COFFEE + CONNECT

Part 1: Event Mission

Part 2: Main Goals + Strategy

Part 3: Execution & Expansion
Main mission

Directly connect students with industry professionals
Why?

Students are looking for real industry connections & professionals are building relationships for potential new hires.
Main Goals

Increase Job Placement

82% of students are employed within 1st year of graduation

Target Students

125 students are part of the local campus centers
Key strategies

Reach out personally to industry professionals to invite them for a morning connection with students at the college campus.

Establish relationships with professors and teaching assistants to identify key times & set reminders to students of the event.

Team up with the local ASID Virginia chapter to build relationship and showcase unity within the industry.

Bring food & snacks!
Execution

Repetitive Familiarity
From October 2021 to December 2021 we executed the program three times at VCU with the day of the week & location remaining as constants.

Industry Professional Value
We invited industry professionals to spend their mornings at the VCU Pollack building. They would be in the material's library to meet with students as they dropped in between classes. Professionals have an opportunity to build mentorship and potential job candidate relationships.

Sponsorship
Each event was sponsored by a manufacturer who brought snacks, drinks, and freebies for the students.
What pay can I expect at my first job?

Do you have a good work life balance?

What was the most surprising thing you learned after getting hired at a firm?

Where can I work besides an architecture firm?

How many projects did you put in your portfolio?

Should I pursue a graduate degree?

Do you get to pick what projects you work on?

How is the learning curve out of school?

What does a typical day in the office look like?

How many projects do you work on at a time?
Expansion

Expanding into 2022

From October 2021 to December 2021 we executed the program three times at VCU,

Will execute program at additional campus center

In the fall of 2022 we will work to expand the program to the Virginia Tech campus center.

FEBRUARY 3RD
- LAUREN AUSTIN WITH BASKERVILL & IIDA PRESIDENT ELECT
- LAURA WILD WITH MOII
- SAM WEISS WITH GLAVE AND HOLMES
Sponsored by Susan Lynch with Wolf Gordon

MARCH 17TH
- SARAH CLAIRE WITH HKS
- JENNIFER BOYD WITH ENV
Sponsored by Priscilla Emmerson with Koroseal

APRIL 7TH
- LAURA HILD WITH HKS
- JAYA C. EASLEY, MADELINE JOHANN, CHRISTIAN CRESWELL WITH WENDEL
- JOANNA PITMAN WITH WORKPLACE VB
- LAURA MARCUS PLANT WITH ENV
Sponsored by Candi James with Allsteel & Rebecca Marple with Tarkett
How we are expanding

We're taking our programming further! By building upon our initial program, we are able to more easily connect and expand to other campus centers and utilize our network more easily for portfolio reviews and assist in job placements.

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<tr>
<th>Timeline</th>
<th>Fall 2021</th>
<th>Spring 2022</th>
<th>Summer 2022</th>
<th>Fall 2022</th>
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<tbody>
<tr>
<td>Initial event</td>
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<td>Expanded programming to each month</td>
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<td>Test program at other campus center</td>
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<td>Utilize event for Student Portfolio pre-planning</td>
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<td>Host graduation mixer</td>
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<td>Summer internships</td>
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<td>Expand program to additional campus centers</td>
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Thank you!