

OCR STUDENT ORIENTATION

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An Online Approach

Previous Orientation Method



- ❑ Orientations are EARLY at Penn because of recruiting calendar (resume submissions start first day of classes in both fall and spring semesters)
- ❑ Students are strongly encouraged, although not required, to attend live orientation
- ❑ OCR orientations originally started with system screen shots on transparencies at live orientation
- ❑ Graduated to PowerPoint presentation with screen shots that walked students through

Problems.....



- ❑ Some students aren't "on board" very early in the semester or simply can't make an orientation because of other commitments
- ❑ Many employer information sessions going on during the same time frame
- ❑ Common for students to stop by during 15 minute walk-ins to see if counselor could "walk them through orientation", detracting from resume critique/career counseling availability
- ❑ Juniors abroad in fall couldn't attend early internship sessions

First Solution.....



- Started with basic HTML FAQ answering common questions:
<http://www.vpul.upenn.edu/careerservices/recruiting/>
- + Answers many “quick questions” about specific topics when counselors are not available
- + Useful throughout year when students have ongoing questions
- Downside – it doesn’t walk students through whole process so not an ideal training mechanism

Second Solution



- Make the orientations available to students on-line 24/7 and before classes start
- Started with simply narrating PowerPoint presentation and putting on-line for easy access
 - + Accessible all the time
 - + No additional costs outside of PowerPoint
 - Can be very slow to download
 - Not much ability for user to control flow through slides

URL



- <http://www.vpul.upenn.edu/careerservices/recruiting/NarratedOCRFall2007.ppt>

Third Solution – Online Workshop

- Purchased Articulate to upgrade orientation to online workshop format
- Works with PowerPoint presentation – simply add narration and publish to internet – converts to Flash
 - + Easy to navigate / User has more control
 - + Content pane allows user to get overview and choose specific slides
 - + Much faster to download
 - + Can add attachments and other upgrades
 - Expensive
 - Slides become blurrier than plain PowerPoint presentation when converted

Articulate Presentation



- <http://www.vpul.upenn.edu/careerservices/recruiting/OCR/OCRSpring2008/player.html>

Articulate Menu

The screenshot shows a Microsoft PowerPoint window with the title bar "Microsoft PowerPoint - [OCR07]". The menu bar includes File, Edit, View, Insert, Format, Tools, Slide Show, Window, and Help. The "Articulate" menu is open, listing the following options: Publish..., View Presentation..., Record Narration..., Import Audio..., Sync Animation Timings..., Timeline Audio Editor..., Slide Properties Manager..., Quizzes and Learning Games, Articulate Engage Interactions..., Insert Flash Movie..., Insert Web Object..., Attachments..., Player Template Builder..., Library and Options..., Help, and About Articulate Presenter. A red circle highlights the Articulate menu. The slide content includes the Penn University of Pennsylvania Career Services logo, a navigation menu with "documents" selected, and a section titled "Documents" with a yellow warning box and an "Add New" button. The status bar at the bottom shows "Slide 14 of 50" and "Default Design".

Microsoft PowerPoint - [OCR07]

File Edit View Insert Format Tools Slide Show Window Help Articulate

Tahoma 16 B I U S

14

Uploading Job Search Documents (2)

Penn
UNIVERSITY OF PENNSYLVANIA
Career Services

home | profile | documents | job | interviews | events | calendar

documents

Documents ? Help

You may store up to 10 job search documents at a time. Deleting a document will not remove it from applications previously submitted.

No records found.

+ Add New

NACElink Network is a collaboration between NACE, Symplicity, DirectEmployers and your college/university.

Click "Add New" to upload document. PennLink allows you to store up to 10 documents in the system at a time. It is

Slide 14 of 50 Default Design

Start Removable Disk (E:) OCR Student Orientation... OCR07 90% 4:28 PM

Orientation Topics



- What is OCR
- Eligibility
- Types of Employers
- Screen Shots NaceLink Network
 - Registering, uploading documents, finding jobs, applying, signing up for interviews, etc.
- Interviewing
- Career Services Policies
- Information Sessions/Career Fairs

Student Feedback



- “I enjoyed your online PowerPoint presentation. It was well done and had the right amount of info by not going too in depth on one topic yet not simply skimming the surface.”
- Over 1600 hits of spring OCR Online Orientation