

International Career Conference 2011

A Senior Project Presented to

The Faculty of the Communication Studies Department

California Polytechnic State University, San Luis Obispo

In Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Arts

By

Candice Ryann Powell

Dr. Richard Besel

Senior Project Advisor

Signature

Date

T.C. Winebrenner

Department Chair

Signature

Date

Table of Contents

Introduction to ICC	3
How I Found Out About ICC.....	4
My Goal for ICC.....	5
Preparation for ICC.....	6
The International Career Conference.....	9
The Success of the Conference.....	12
Improvements.....	13
Works Cited.....	17
Appendix A.....	18
Appendix B.....	20
Appendix C.....	22
Appendix D.....	24
Appendix E.....	27
Appendix F.....	29

International Career Conference (ICC) 2011

Introduction

The International Career Conference (ICC) is an Instructionally Related Activities (IRA) grant-sponsored event that began in 1995. For the past 16 years, it has been a senior project for Cal Poly business students, and is now overseen by advisor Barry Floyd. Barry is an information systems professor in the College of Business and because of his vast knowledge of traveling and working abroad, he is a strong supporter of the ICC. The goal of the career conference is to inform undergraduate students of jobs and internships available to them internationally.

According to the ICC website, the purpose of the conference is, “specifically dedicated to furthering the practical and global education of these students by bringing together an array of international businesses to speak on various international issues, advise students on career paths, and recruit future graduates for employment possibilities that may be available.” Each year the conference begins with a successful keynote speaker and then students are ushered to over a dozen workshops that they have previously chosen. These workshops touch on various international issues and are designed to help students prepare for jobs abroad. Students typically attend three workshops, break for lunch, and then attend the job fair. Yearly, the number of companies that attend the conference varies, depending on the corporate recruitment team. The February 2011 conference had 17 organizations attend the event and students were expected to make future connections, obtain internships, and jobs.

How I Found Out About ICC

Each year it is the responsibility of ICC team members to find qualified candidates to become part of the future ICC team. Most ICC 2011 team members were interviewed and assigned positions before the school year of 2009-2010 ended. They had a few meetings over the summer and realized that they still needed more team members with the full workload that ICC would bring upon them. Once the 2010-2011 school year started, flyers were posted throughout the business building, encouraging seniors looking for a senior project to join the 2011 ICC team. I was not aware of the flyers at this time, but in the beginning of fall quarter I started thinking about what kind of senior project I wanted to be involved in. I knew I did not want to expand on a previously written paper and was interested in something that would give me the leadership experience I needed for a future career. I started talking to my friend Katie about how stressed out I was because I did not know what to do for a senior project, and she, already a team member of ICC, recommended that I join the team. Katie gave me the information of the executive director, Julie Hughes, and I e-mailed and called her regarding my interest in joining the ICC team. Julie asked me a few questions about my previous experience, my current major, and what position I thought might interest me. At the time, there was availability for a marketing coordinator and assistant to the director of conference logistics. As a Communication Studies Major, I was interested in the marketing position and chosen to assist the vice president of marketing.

In the beginning of October I attended my first ICC meeting and was introduced to the team. I was the twelfth member to join and there were various positions such as: executive director, finance, conference logistics, wine and cheese logistics, speakers and workshops,

corporate recruitment, vice president of marketing, and marketing account managers. At my first meeting I noticed the management style was a combination of task and team management (Shockley-Zalabak). The executive director made sure all committees reported on their tasks they were working on and had accomplished. It became more team oriented when the executive director would ask everyone for feedback and input. All of the other ICC members were business students and I knew with my communication studies background, I would be able to market to other colleges and make them aware of the conference's opportunities. The other team members also knew that I had more experience with writing emails and letters, and knew I would be a great asset to the team. I had just finished taking corporate communication, a class that prepared students for writing in the business world, and was more up to date with e-mailing and letter writing. Including myself, there were three people on the marketing team and we designated our tasks equally. As a whole, the marketing team was in charge of contacting the different marketing media on campus, keeping in touch with international students abroad, class and club announcements, posting flyers, e-mailing, organizing tickets sales, and advertising to Cuesta College students.

My Goal for ICC

In becoming a member of the 2011 ICC team, my goal was to reach students outside of the college of business. I wanted to see more liberal arts majors attend the conference and encourage them to challenge business majors for positions available during the job fair. In my previous undergraduate years at Cal Poly, I had never heard of ICC and I realized after joining the team, previous team members tended to advertise mostly to business students. Being a student of the college of liberal arts, I wanted my fellow peers to be aware of the conference and

I specifically targeted communication studies majors and encouraged them to attend the conference. I posted flyers throughout the college of liberal arts, English building, and made announcements while handing out flyers in my communication classes.

Not only did I want to inform liberal arts students about the career conference, I wanted all Cal Poly students to be aware of such a beneficial event. Most all students are aware that Cal Poly host's quarterly job fairs, but these companies are not guaranteed to be internationally focused, workshops are not offered, students do not get the opportunity to make connections with workshop speakers, and a lot of the jobs are mostly focused toward the college of engineering. ICC has much to offer Cal Poly's campus and gives students another opportunity to make connections with future employers and find possible internships and jobs.

Preparation for ICC

I joined the 2011 ICC team in October of 2010 and the event did not take place until February 12th. The team met every Monday for an hour and a half to discuss progress and assign tasks that needed to be accomplished. As a group we announced updates and were informed of how many companies were attending the conference. Some of the group members were given binders from past ICC members and it gave them helpful contact information and a better idea of the kind of preparation they needed to make to host a more successful conference. The marketing team was not given a binder, but we devised a plan of our own. As a team, we met with our ICC advisor, Barry Floyd, and he gave us some helpful tips about what marketing goals to set. The marketing team also emailed and met weekly to discuss what needed to be accomplished and to delegate the different media portals to be contacted. As a team, we utilized Google documents

and shared them between each other so everyone had access to each other's information and could give their opinions.

My specific focus in being apart of the ICC team was to write letters and emails to clubs and professors, design the marketing calendar, advertise to Cuesta College students, make the ICC sandwich board, pass out flyers to liberal arts students, class announcements, email international students from Russia and Germany, decorate the ticket sales booth, contacting printpal about possibly purchasing items with the ICC logo, and to design the surveys for the conference. Together the marketing team was in charge of accomplishing the tasks listed below:

- Designing the ICC logo
- Ordering the ICC polo's
- Taking the team members pictures
- Writing our biographies for the ICC website
- Posting up flyers around the Cal Poly campus
- Contacting the Mustang Daily and designing and advertisement
- Making posters and getting decorations for the ICC ticket booth
- Creating a Facebook event and inviting students to attend the conference
- Designing three different flyers to be advertised on Cal Poly and the Cuesta College campus
- Setting up the ticket sales booth and assigning members to work weekly
- Selling ICC tickets to students and friends
- Making class announcements

- Learning how to operate the technology in the business silo
- Setting up the ICC sandwich board on Cal Poly's campus
- Contacting the campus dining marketing coordinator about advertising on Jillian's coffee sleeves
- Advertising on the Cal Poly portal
- Attending a training session on how to operate Eluminate
- Keeping in touch with international students from Russia, Germany, Italy, and Finland
- Designing the recruitment booth and contacting future ICC members
- Contacting the Cuestonian, about advertising on the Cuesta College website and their newspaper
- Attending meetings with our ICC advisor
- Emailing other ICC members to inform them of marketing updates
- Setting up at the career conference and cleaning up
- Cleaning up after the wine and cheese event
- Passing out surveys at the conference
- Helping the keynote speaker set up her equipment

This year's ICC 2011 marketing team was the first to contact international students abroad in various countries. Students from universities abroad were able to view the career conference through Eluminate and witness what it was like to attend a conference in the United States. Each week we discussed all of our updates and our team members were happy to hear that our conference would be broadcasted online internationally. As it got closer to the conference, our team members started helping each other with making decorations, contacting important people,

and making sure everything was operating smoothly. Our meetings were also almost always two hours long.

The International Career Conference

Two weeks prior to the conference everything was starting to get really busy. I was selling tickets once or twice a week in the business building and on Dexter lawn. I started making class announcements and passing out small fliers to students. I was still making phone calls and emailing Cuesta College about advertising and the ICC advertisement was in the Mustang Daily up until the conference. I also sent Cal Poly clubs reminders about the career conference and went to some training sessions to make sure everything operated smoothly the day of the conference. I created surveys last because I waited to make sure all of our workshops and everything were in place before I started asking questions about them. I designed surveys for the workshops and the overall conference. I used the semantic differential scale in the workshop survey: not helpful versus very helpful and not at all versus all. This survey asked students to rate from 1 to 5 how helpful the workshops were, if the workshops met expectations, and if the students gained any information about working abroad. The conference survey consisted of six multiple choice questions that asked how attendees heard about the event, what made them attend ICC, class standing, what college they attended, and the workshops they found most beneficial. The marketing team still had to worry about setting up the recruitment booth at the conference and helping other ICC team members, but since the conference was right around the corner, our main job was basically done.

The Friday before the conference the ICC team hosted our wine and cheese party at the Monday Club in San Luis Obispo. All workshop speakers, organizations, teachers, and ICC

family members were encouraged to attend. The marketing team was given a designated set up and clean up time and I was in charge of checking people in at the door. We had to make sure all the decorations were set up and that all the food was displayed nicely. All the wine at the event was donated by local wineries and our pourer was a volunteer. We had an attendance of 50 people at the party and the recruiters from the companies were mingling with the ICC members. I talked to recruiters from Aerotek about interviewing techniques and had casual conversation with them. As ICC team members we had to make sure everyone was comfortable and socializing. I met people from Germany who had flown in for the conference and it was nice to engage with such unique people and listen to their experiences. The party lasted from 8-10pm, but ICC members were required to be there at 6 and leave around 11, after everything was cleaned up. We were in charge of cleaning up all the platters, throwing away the wine bottles, taking down the decorations, folding up the tables and chairs, and making sure that everything was clean. The party was successful and once everything was cleaned up, we were told to be on campus by 6:45 am to set up for the career conference.

The next morning we arrived at Cal Poly's campus at 6:45 am and started setting up in the education building. I was in charge of making sure all the desks were out of the classrooms and setting up tables and chairs in the hallway and classrooms for the students lunch breaks. I went around to every classroom that workshops were being held in and made sure that all had fliers for students to fill out. Then we set up the breakfast bar, where workshop speakers and companies were permitted to get coffee and breakfast donated by Linnea's Coffee and House of Bread. Then we made sure the check-in booth was set up and all the student's names were laid out with their agenda for the day. Once everything was set up, I was in charge of making sure all the equipment in the silo was working properly. I personally met Jennifer Kushell, our keynote

speaker and we made sure that all of her equipment was working and set up her PowerPoint. Before Jennifer began her speech, all of the ICC team members were introduced and thanked for all of our hard work and everyone stood and was recognized. Jennifer began her speech, it lasted until 10:50 and then all of the ICC members thanked her and took a picture with her.

Everyone at the conference was then ushered to their first workshop and every team member was assigned to a room. I introduced myself to my workshop speakers and made sure that they had their packets with suggested workshop questions. I was also in charge of making sure they did not go overtime and questions ran smoothly. I passed out surveys at each workshop for students to give their opinion of the conference and the workshops and collected them after each one ended. I was present for the following workshops: Women in the World of International Business, How to Find a Job in Asia, and Soft Skills in an International Context. Two of my workshops Skyped a former Cal Poly student who was working in China. Every workshop had a moderator who was responsible for asking the speakers questions about their former experience with the following workshop topic. Once each workshop ended, I made sure that speakers and moderators knew where their goody bags were located and thanked them for their help.

After the workshops ended, I went around to each classroom and collected the surveys and then made sure attendees knew where the job fair was being held. The job fair began at 2pm in the education building and it was optional for ICC members to attend. I decided I wanted to make connections, so I went to the job fair and spoke with the following companies: Nuru International, Extreme Networks, Aerotek, SSA Global, Rabobank, and Target. I also made casual conversation with them, asking if they had attended any of the workshops earlier at the conference and they all congratulated my members and I on such a successful conference.

Once the job fair ended, companies began cleaning up and leaving. After they left, I was in charge of putting all the desks back in the rooms and taking down all the tables and chairs in the education building. Everyone made sure that everything was clean and all the signs directing attendees to the conference were taken down. My team members and I checked the workshop rooms to make sure nothing was left behind and once we finished cleaning up, we were permitted to leave.

The Success of the Conference

The 2011 International Career Conference was very successful. Our advisor, Barry Floyd, was extremely happy with our attendance and the smooth operation of the entire conference. We had over 200 students attend the conference and made \$1,000, charging five dollars per student. After analyzing all 135 surveys, it was evident most students attended the conference because of the workshops and career fair. Fifty four percent of the attendees were business majors and the other small percentages consisted of students from College of Liberal Arts and Engineering. The majority of students reported hearing about the conference through class announcements, clubs, Facebook, and friends. Students rated the workshops on a five point semantic differential scale, 1 not helpful or not at all and 5 very helpful or a lot. They most commonly ranked all of the workshops as a 4, leaving comments for improvements or things they liked at the bottom of the survey.

Throughout the conference many faculty, speakers, and attendees commented on how successful the conference was. My own team members and I discussed how well we thought the turnout of students was and were very satisfied with the results. Everyone seemed to be enjoying the workshops and some students made connections with future employers. After the conference,

one of our speakers emailed our executive director complimenting the ICC team on such a successful fair. On February 28th my ICC team held a meeting to discuss the overall event and the improvements that needed to be made for next years 2012 team. Everyone gave positive and negative feedback to all of the committees and we discussed redesigning some of the job positions. Some team members felt they had too much responsibility and recommended that there be more than one person working on that particular area of the event for the next year. Overall, our advisor complimented our team on our hard work and we are scheduled to meet once more and select the 2012 ICC team.

Improvements

The 2011 conference was extremely successful, but there are definitely some improvements to be made in the future. My biggest issue with my team was communication and organization. When I first joined the team, I sensed the communication climate, “reaction to the organizations culture,” to be uncomfortable (Shockley-Zalabak 48). I was introduced to everyone, but I was not given too much information on my job description as an ICC marketing team member. Everyone seemed intimidating and it made me to be less likely to give input. The marketing team was frustrated because other team members were given binders that gave them a better idea of their job description and had some helpful tips designating when they should accomplish certain tasks. I was thrown into my job expecting to know who to contact and when, and it was stressful. In the beginning, our vice president of marketing adopted a “laissez-faire” style of leadership and failed to delegate tasks, so I would email or announce to my teammates that I was going to be working on something (Shockley-Zalabak 221). After our second meeting

with our advisor, our organization and communication skills improved because Barry gave us a better idea of what we should be doing and information about helpful contacts.

One situation that really frustrated me was the decision on how to spend money. Before I contacted Cuesta College and Printpal, I asked the finance director about the marketing budget and he talked to our advisor making sure everything was okay. After this, I contacted the Cuestonian and printpal, getting estimates for advertising and printing items for the conference. At our next meeting I announced the estimates, and our advisor discarded the printpal idea. I was really frustrated because there had been miscommunication between him and the finance director, causing me to waste my time and other people's time. The idea was put aside because of budget cuts and our advisor wanted to save money for the future ICC team members. The marketing team also became frustrated when we were printing items at UPS and our advisor told us he could print for free. The fact that he had not announced it before we started printing was frustrating because we could have not wasted our own money and printed on campus, instead of driving to the UPS store and waiting for them to print. After this we made sure that our advisor printed everything for us and it saved a lot of time.

After the conference, the marketing team decided we were going to compile a binder with all of the marketing information on ICC for future members. In the binder we decided we wanted to put all of our fliers, the ICC logo, the calendar of events, surveys, helpful tips, and contact information. We recommended that the future marketing team start contacting international and Cuesta students earlier in the year and that they print items with the ICC logo for better advertisement. Also, our contact with the marketing coordinator from campus dining failed and we felt that we would have had a larger population of non-business majors if this had been successful.

My personal suggestion for the future ICC team members is to choose members that are also non-business majors. I noticed that groupthink, “poor decision making processes and outcomes for groups,” started to occur because most of my team members were focused on college of business students attending the event (Chapman 1391). I was the only non-business major on the team and it was really hard to focus the attention away from business students. My group was becoming more “cohesive, typical effects developing out of social pressures where members tend to preserve friendly intra-group relations by evolving informal norms” (Rosander 81). For me there was pressure to advertise more to business students than other majors. I did not want to deviate from what was expected of ICC members and I felt like I was already isolated because of my being a Communication Studies Major. My advisor wanted me to focus on contacting business professors and clubs rather than other colleges. Towards the end of the conference I started to feel like a business major because everything I had done for marketing was geared for the college of business. It was hard to break away from this cohesiveness, but I made it a point to advertise to my major on my own by making class announcements. If they want the attendance to increase in the future, they should have more non-business majors on the team, getting information out to other students.

My being a Communication Studies major greatly contributed to the success of the conference. As a Communication Studies major, we write more and take classes such as persuasion and organizational communication to help us deal with situations like this. We also take the research methods class in which we create surveys and calculate data to get results. I had a lot of confidence in writing emails and creating the surveys because I had experience from my previous communication classes. Without my contribution to the marketing team I feel that ICC would not have been as professional with their written documents. I was glad to have

participated in this project and gained much leadership experience that will help me with success in my future career.

Works Cited

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Appendix A



Keynote Speaker, Jennifer Kushell began the conference with her welcoming speech in the business silo. She talked her travels and her experience with the young and successful.



Students at the conference gathered in the business silo to hear the keynote speaker, Jennifer Kushell. Everyone was required to dress business professional for the event.



This was one of the workshop rooms located in the business building. Students could attend three 40 minute workshops and then in between break for lunch. Some liked the workshops so much they brought their lunch to them.



The How to Find a Job in Asia workshop used Eluminate to speak with panelist, Ben Kwan. Students were encouraged to ask questions and Kwan was in China while speaking with the other panelists via Eluminate. Barry Floyd, the ICC advisor, was a moderator for this workshop.



Three panelists from Mexico came to speak on the opportunities of their company and their previous experience with jobs abroad. Students were encouraged to converse with them after the presentation.



Some of my 2011 ICC teammates and I gathered to take a picture with our keynote speaker, Jennifer Kushell. This was after she gave her welcoming speech and all of the ICC members were congratulated for all their hard work.

Appendix B

ICC Marketing Calendars

January

2011

ICC Marketing Calendar

MEDIA METRICS: Print, Non-print Media,
Promotional events

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4	5 Facebook Event Begins	6	7 Distribute flyers to fraternity/sorority presidents	8
9 Facebook Event/Ticket reminder message	10 Facebook ad runs Distribute flyers to classes(assign bldg.)	11 Facebook ad runs Distribute flyers to classes(assign bldg.)	12 Facebook ad runs Distribute flyers to classes(assign bldg.)	13 Facebook ad runs Distribute flyers to classes(assign bldg.)	14 Facebook ad runs Distribute flyers to classes(assign bldg.)	15
16	17 Classroom communication "e-message boards"	18 Classroom communication "e-message boards"	19 Classroom communication "e-message boards"	20 Classroom communication "e-message boards"	21 Classroom communication "e-message boards"	22
23 Facebook Event/Ticket reminder message	24 Sandwich boards Cal Poly portal	25 Sandwich boards Cal Poly portal	26 Sandwich boards Cal Poly portal	27 Sandwich boards Cal Poly portal	28 Sandwich boards Cal Poly portal	29
30	31		KEY PRINT NON-PRINT PROMOTIONS			

February

2011

ICC Marketing Calendar

MEDIA METRICS: Print, Non-print media,
Promotional events

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Cal Poly portal Facebook ad runs	2 Cal Poly portal Facebook ad runs	3 Cal Poly portal Facebook ad runs	4 Cal Poly portal Facebook ad runs	5
6	7 Facebook ad runs Classroom Communicatio n Chalking	8 Facebook ad runs Classroom Communicatio n Chalking	9 Facebook ad runs Classroom Communicatio n Chalking	10 Facebook ad runs Classroom Communicatio n Chalking	11 Wine and Cheese Facebook ad runs Classroom Communicatio n Chalking	12 ICC!!!
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28			KEY PRINT NON-PRINT PROMOTIONS			

Appendix C

Marketing Plan

- I. Executive Summary
- II. Business Overview
- III. Target Market**
- IV. Goals**
- V. Marketing Strategies
- VI. Implementation Tactics

MEDIA OUTLETS- everything is subject to change

Advertisements in Newspapers

-Mustang Daily, Tribune, etc.

We are going to put advertisements and/or send press releases to the newspapers in hopes of drawing both students as well as other members from the community. We will be doing this a week before the conference on February 12th.

E-mails

-Winter quarter professors
-Clubs

A week after Thanksgiving there will be e-mails sent to winter professors in the college of business to create awareness among the faculty. Our goal is to make the professors see how beneficial it can be to attend the conference, and then relay this to their students. We are also, going to send an e-mail to club presidents in the hopes of club members attending the conference in large groups. We are still in the process of deciding whether offering a prize to the club with the most members in attendance.

Flyers in Campus

Starting in January we will be posting flyers all over campus promoting ICC. The flyers will be targeting students as well as faculty. The flyers include information on where and how to receive tickets.

My Cal Poly Portal

On the Cal Poly announcement side of the portal, we are planning to advertise ICC two weeks before the conference. The advertisement will include where one can get a ticket as well as the ICC website for more information.

ICC Website

The link to the ICC website will be put on all flyers for “more information”

Classroom Presentations

All team members will be visiting classrooms to inform students and teachers of all the opportunities that will be presented to them at ICC. We will also be handing out flyers throughout the classrooms. The presentations will include the keynote speaker, workshops, and some keep companies that will be at the job fair.

Club Meeting Announcements

These will be similar to the classroom presentations. If we do the club competition we will reiterate the prize for the club who has the most members attending.

ASI Announcement Board

(Red flashy sign by the Engineering West)

Two sided boards

- Campus Market
- Breezeway
- UU
- Near Dexter Lawn

Booths on Campus

- Team members always there
- Info on ICC
- Tickets
- Breezeway
- Dexter Lawn

Appendix D

ICC Fliers, Logo & Letters to Clubs/Professors



“Global Gateway to Your Future”

16th Annual INTERNATIONAL CAREER CONFERENCE

Learn about working internationally from speakers who have world-class business knowledge and experience!

This year features President and Co-founder of Young Success Network (YSN.com) and internationally recognized professional speaker, Jennifer Kushell!

The conference includes:

- Internationally focused workshops
- A delicious catered lunch
- Entry to a career fair that includes local, national, and global companies looking to recruit students of all majors!
- A chance to gain valuable insight about the international marketplace from current leaders in business!

Saturday, February 12, 2011
OCOB Building
9am–4pm

Tickets:

\$5 presale

\$10 at the door

Presale:

Jan. 10-Feb. 10

Purchase online :
www.icc.calpoly.edu

or in-person:

Mon. & Tues-
OCOB Breezeway
10am-2pm

Weds. & Thurs-
Dexter Lawn
10am-2pm

This ICC flyer was the one most commonly seen on campus. The ICC Marketing team encouraged other teammates to pass these out and students were assigned buildings. My specific buildings were College of Liberal Arts and the English building. Marketing also created quarter sheet fliers to pass out to students in class that looked similar.



The marketing team created this logo and the ICC team came up with the phrase, “Global Gateway to Your Future.” This logo was used on everything ICC printed and the website. The logo was also printed on our polo’s along with our names.

Dear Club Presidents:

We are a group of Cal Poly Senior Project students organizing the annual International Career Conference. I am one of the marketing account manager's and this year, I am targeting all clubs and various classes and encouraging you to attend.

For those of you who are unaware of *The International Career Conference*, it is an event specifically dedicated to furthering the practical and global education of students by bringing together an array of international businesses to speak on various international issues, advise students on career paths, and recruit future graduates for employment possibilities that may be available. The event is open to all majors and takes place at Cal Poly on February 12, 2011 from 9am-4pm.

To spark your interest, I am offering an incentive for all club members to attend and the club with the most members in attendance will receive a prize. To cover event costs, we are charging \$5 pre-sale or \$10 at the door. This cost includes beneficial workshops, career panels, a job fair, and a catered lunch.

Please let me know if you think members of your club are interested and I will follow up with more information. You can contact me by e-mail at candice.icc.11@calpoly.edu and view our website at www.icc.calpoly.edu. I hope to hear from you soon!

Sincerely,

Candice Powell
ICC Marketing Account Manager
candice.icc.11@gmail.com

Professor Letter:

We are a group of Cal Poly senior project students that are organizing the annual International Career Conference. To *The International Career Conference is an event specifically dedicated to furthering the practical and global education of students by bringing together an array of international businesses to speak on various international issues, advise students on career paths, and recruit future graduates for employment possibilities that may be available.* It will be held on campus this year, on February 12, 2011

We are contacting you now in hopes that you will be able to make an announcement to your upcoming Winter Quarter classes, or possibly work it into your syllabus to let them become aware of this unique opportunity. In the past, it has been an idea to use the event as an extra credit opportunity that also will give them an incentive to join in an amazing event of successful speakers, workshops, and recruiters holding potential employment opportunities. We would appreciate any sort of promotion of ICC you could offer toward your students! Your involvement will help in creating a successful and truly beneficial event that can continue being a real-world learning tool for students in the future.

If you have any questions regarding the event, the ICC 2011 team would be more than happy to answer them. More information can be found at www.icc.calpoly.edu, as well as from us by phone or email. Thank you very much for your time and we hope to hear from you soon!

Appendix E

16th International Career Conference Schedule for ICC team members

ICC Team Preparation Packet

16th International Career Conference
February 12, 2011

6:45 AM	-	<p>Arrive</p> <p>Registration</p> <p>-Set up registration tables, direction signs, table cloths, coffee, pastries, signs, registrations information (booklet, registration tickets): Viola, Ryan</p> <p>Business building rooms</p> <p>-Putting up signs in front of the rooms, placing podiums in room, making sure room (111, 112, 113, 114) is clean, boards are erased: Julie</p> <p>-Rearranging chairs and tables, putting tablecloths on the speaker's table, flowers on the speaker's table, water bottle for each speaker: Lindsay, Christine</p> <p>-Setting up equipment: Kevin, Zach</p> <p>Silo</p> <p>- Putting tablecloth on table, making sure room is clean, boards are erased, flowers on the speaker's table, water bottle for each speaker: Katie, Rachel</p> <p>Education building rooms</p> <p>-Putting up signs in front of the rooms, making sure room (205, 210, 212) is clean, boards are erased, rearranging chairs and tables (4 tables per room for double sided buffet, tables in hallway for dining): Joe, Jake, Candice</p>
8:00 AM	-	Brief Team Meeting, grab some coffee and pastries!
9:00 AM	-	<p>Attendee Check in starts. Begin Assigned Jobs</p> <ul style="list-style-type: none"> • Registration: Lindsay, Ryan • Day of Registrations: Katie, Jake • Greeters: Kevin, Julie • 17th ICC Recruitment: Joe • Silo Equipment: Rachel, Candice
9:15 AM	-	<p>Speaker Check in begins. Panelists can grab some coffee and pastries.</p> <ul style="list-style-type: none"> • Speaker Check in: Zach, Christine
9:20 AM	-	Everyone in Silo (Row 1 and 2 Reserved for ICC team and family)
9:30 AM	-	Welcome and Introduction by Julie
9:40 AM	-	Introduction of Jennifer Kushell by Zach
9:45 AM	-	Keynote Speech by Jennifer Kushell
10:00 AM	-	Sage Catering arrives: Viola
10:20 AM	-	Q&A
10:35 AM	-	Logistics by Zach
10:45 AM	-	Brief break for attendees to locate their first workshop
10:50 AM	-	<p>Workshops begin. People will remain in the rooms to assist Panelists</p> <ul style="list-style-type: none"> • 111: Zach (Session 1 and 2), Kevin (Session 3 and 4), Christine (Session 1, 3, 4) • 112: Jake (Session 1, 2), Julie (Session 3), Candice (Session 1, 3, 4) • 113: Kevin (Session 1), Zach (Session 4), Ryan (Session 1), Julie (Session 1 and 4) • 114: Rachel (Session 1 and 4), Katie (Session 1 and 4) • Speaker's Lounge (one person must be in here at all times): Joe, Lindsay
11:35 AM	-	<p>LUNCH</p> <ul style="list-style-type: none"> • Make sure surveys are placed on lunch tables • 17th ICC Recruitment Table: Joe, Katie

12:20 PM	-	LUNCH <ul style="list-style-type: none"> 17th ICC Recruitment Table: Rachel, Lindsay
12:45 PM	-	Clean up rooms for Career Fair: Viola, Ryan, Lindsay, Jake
1:00 PM	-	Corporate Recruiters will begin checking in Assisting and Directing: Joe, Jake
2:00 PM	-	Job Fair <ul style="list-style-type: none"> Direct people back to Education Building for Job Fair: Katie, Lindsay Clean Up: Everyone who's not going to career fair should start cleaning up
4:00 PM	-	Clean Up Breaking down tables and chairs and putting them back in the room Equipment break down and putting them back in the room Making sure rooms are clean and trash-free, taking down signs Tablecloths: Viola
4:30 PM	-	GO HOME!

Registration Directions

- Greet attendee and thank them for coming.
- Grab a program and their name tag.
 - If they registered, but have not paid, collect their \$5
 - If they have not registered or paid, send them directly to **Katie and Jake** so they can be assigned their workshops and pay.

Room Usage and Workshops

• 110	-	Speaker's Lounge
• 111	-	10:50 – How To Be Chosen 11:35 – International Consulting 12:20 – Starting a Global Business 1:05 – Promoting Yourself Globally
• 112	-	10:50 – Women in the World of Int'l Business 11:35 – How to Find a Job in Europe 12:20 – How to Find a Job in Asia 1:05 – Promoting Yourself Globally
• 113	-	10:50 – Doing Business in the US 1:05 – Starting a Global Business
• 114	-	10:50 – Working for a Global Nonprofit 1:05 – Working for a Global Nonprofit
• 205	-	Extra Room
• 210	-	11:35 – Lunch 12:20 – Lunch 2:00 – Career Fair
• 212	-	11:35 – Lunch 12:20 – Lunch 2:00 – Career Fair

Appendix F

Surveys & Some Results

Workshops: (Circle One)

How To Be Chosen
 International Biotechnology
 Starting a Global Business
 Soft Skills in an International Context
 Women in the World of International Business
 How to Find Jobs in Asia
 How to Find Jobs in Europe
 Promoting Yourself Globally
 International Consulting
 Working for a Global Non-Profit
 Doing Business in the United States

1.) What is your class standing?

Freshman Sophomore Junior Senior Other: _____

2.) How helpful was this workshop?

1	2	3	4	5
Not Helpful				Very Helpful

3.) Did this workshop meet your expectations?

1	2	3	4	5
Not At All				All

4.) Do you feel you learned new information about working abroad?

1	2	3	4	5
Not At All				A Lot

Conference Survey:

1.) How did you hear about ICC?

- A. Cal Poly Portal
- B. Class Announcements
- C. Clubs
- D. Facebook
- E. Friends
- F. Flyers
- G. Mustang Daily
- H. Cuesta
- I. Other: _____

2.) What made you attend ICC?

- A. Career fair
- B. Catered lunch
- C. On campus convenience
- D. Workshops
- E. Key-note speaker
- F. Other: _____

3.) What is your major?

4.) What is your class standing?

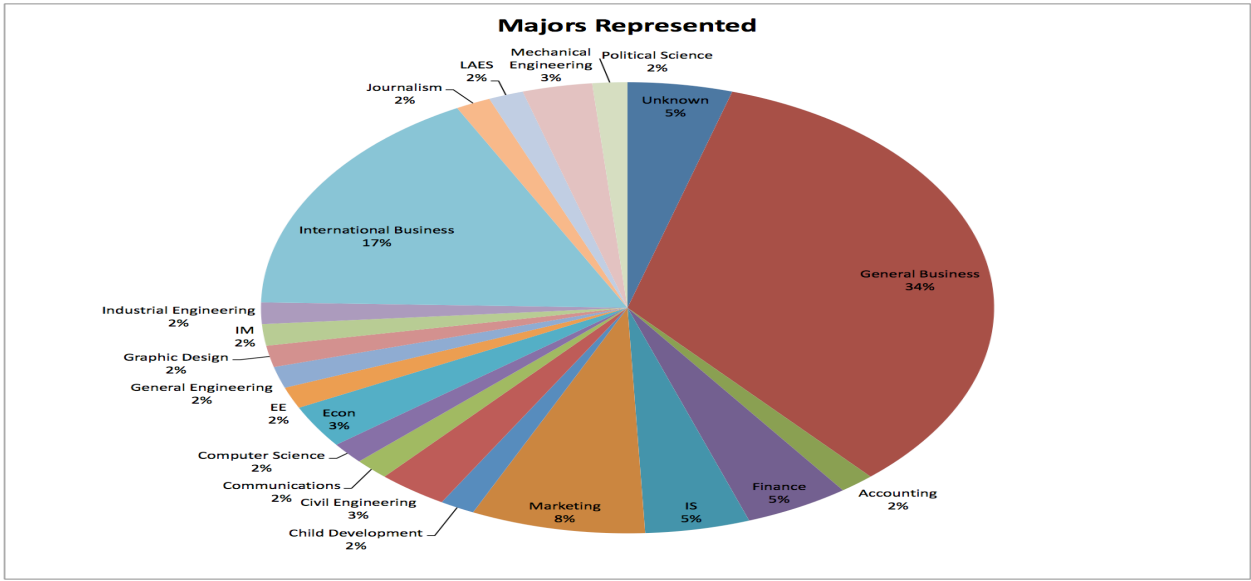
- A. Freshman
- B. Sophomore
- C. Junior
- D. Senior
- E. Other: _____

5.) Are you a student? If so, Cal Poly or Cuesta?

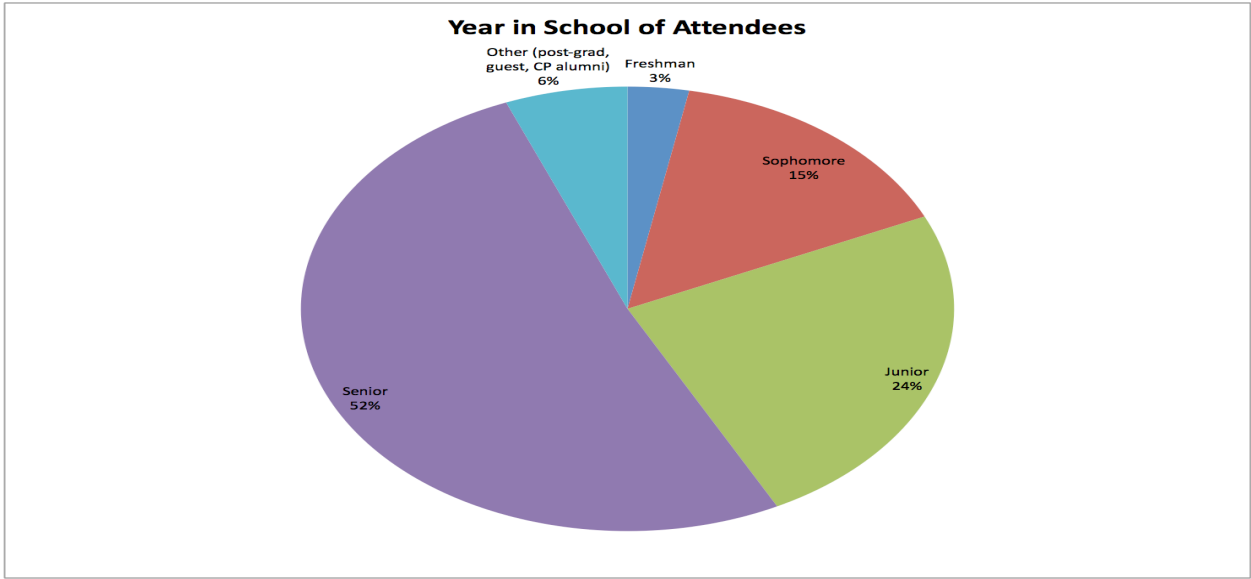
6.) What workshops did you find most beneficial? (Check All That Apply)

- | | |
|---|---|
| <input type="checkbox"/> How To Be Chosen | <input type="checkbox"/> International Biotechnology |
| <input type="checkbox"/> Starting a Global Business | <input type="checkbox"/> Soft Skills in an International Business |
| <input type="checkbox"/> How to Find Jobs in Asia | <input type="checkbox"/> How to Find Jobs in Europe |
| <input type="checkbox"/> Promoting Yourself Globally | <input type="checkbox"/> International Consulting |
| <input type="checkbox"/> Working for a Global Non-Profit | <input type="checkbox"/> Doing Business in the U.S. |
| <input type="checkbox"/> Women in the World of International Business | |

Comments:

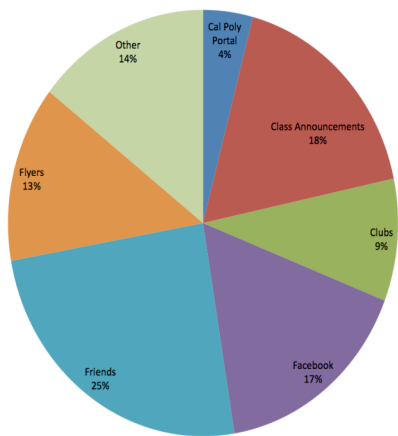


This pie chart represents the percentages of the amount of majors that attended the event. Most of the majors were business.



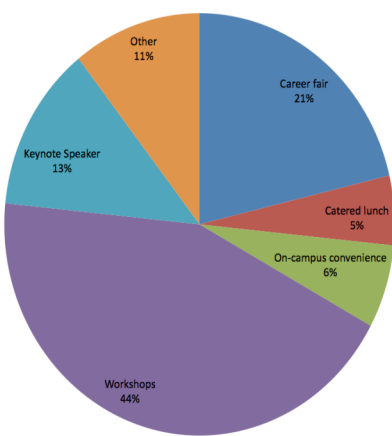
Most of the attendees were seniors and juniors, although the conference was targeted at all grades.

How Attendees Heard of the Event



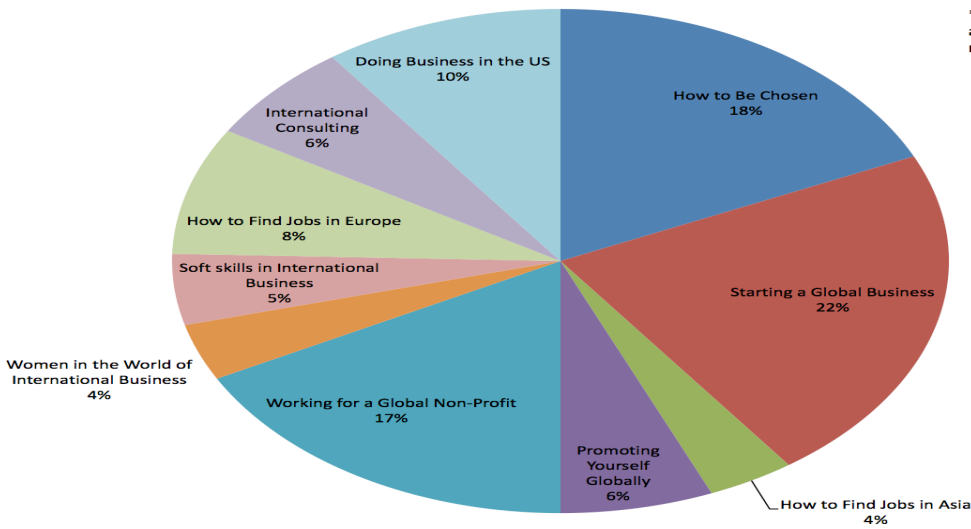
*Attendees were allowed to select multiple answers

Why People Attended ICC



*Attendees were allowed to select multiple answers

Favorite Workshop(s)*



*Attendees were allowed to select multiple