choose the programs you would like to search:

☐ ASMRI (Associate in MRI Technology)
☐ ASPTA (Associate in Physical Therapist Assistant)
☐ ASRT (Associate in Radiologic Technology)

LICENSES/CERTIFICATIONS
Choose the licenses you would like the candidate to have:

PROFESSIONAL PERFORMANCE

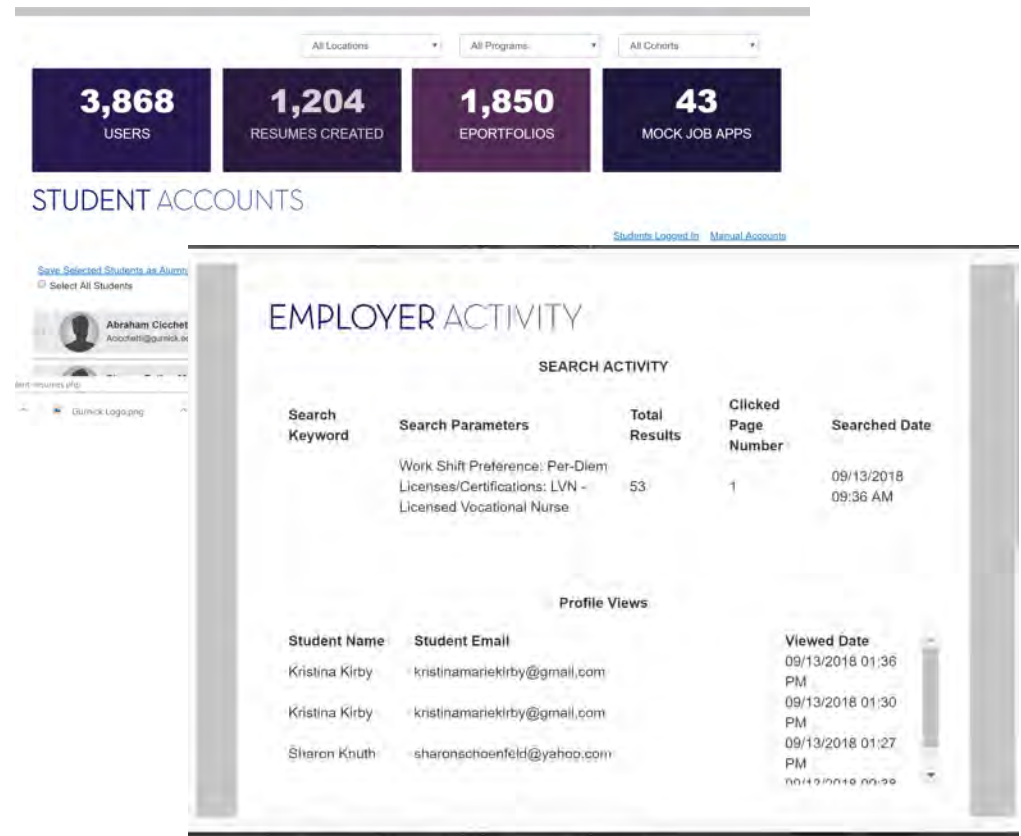
Challenge 4

Employer Portal

Challenge 3/4 Career Services insight and efficiency with Administrative Reporting

Career Services Insights:

- ▶ Students - Job Ready?
 - ▶ Career Preferences
 - ▶ Resume, Cover Letter, etc.
- ▶ Employers:
 - ▶ Activity
 - ▶ Communication
 - ▶ Jobs Posted
 - ▶ Keywords Searched
- ▶ Alumni
 - ▶ Activity & Engagement
 - ▶ New Positions
 - ▶ Job Searches



Outcomes...this process is a Commitment!

- ▶ **Creates positive campus culture**
- ▶ **Demonstrates institutional commitment to employment for prospective and current students**



Questions?

Thank You!

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