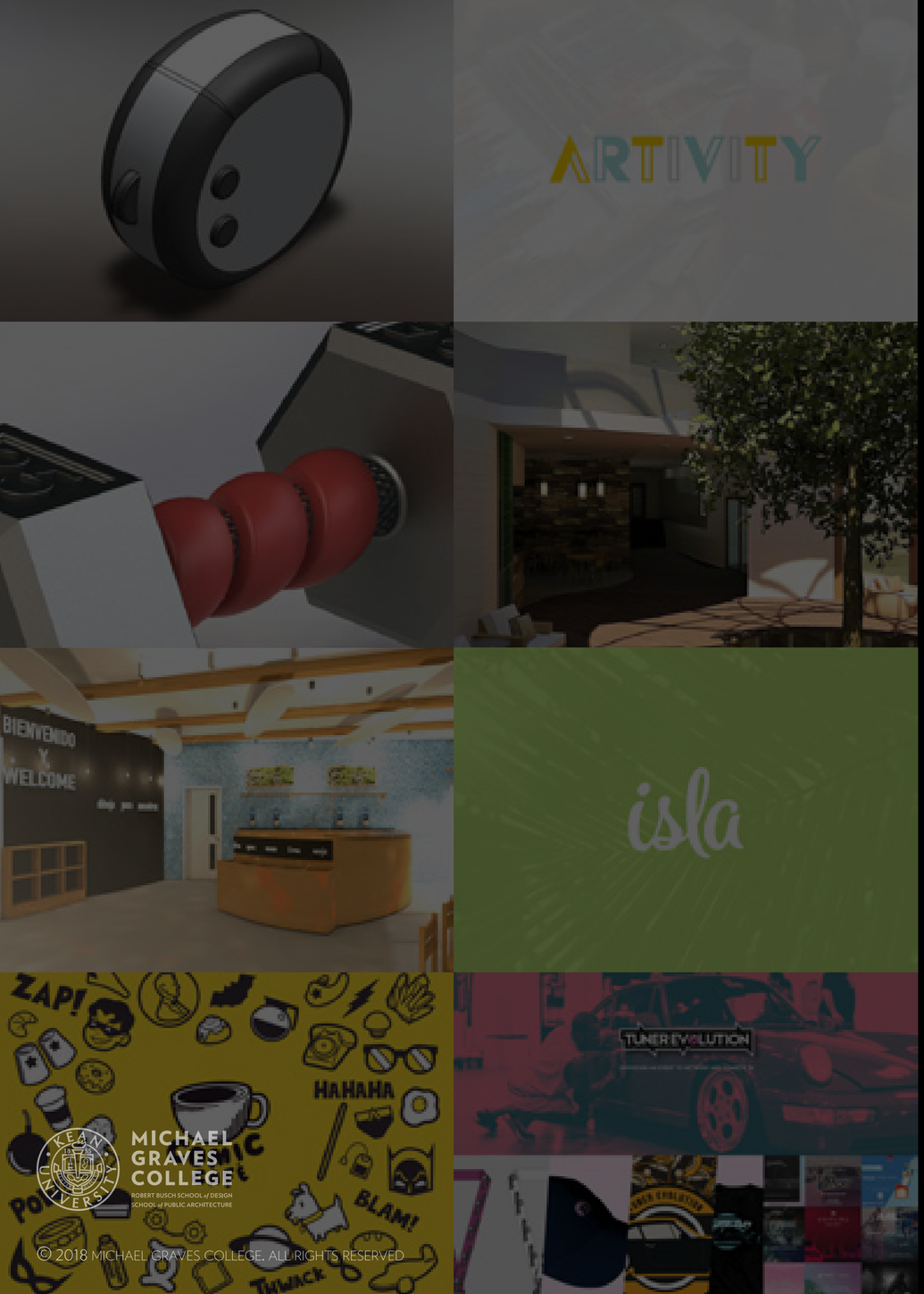

21st DMI: ACADEMIC DESIGN MANAGEMENT CONFERENCE "NEXT WAVE" I 08.2.18

MGC SYNC: A DIGITAL NETWORKING ALTERNATIVE THAT CONNECTS STUDENTS AND INDUSTRY PROFESSIONALS

DENISE ANDERSON / Assistant Professor

KEAN UNIVERSITY, MICHAEL GRAVES COLLEGE (U.S.A)

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"Paid internship with a for-profit employer boosts a graduate's chances of getting a job offer and a higher starting salary when compared to the class overall."

NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS , "THE CLASS OF 2016 SURVEY REPORT"

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"Business and non-profit leaders are highly interested in partnering with colleges and universities to provide more hands-on learning opportunities and to help college students successfully make the transition from college into the workplace."

2013 NATIONAL SURVEY OF BUSINESS AND NON-PROFIT LEADERS

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CHANGE IN STATE HIGHER ED FUNDING PER FULL-TIME EQUIVALENT STUDENT IN THE U.S. BETWEEN 2006 — 2016

SOURCES: COLLEGE BOARD; BEA
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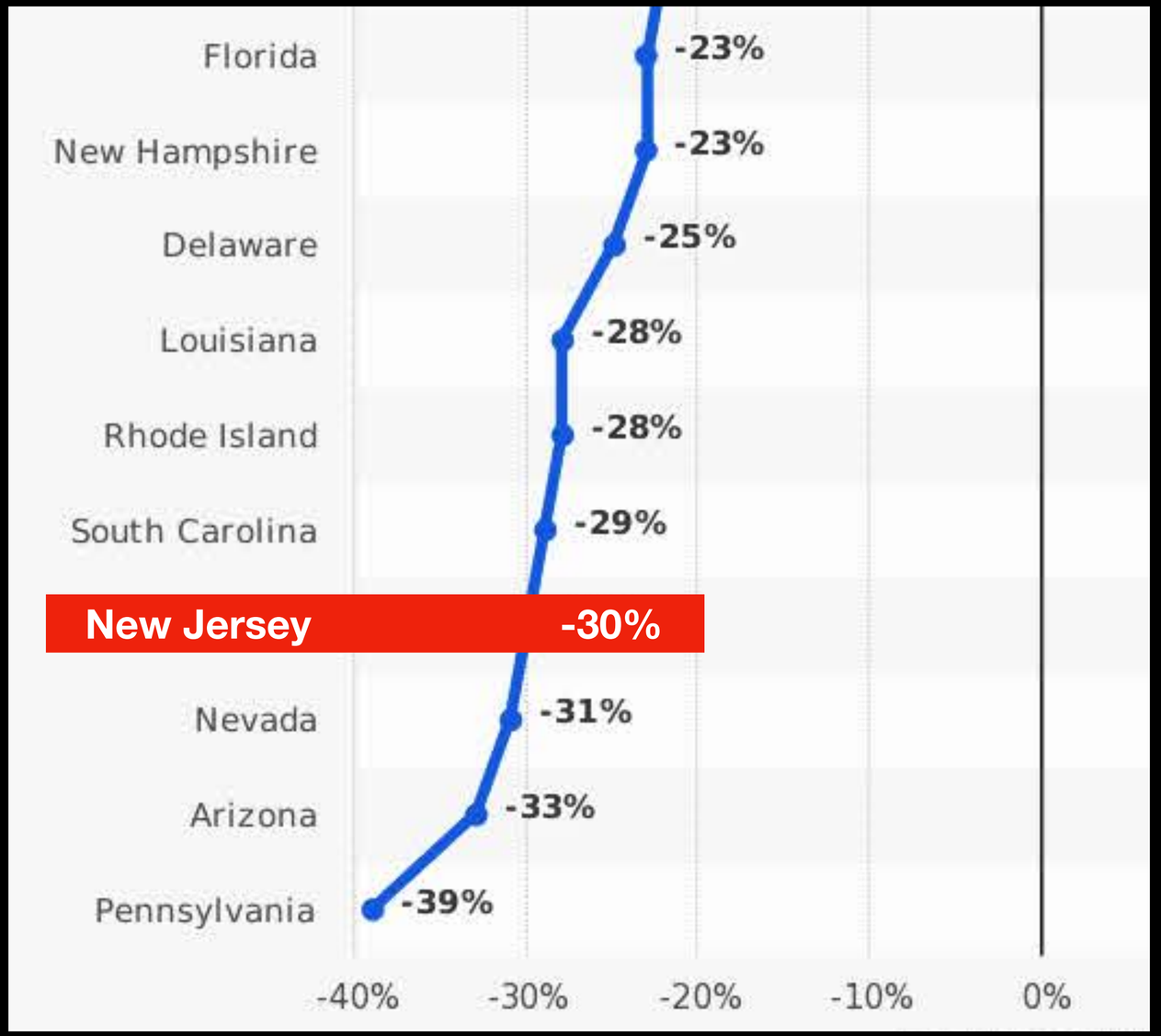

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PROVIDE DESIGN STUDENTS A PLATFORM TO PROMOTE THEMSELVES

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PROVIDE DESIGN STUDENTS A PLATFORM TO PROMOTE THEMSELVES

CULTIVATE A INTIMATE NETWORK OF ALUMNI AND PROFESSIONALS

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PROVIDE DESIGN STUDENTS A PLATFORM TO PROMOTE THEMSELVES

CULTIVATE A INTIMATE NETWORK OF ALUMNI AND PROFESSIONALS

REPORT ON THE PLACEMENT OF INTERNSHIPS AND JOBS

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KEAN UNIVERSITY

MICHAEL GRAVES COLLEGE

ROBERT BUSCH SCHOOL *of* DESIGN

BFA Graphic Design: Advertising (NASAD)
BFA Graphic Design: Print & Screen (NASAD)
BFA Interior Design (CIDA)
BID Industrial Design (NASAD)

SCHOOL *of* PUBLIC ARCHITECTURE

BA Architectural Studies (NAAB)
MA Architecture (F'19) (NAAB)

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MICHAEL GRAVES COLLEGE

NO FORMAL CAREER PLACEMENT

INTERNSHIPS NOT REQUIRED

MOST STUDENTS WORKING

CULTURE OF ENTREPRENEURIALISM

ROBERT BUSCH SCHOOL *of* DESIGN

BFA Graphic Design: Advertising (NASAD)
BFA Graphic Design: Print & Screen (NASAD)
BFA Interior Design (CIDA)
BID Industrial Design (NASAD)

SCHOOL *of* PUBLIC ARCHITECTURE

BA Architectural Studies (NAAB)
MA Architecture (F'19) (NAAB)

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"I sometimes come across recent design graduates who make me think, 'How could a school take this kid's money for four years without ever counseling them out of their major?'" he wrote. "But not one from this class. You're doing something very right at your school. Quality work from beginning to end."

JONATHON STAMP,
VICE PRESIDENT AND DIRECTOR,
DESIGN AND IMAGING,
MCCANN TORRE LAZUR
JAN. 2016

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HOW MGC STUDENTS CONNECT TO PROFESSIONALS

- FACEBOOK JOB BOARD
- INDUSTRY PARTNERS & ALUMNI

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ALUMNI AND INDUSTRY PARTNERS

DESIGN-SPONSORED EVENTS

- AIGA
- ONE CLUB
- IIDA
- IDSA
- AIA

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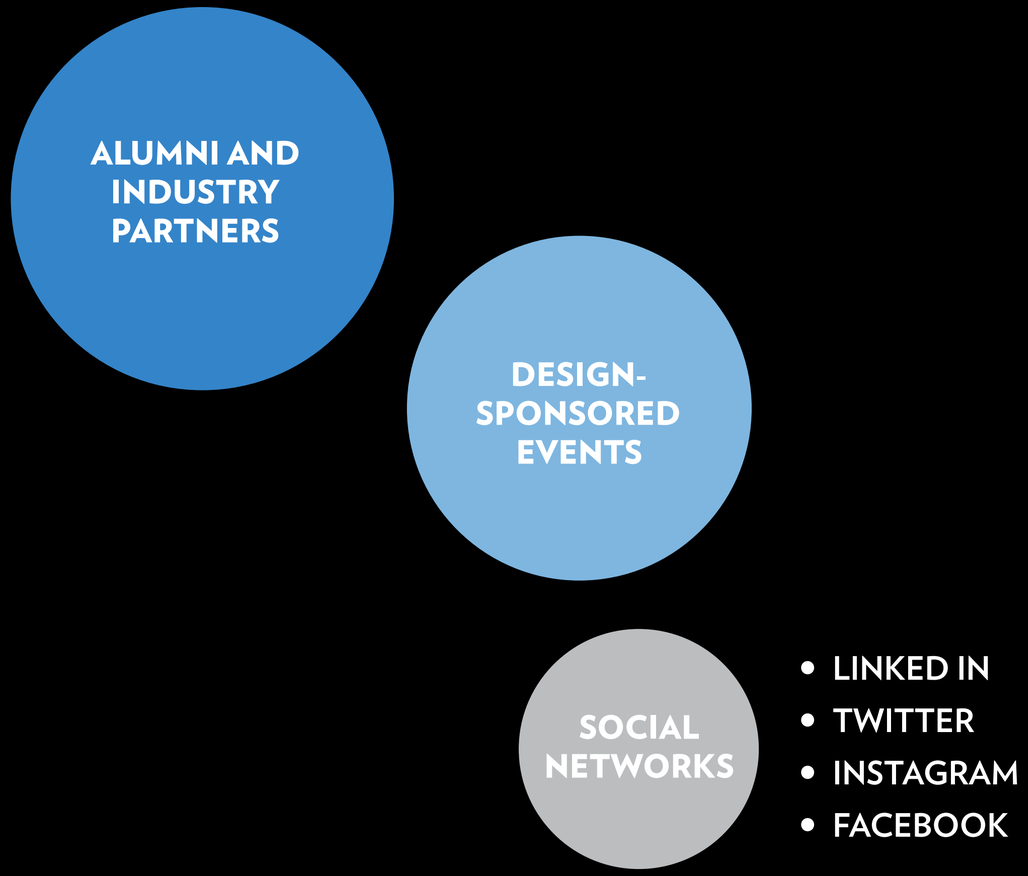

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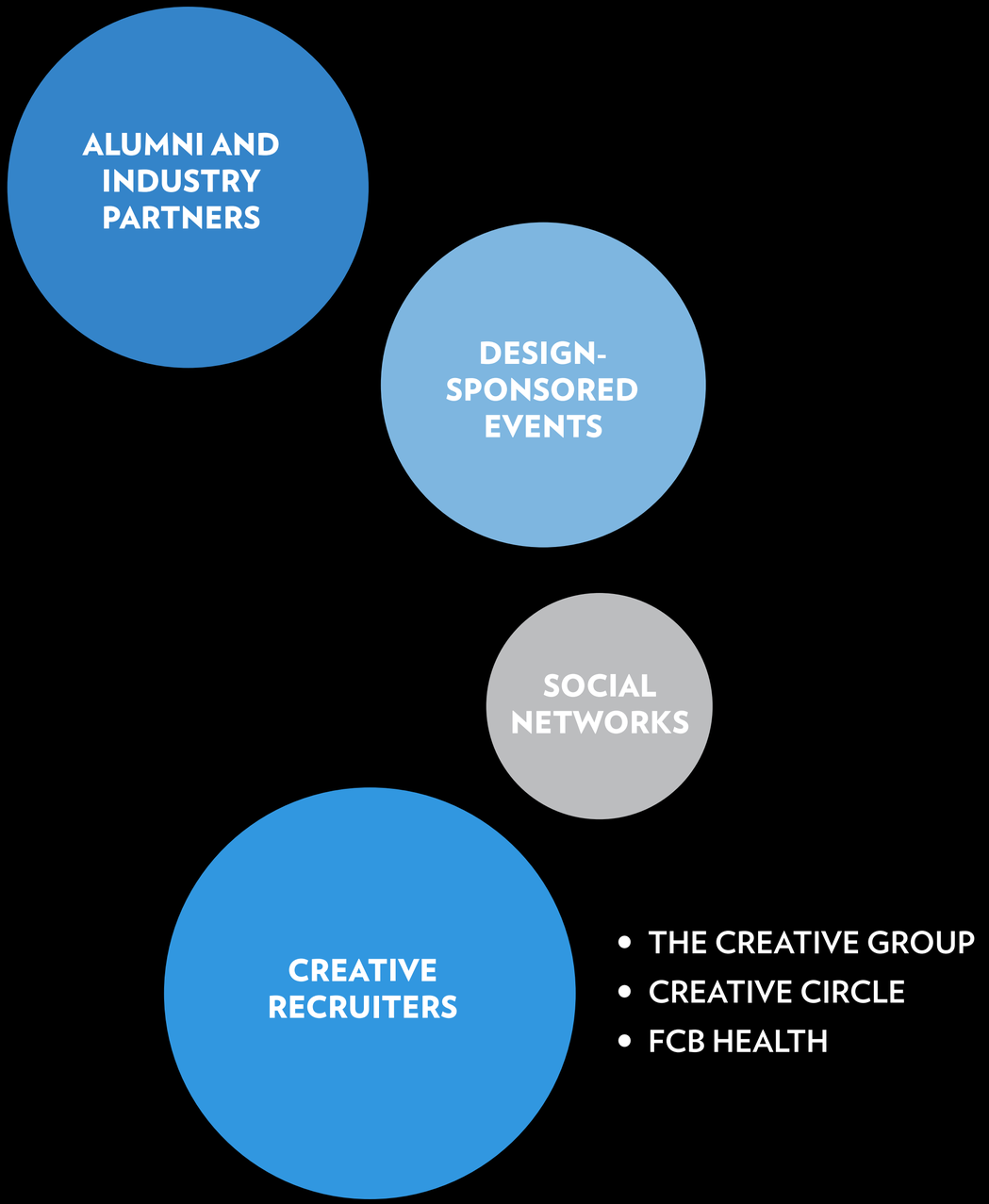

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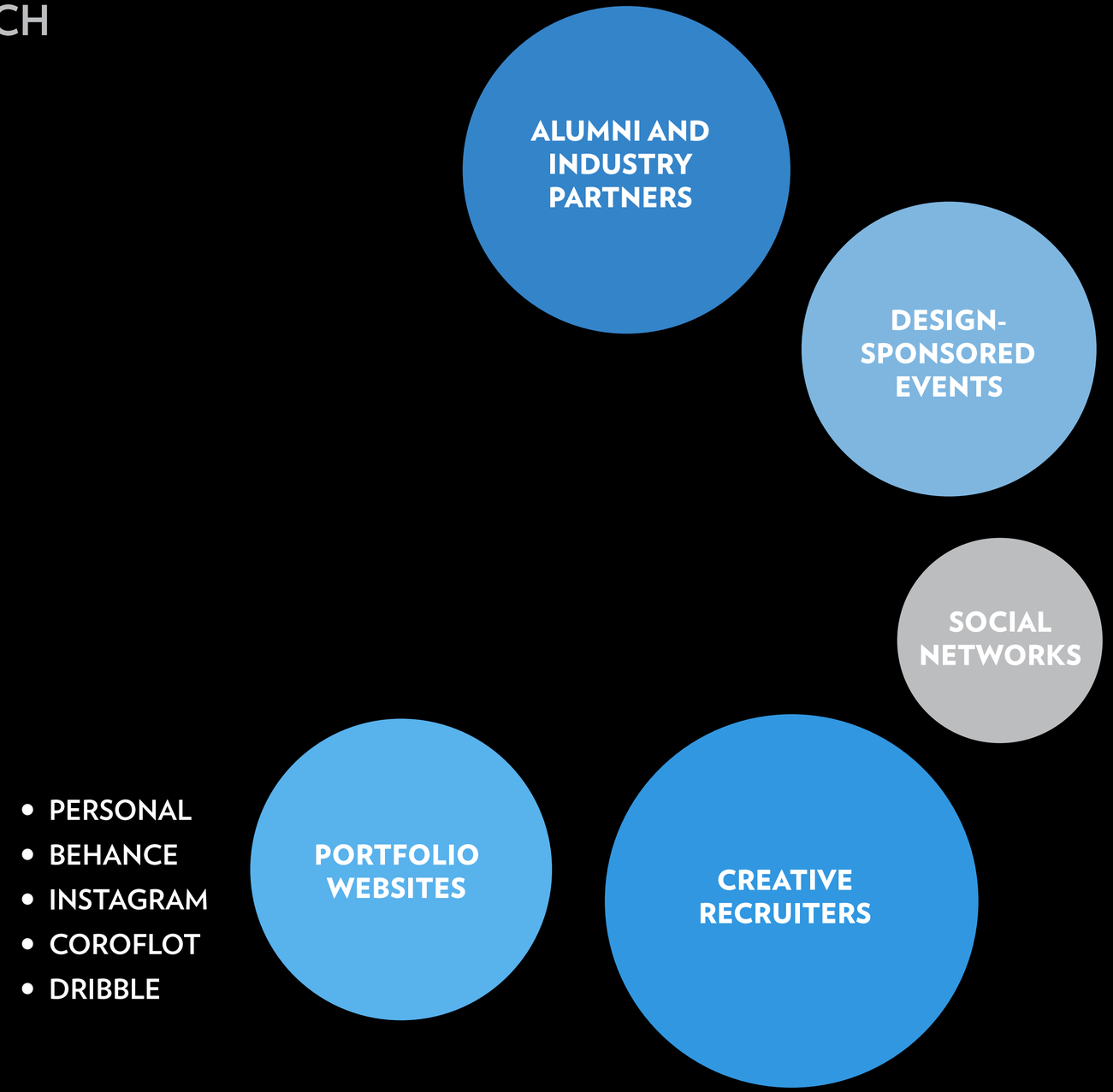

- PERSONAL
- BEHANCE
- INSTAGRAM
- COROFLOT
- DRIBBLE

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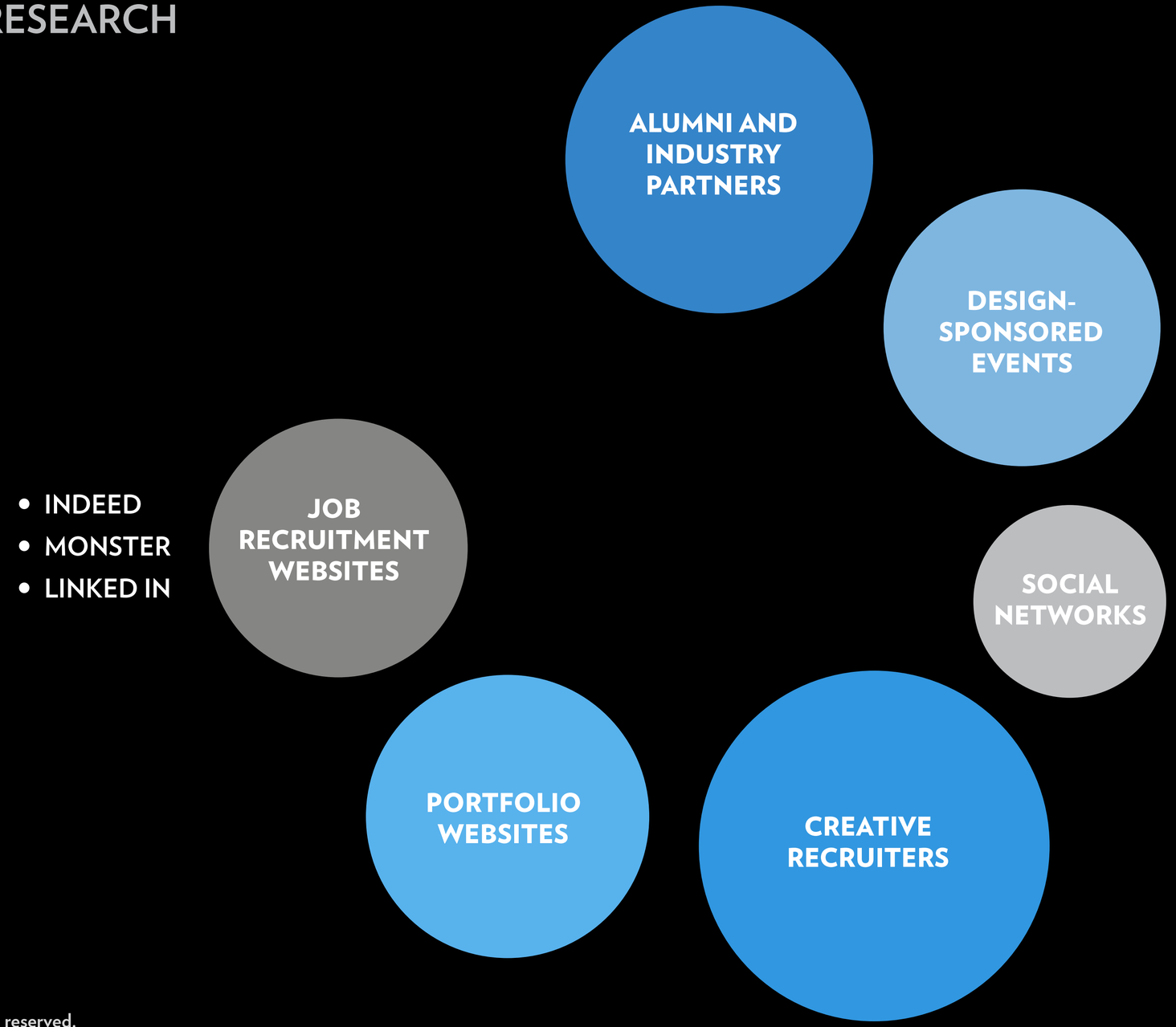

- INDEED
- MONSTER
- LINKED IN

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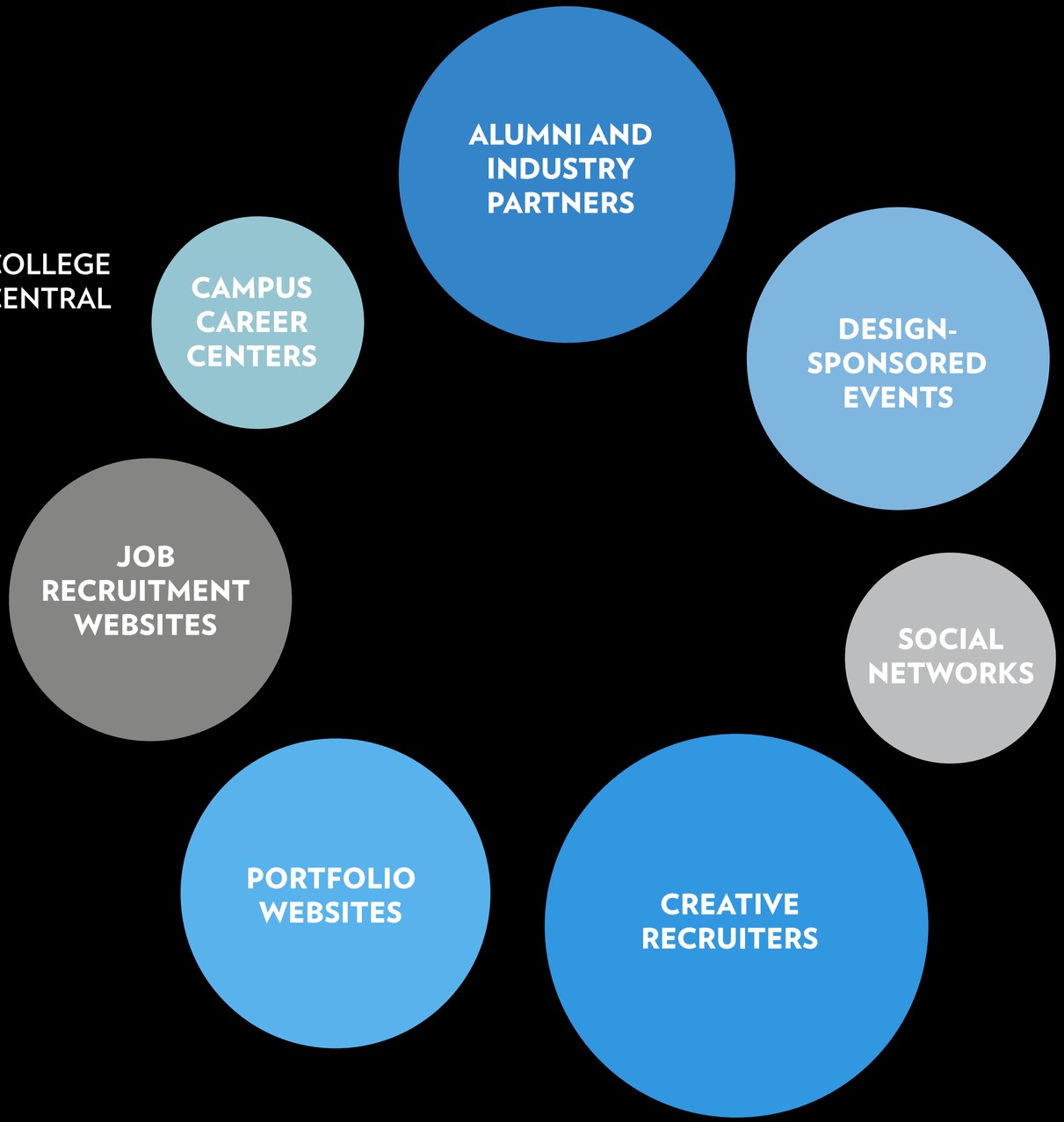
- COLLEGE CENTRAL



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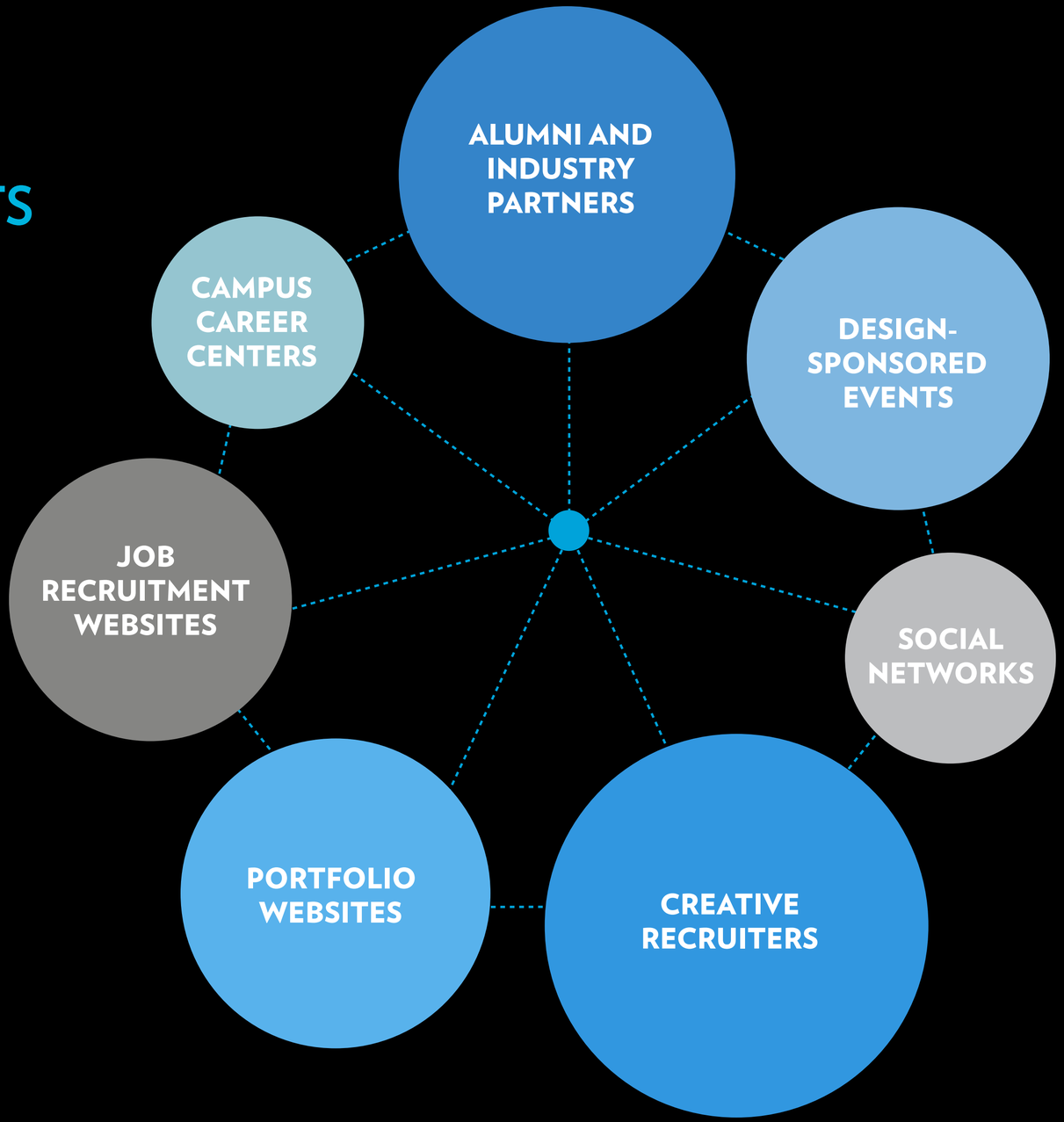
HOW MGC STUDENTS CONNECT TO PROFESSIONALS



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"Survey results indicate that individuals who start building job-related experiences while still in school find work at a faster rate than their peers."

"THE FIRST TWO YEARS",
CUNY DESIGN PROFESSOR,
KATHRYN WEINSTEIN, 2016

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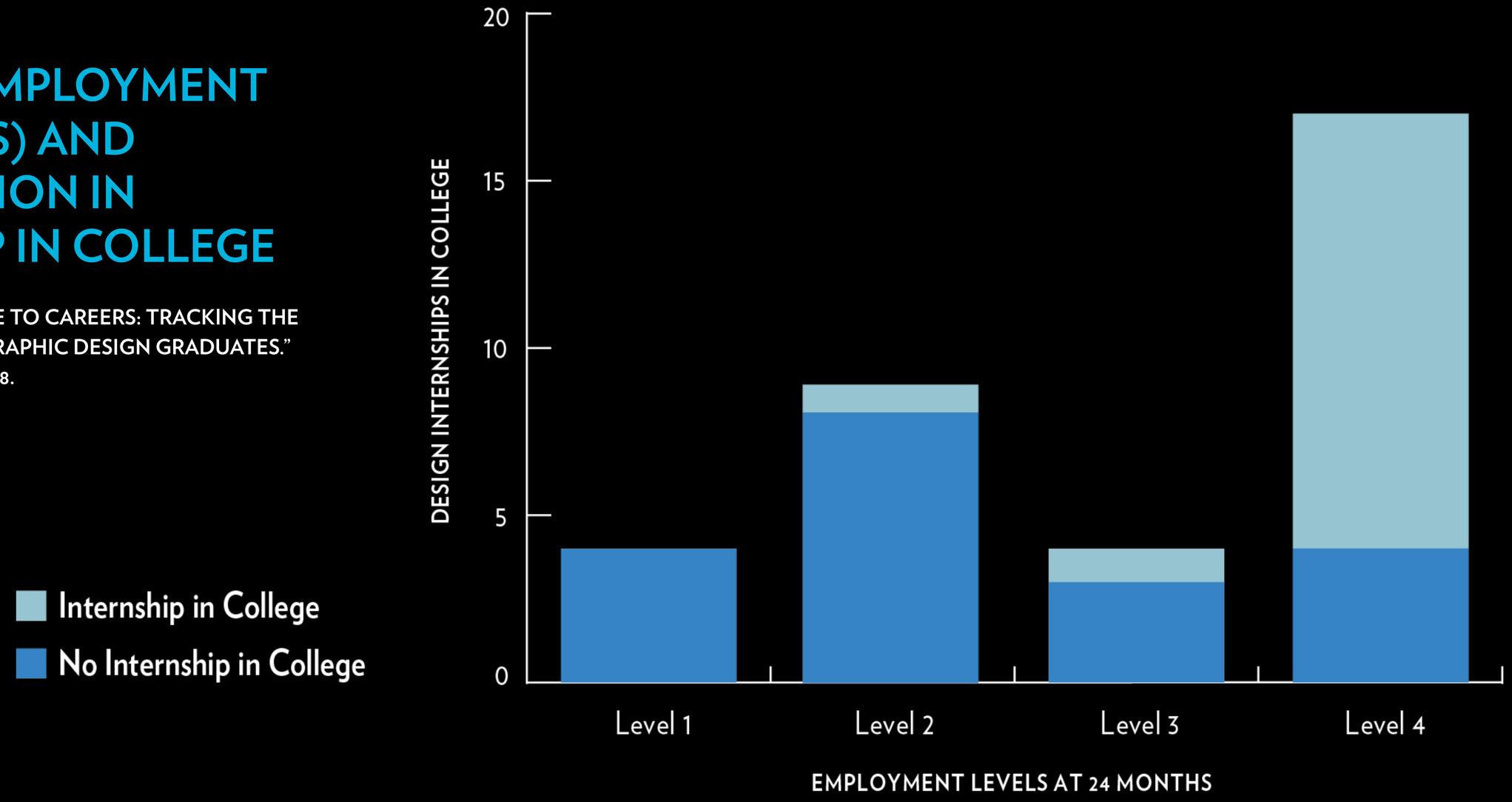
LEVEL OF EMPLOYMENT (24 MONTHS) AND PARTICIPATION IN INTERNSHIP IN COLLEGE

SOURCE: "FROM COLLEGE TO CAREERS: TRACKING THE FIRST TWO YEARS FOR GRAPHIC DESIGN GRADUATES." KATHRYN WEINSTEIN, 2018.



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THIRD-PARTY SOFTWARE

SOURCES:
https://www.joinhandshake.com/
https://www.gradleaders.com/
https://www.symplicity.com/higher-ed

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1. EXPERIENCES WHILE IN COLLEGE ARE BENEFICIAL

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1. EXPERIENCES WHILE IN COLLEGE ARE BENEFICIAL
2. NO EFFECTIVE OR SUSTAINABLE CAREER TOOL

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1. EXPERIENCES WHILE IN COLLEGE ARE BENEFICIAL
2. NO EFFECTIVE OR SUSTAINABLE CAREER TOOL
3. LOYAL INDUSTRY PARTNERS AND ALUMNI

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1. EXPERIENCES WHILE IN COLLEGE ARE BENEFICIAL
2. NO EFFECTIVE OR SUSTAINABLE CAREER TOOL
3. LOYAL INDUSTRY PARTNERS AND ALUMNI
4. NO METRICS TO SUPPORT STUDENT SUCCESS

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1. EXPERIENCES WHILE IN COLLEGE ARE BENEFICIAL
2. NO EFFECTIVE OR SUSTAINABLE CAREER TOOL
3. LOYAL INDUSTRY PARTNERS AND ALUMNI
4. NO METRICS TO SUPPORT STUDENT SUCCESS
5. SUPPORT FROM MGC

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1. EXPERIENCES WHILE IN COLLEGE ARE BENEFICIAL
2. NO EFFECTIVE OR SUSTAINABLE CAREER TOOL
3. LOYAL INDUSTRY PARTNERS AND ALUMNI
4. NO METRICS TO SUPPORT STUDENT SUCCESS
5. SUPPORT FROM MGC
6. NO BUDGET

MGCSync.com

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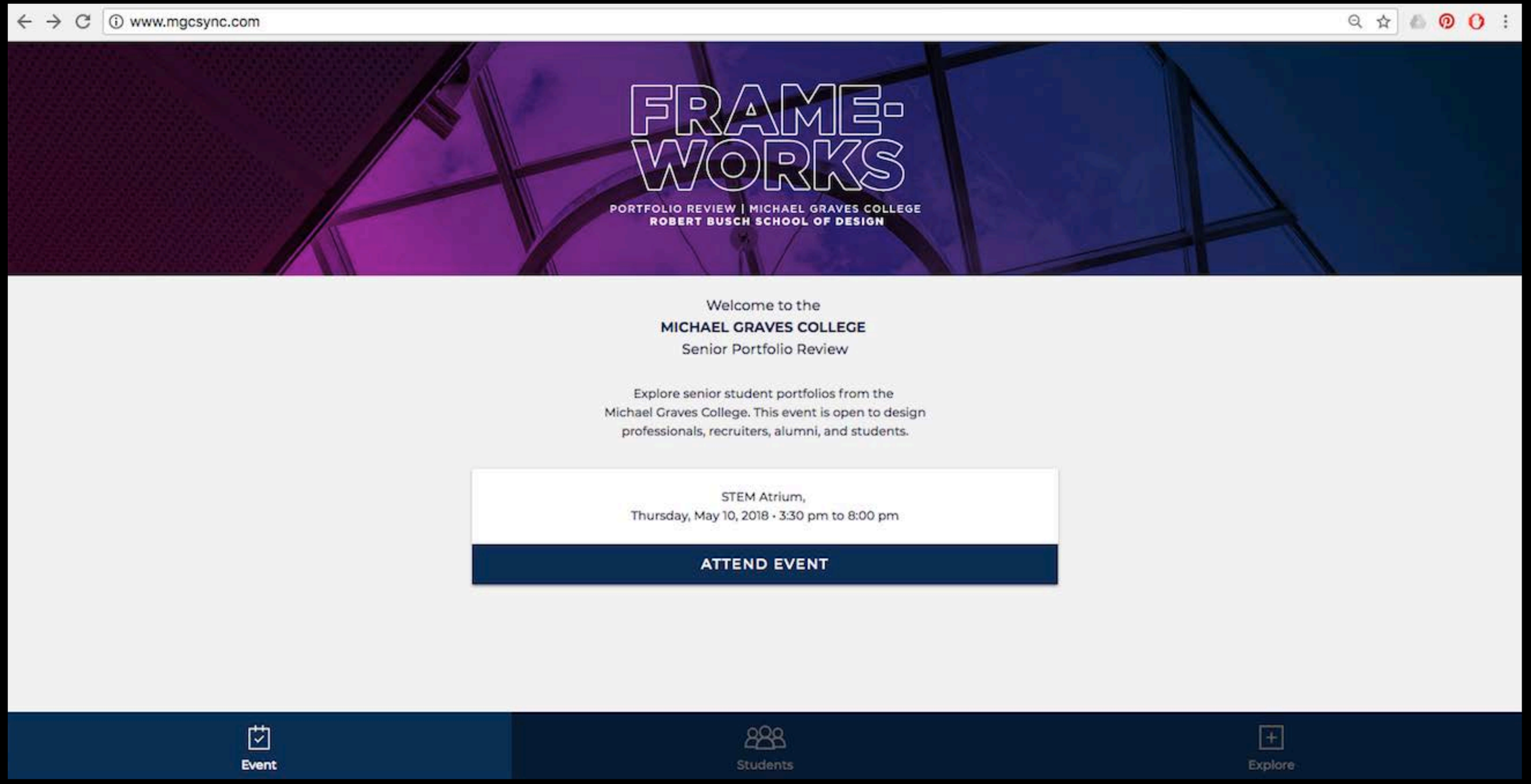
MGC SYNC | PHASE I



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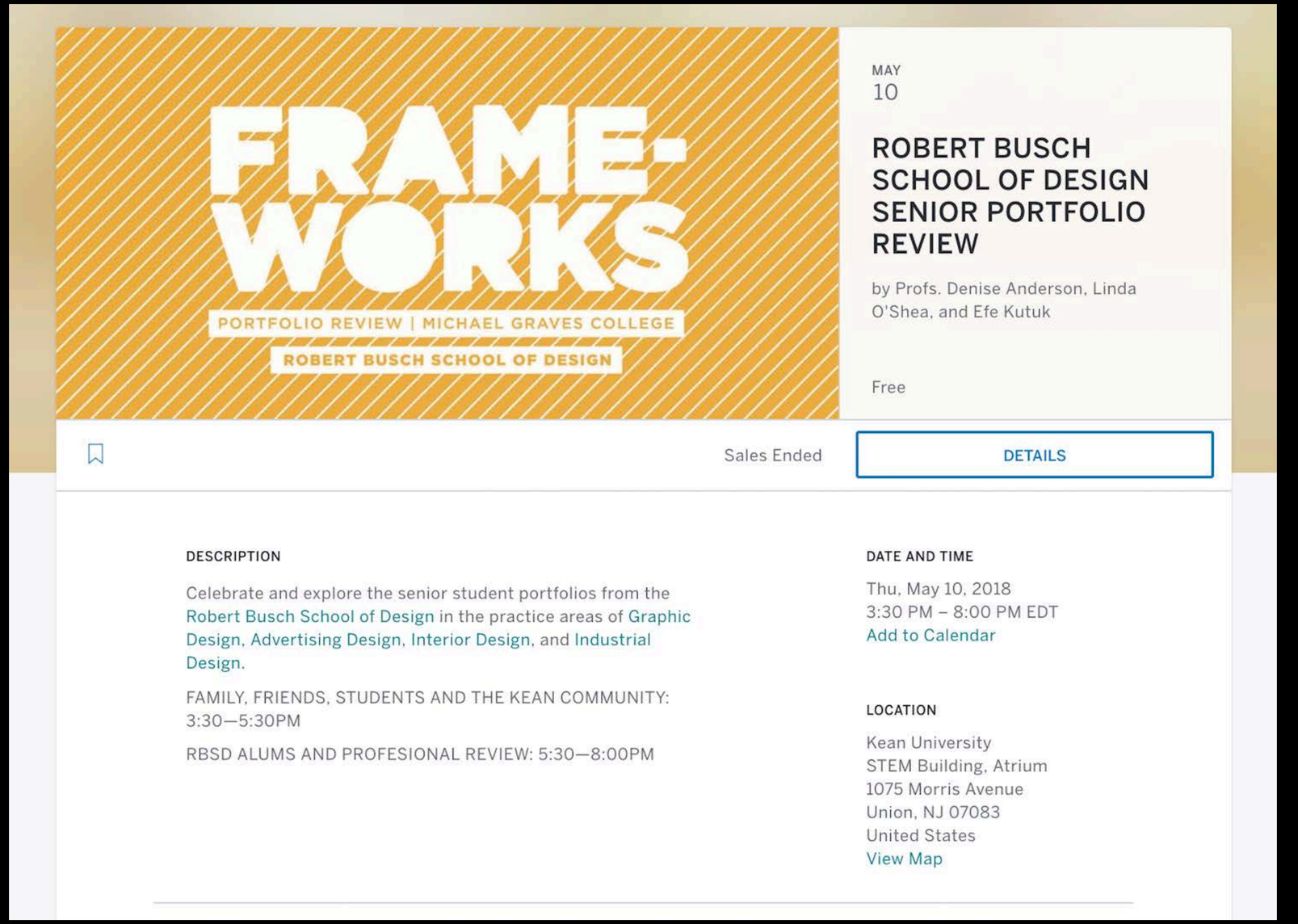

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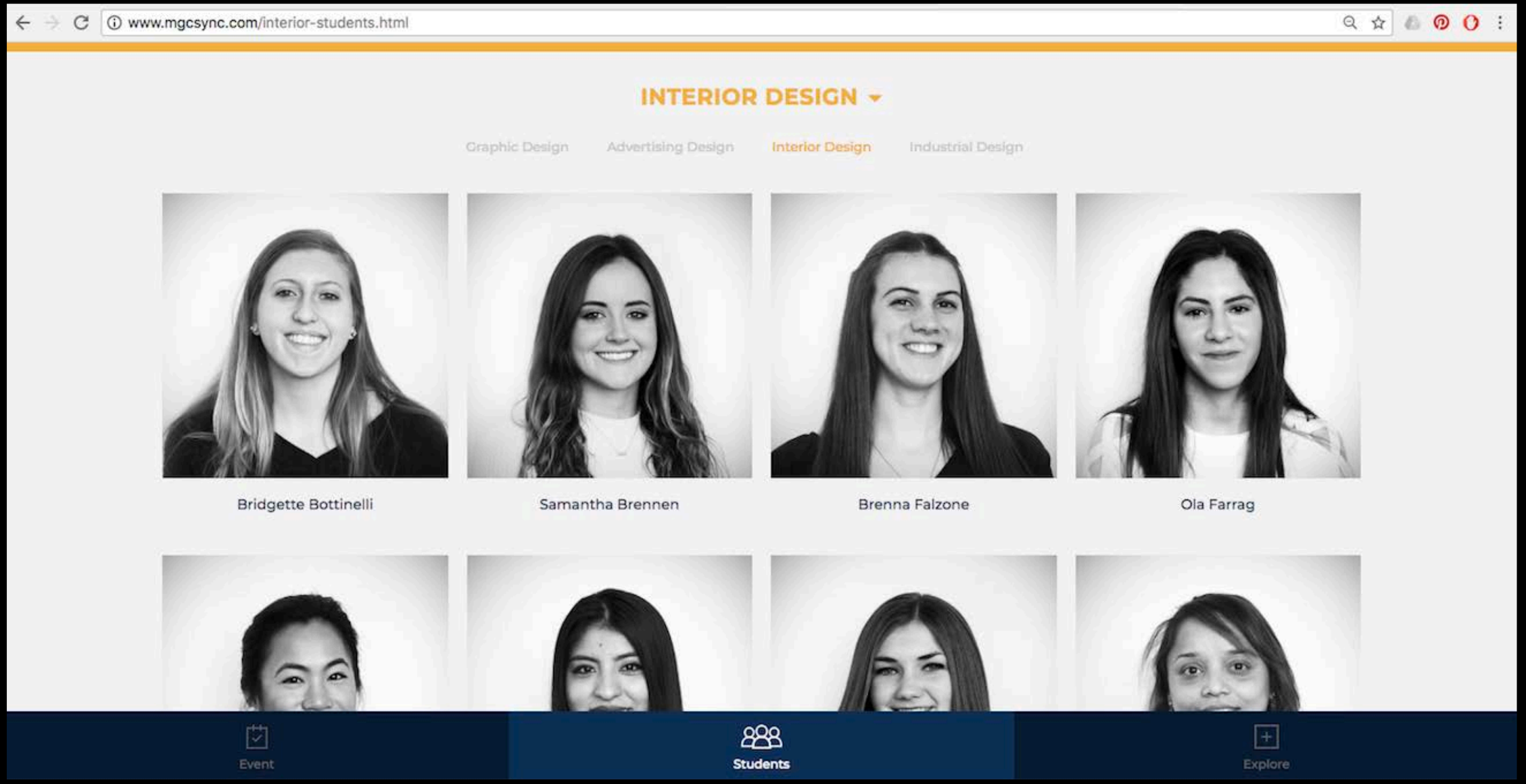
MGC SYNC | PHASE I



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MGC SYNC | PHASE I

www.mgcsync.com/bridgette-bottinelli.html

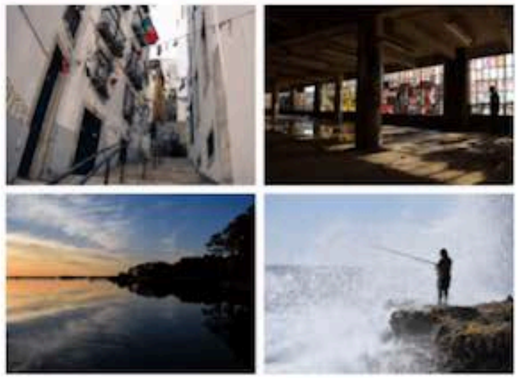
Bridgette Bottinelli

I am a curious and empathetic designer who has an interest in humanitarian and sustainable design. Striving to create purpose and meaning, each design tells a story that pushes the traditional boundaries of interior design.

View Portfolio

View Resume

Give Feedback



Event | Students | Explore

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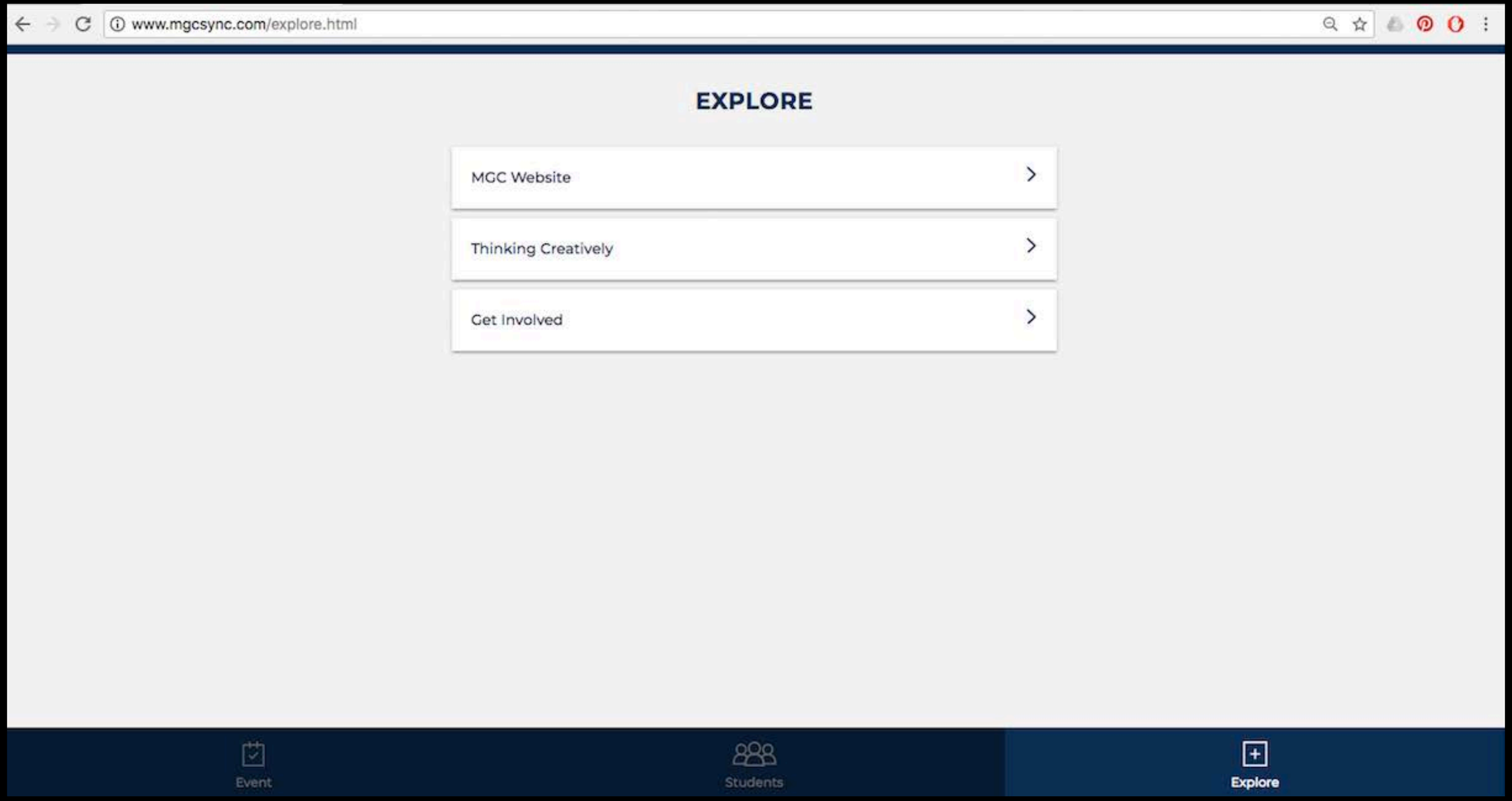
MGC SYNC | PHASE I



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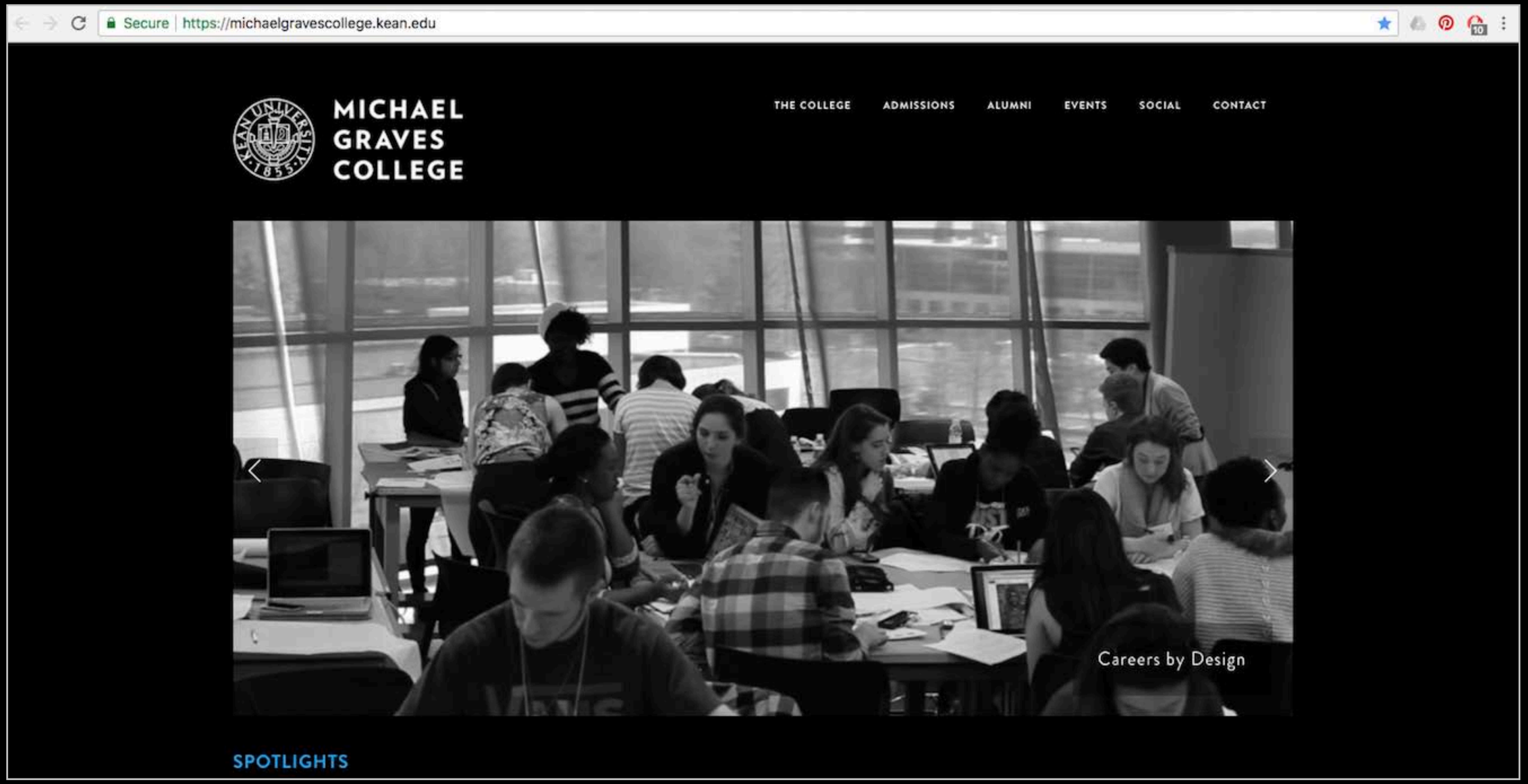
MGC SYNC | PHASE I



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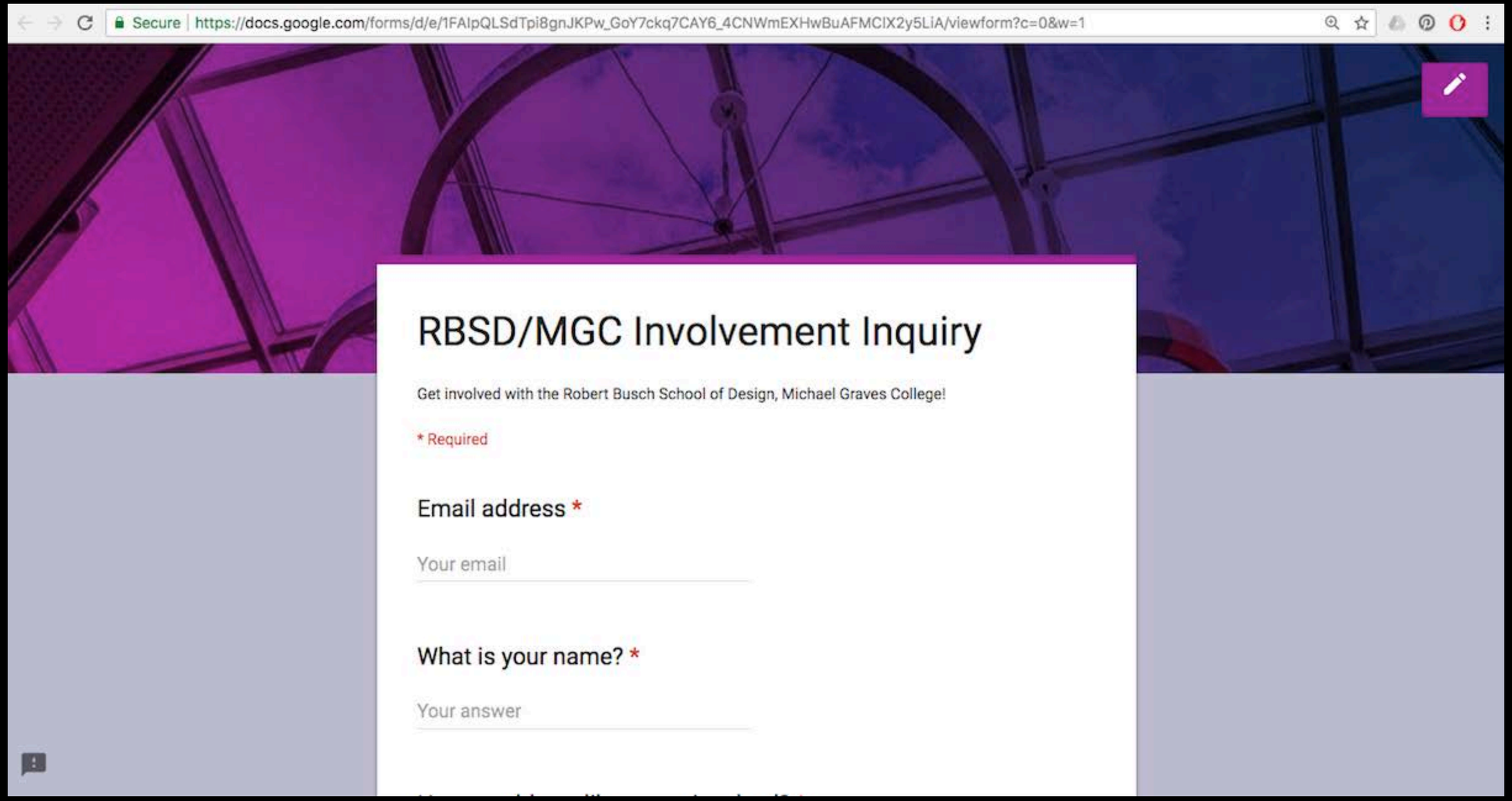
MGC SYNC | PHASE I



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1. CREATE A LOW-TECH, LOW-COST SOLUTION

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MGC SYNC | METHODOLOGY

1. CREATE A LOW-TECH, LOW-COST SOLUTION

- HOSTING
- NAMING / DOMAIN
- GOOGLE FORMS
- MAINTENANCE

2. BRAND THE TOOL

- MGC/RBSD BRAND ID STANDARDS
- UX/UI EXPERIENCE
- NAMING PORTFOLIO REVIEW
- PROMOTIONAL GRAPHICS

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MGC SYNC | METHODOLOGY

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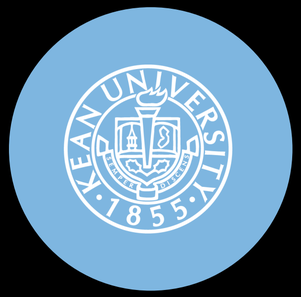
- MAINTENANCE

2. BRAND THE TOOL



- MGC/RBSD BRAND ID STANDARDS
- UX/UI EXPERIENCE
- NAMING PORTFOLIO REVIEW
- PROMOTIONAL GRAPHICS

3. COLLECT AND UPLOAD CONTENT

- PROJECT IMAGES
- PERSONAL STATEMENT
- PORTFOLIO WEBSITE URL
- RESUME PDF

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- STUDENTS HAVE A DIRECT CONNECTION TO THOSE THAT WANT TO HIRE THEM

Graduating students have acquired a direct channel for marketing themselves.

96/121
79%

DECEMBER 2017—MAY 2018
96/121 GRADUATING STUDENTS
CREATED PROFILES ON MGCSYNC.COM

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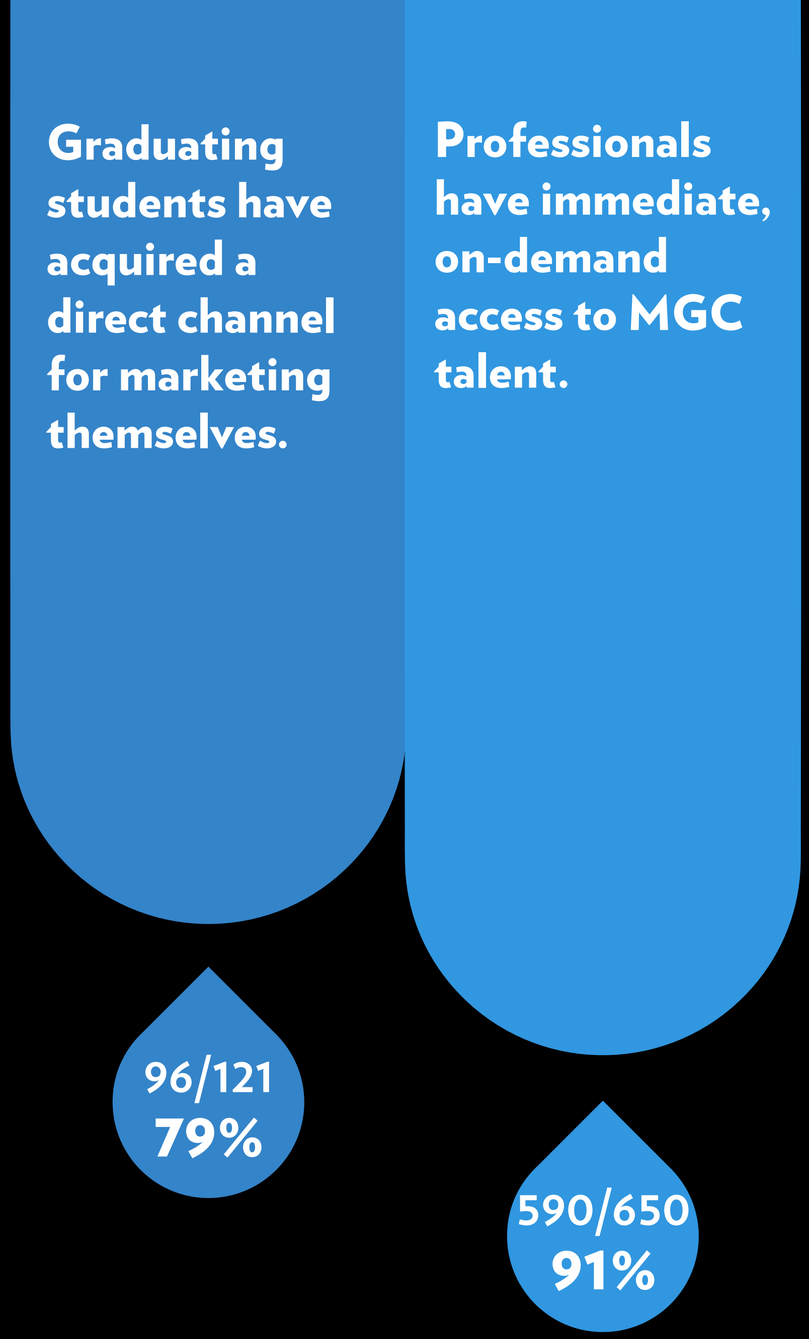
- RECRUITERS HAVE LINKS TO TALENT BEFORE, DURING, AND AFTER SENIOR PORTFOLIO REVIEW



DECEMBER 2017—MAY 2018
650 PROFESSIONALS/ALUMNI INVITED TO SENIOR PORTFOLIO REVIEW; 60 EMAIL RETURN

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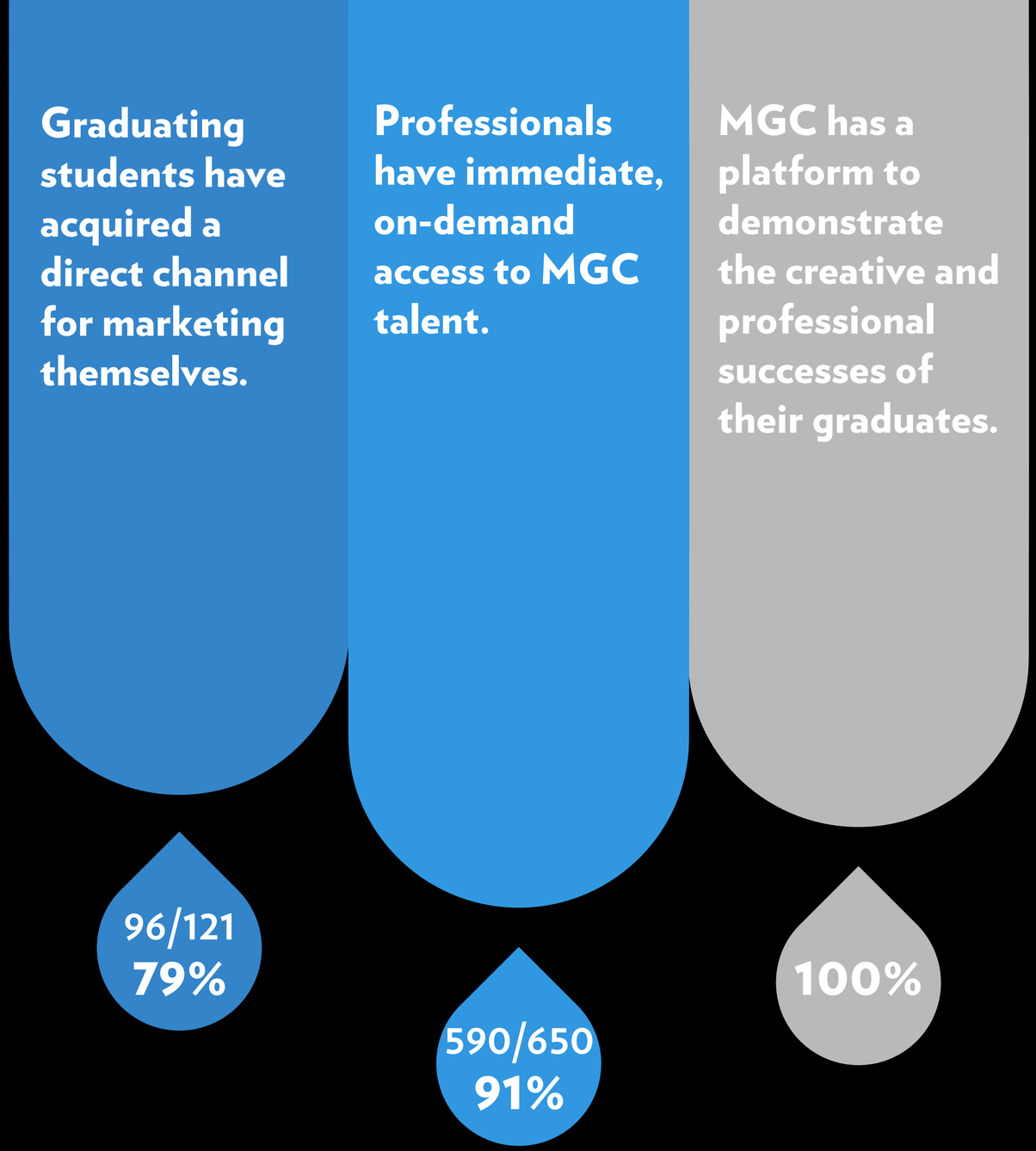
- FACULTY HAS BASIC METRICS TO USE FOR REPORTING AND RECRUITMENT



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- DESIGN ADDITIONAL FEATURES

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- DESIGN ADDITIONAL FEATURES
- IMPROVE SITE FUNCTIONALITY

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- DESIGN ADDITIONAL FEATURES
- IMPROVE SITE FUNCTIONALITY
- ENHANCE USER EXPERIENCE

Https://bit.ly/2MePFO7

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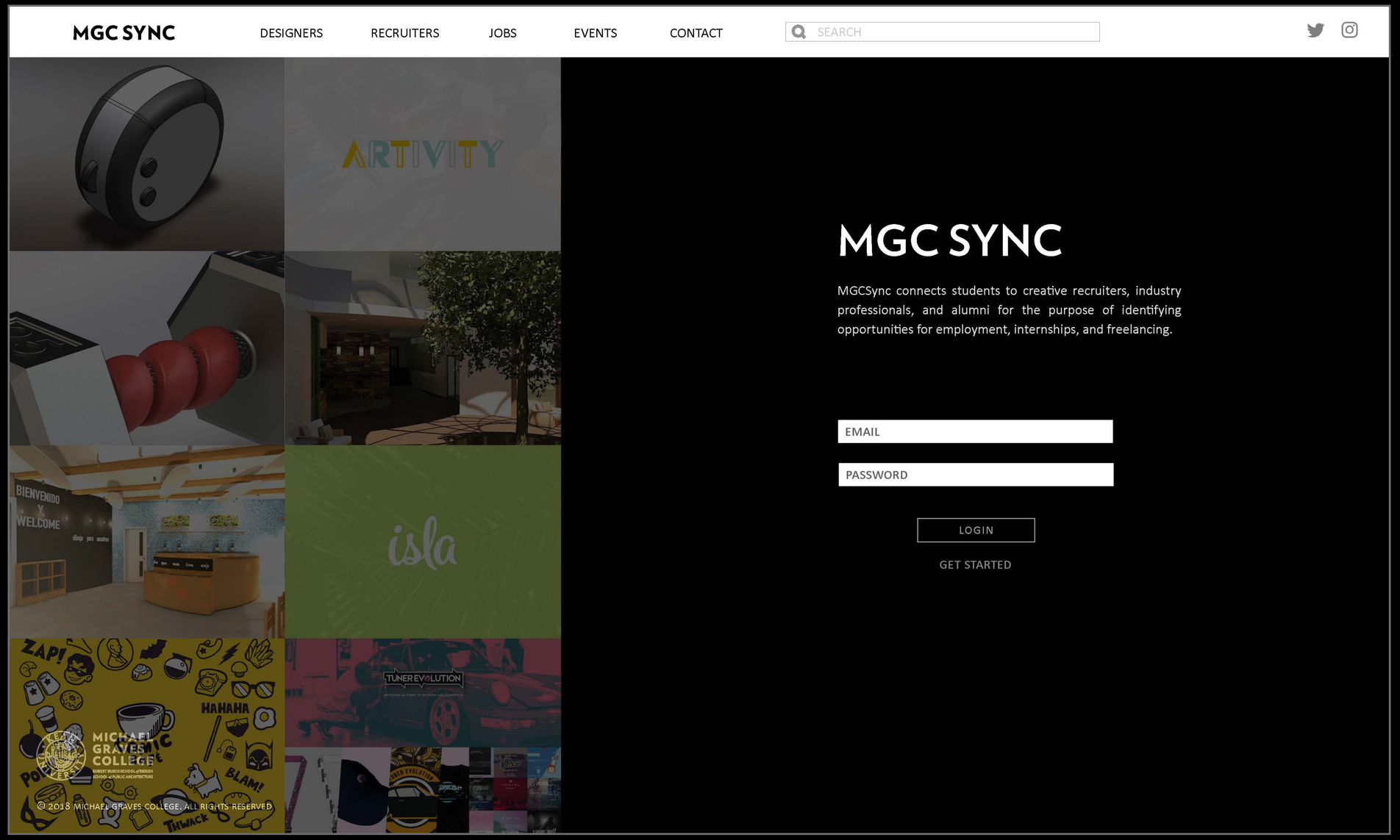
MGC SYNC | PHASE II



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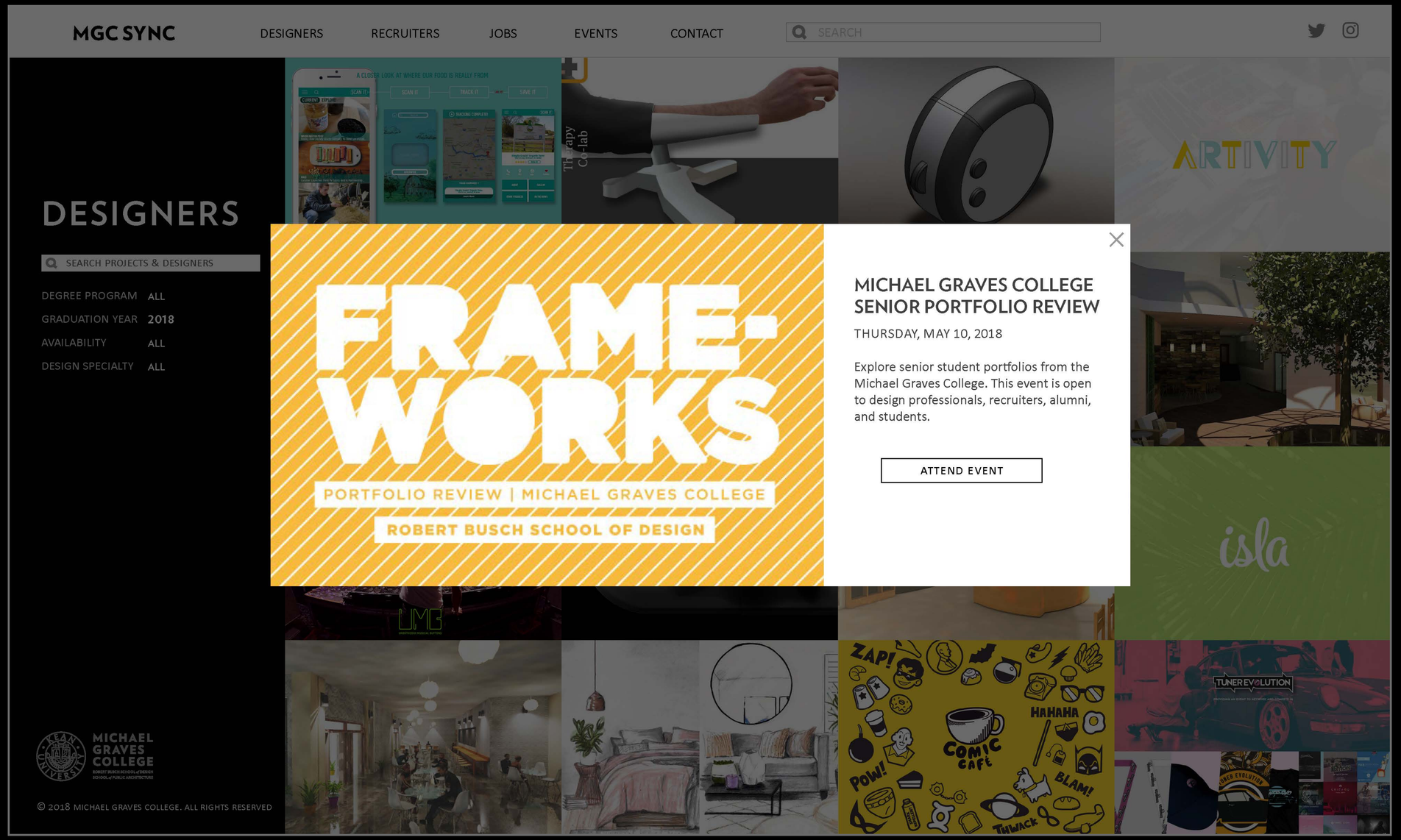
MGC SYNC | PHASE II



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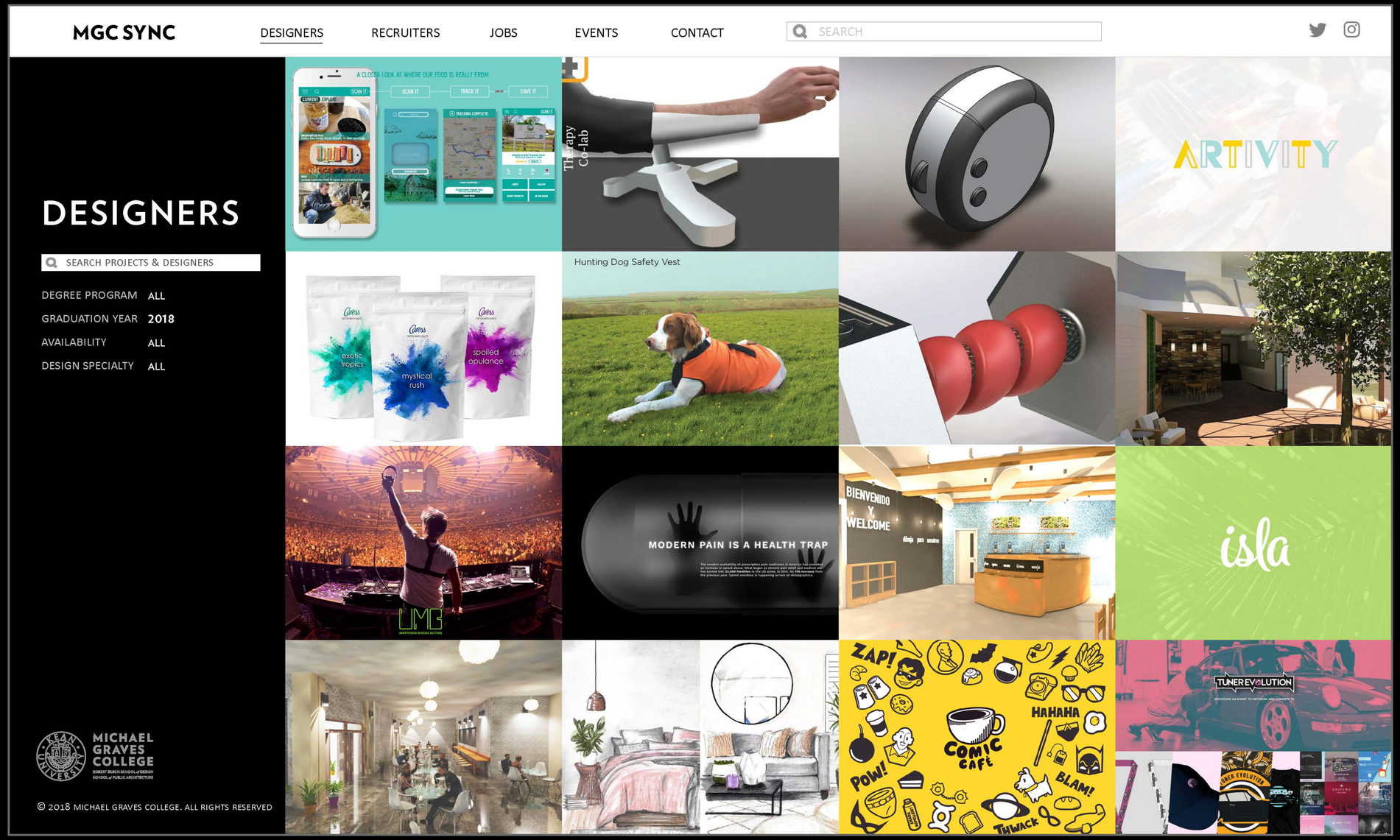
MGC SYNC | PHASE II



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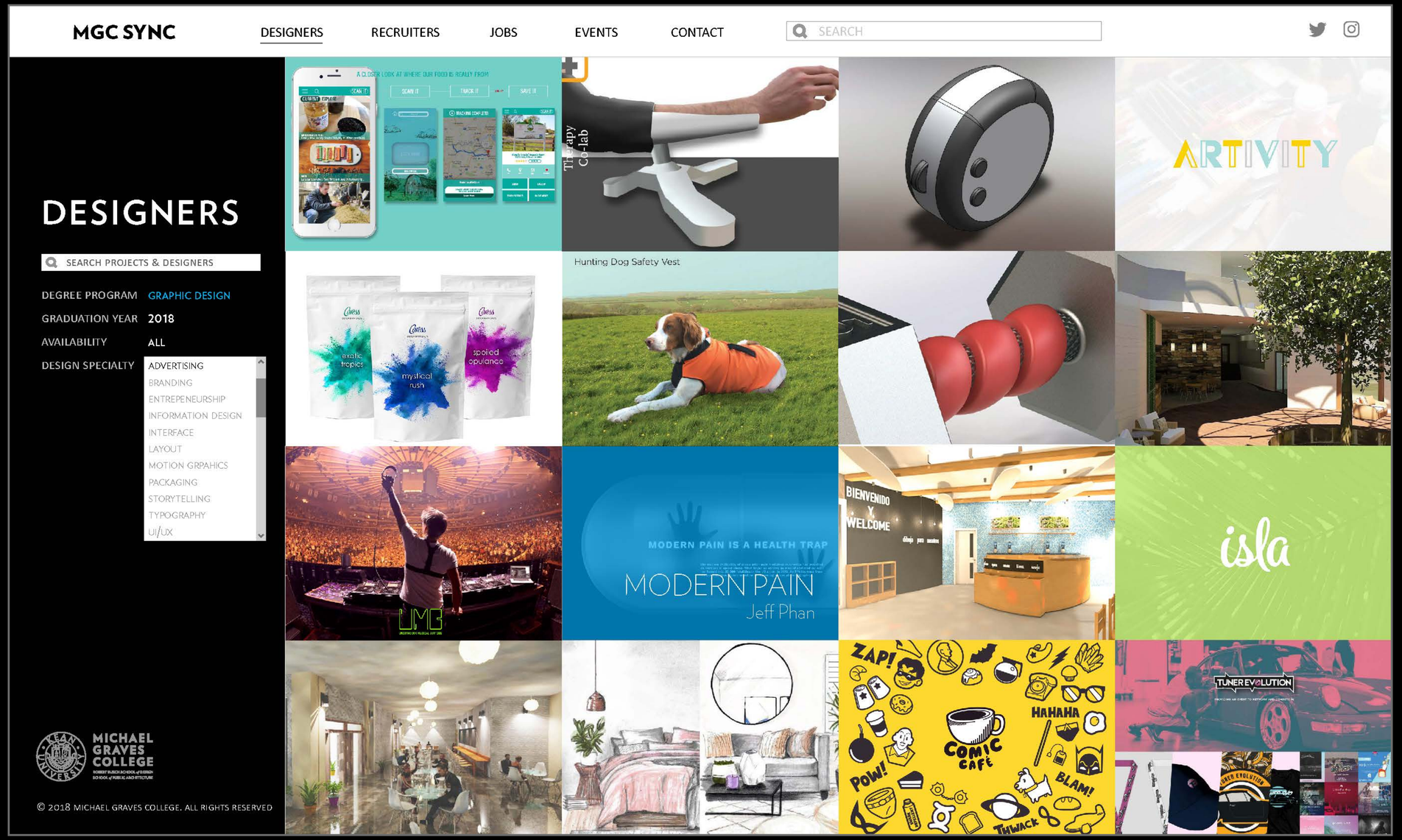
MGC SYNC | PHASE II



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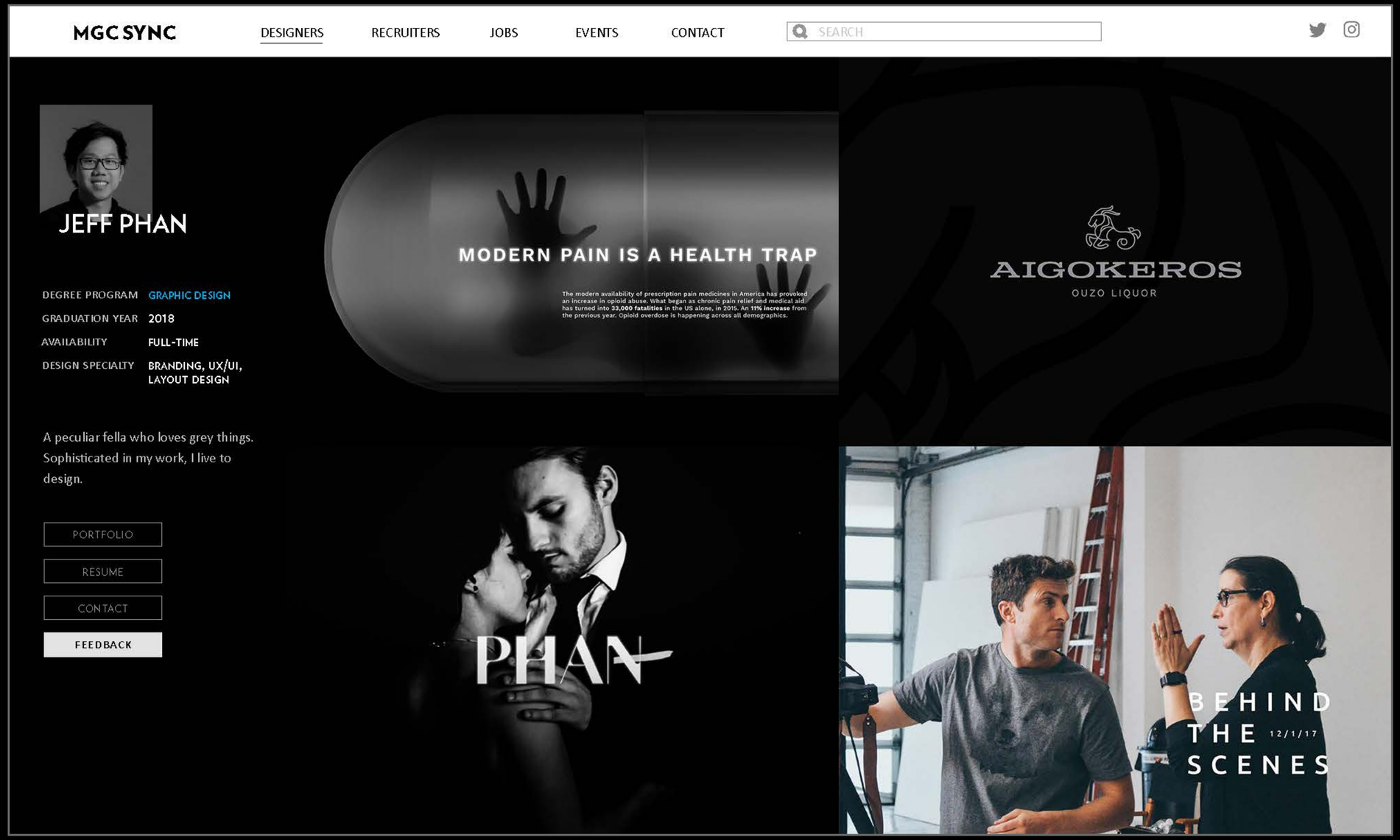
MGC SYNC | PHASE II



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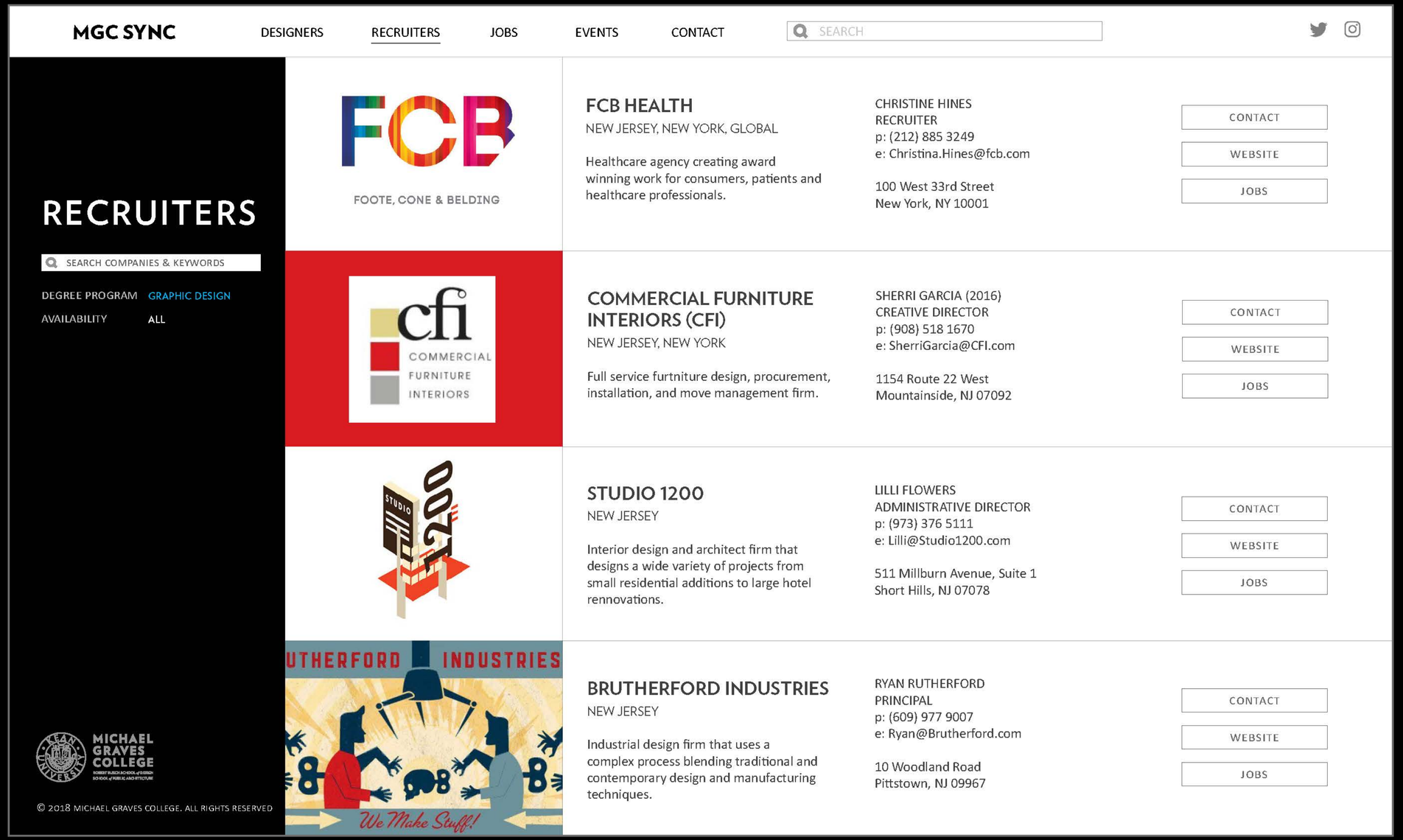
MGC SYNC | PHASE II



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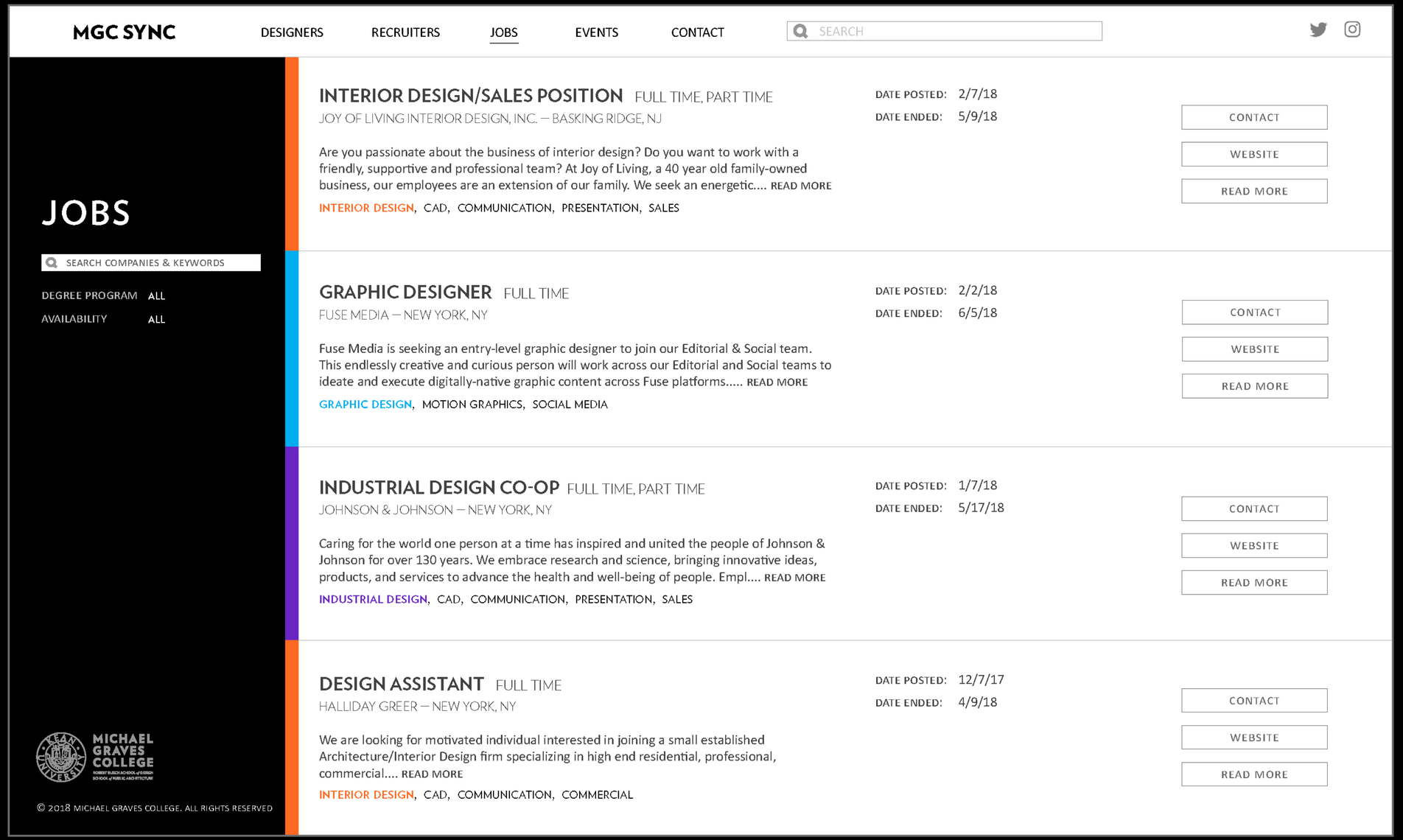
MGC SYNC | PHASE II



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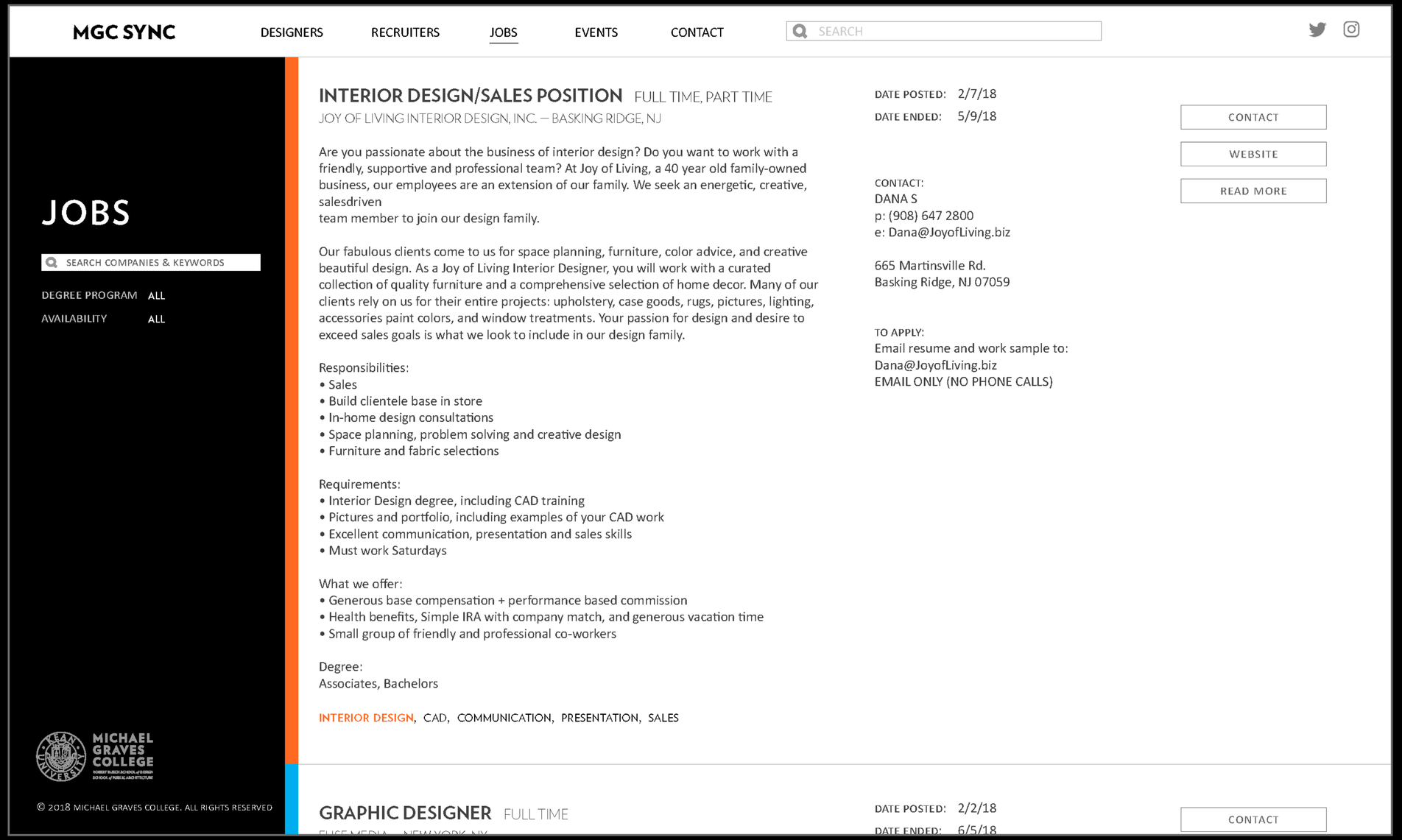
MGC SYNC | PHASE II



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MGC SYNC DESIGNERS RECRUITERS JOBS EVENTS CONTACT SEARCH

CONTACT

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INTERIOR DESIGN
PROF. LINDA O'SHEA
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Green Lane Academic Building
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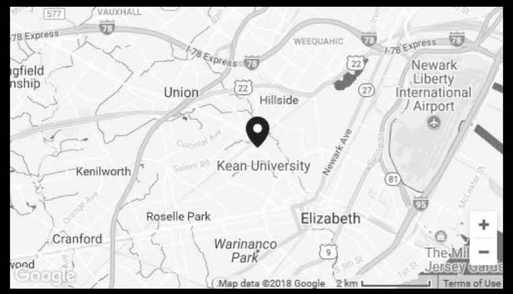
United States

p: (908) 737 4770



MICHAEL GRAVES COLLEGE

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- DESIGN ADDITIONAL FEATURES
- IMPROVE SITE FUNCTIONALITY
- ENHANCE USER EXPERIENCE
- IDENTIFY DEVELOPERS

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- DESIGN ADDITIONAL FEATURES
- IMPROVE SITE FUNCTIONALITY
- ENHANCE USER EXPERIENCE
- IDENTIFY DEVELOPERS
- DEVELOP PROCESSES AND POLICIES FOR POSTING CONTENT

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- DESIGN ADDITIONAL FEATURES
- IMPROVE SITE FUNCTIONALITY
- ENHANCE USER EXPERIENCE
- IDENTIFY DEVELOPERS
- DEVELOP PROCESSES AND POLICIES FOR POSTING CONTENT
- CREATE AN END USER ADOPTION STRATEGY

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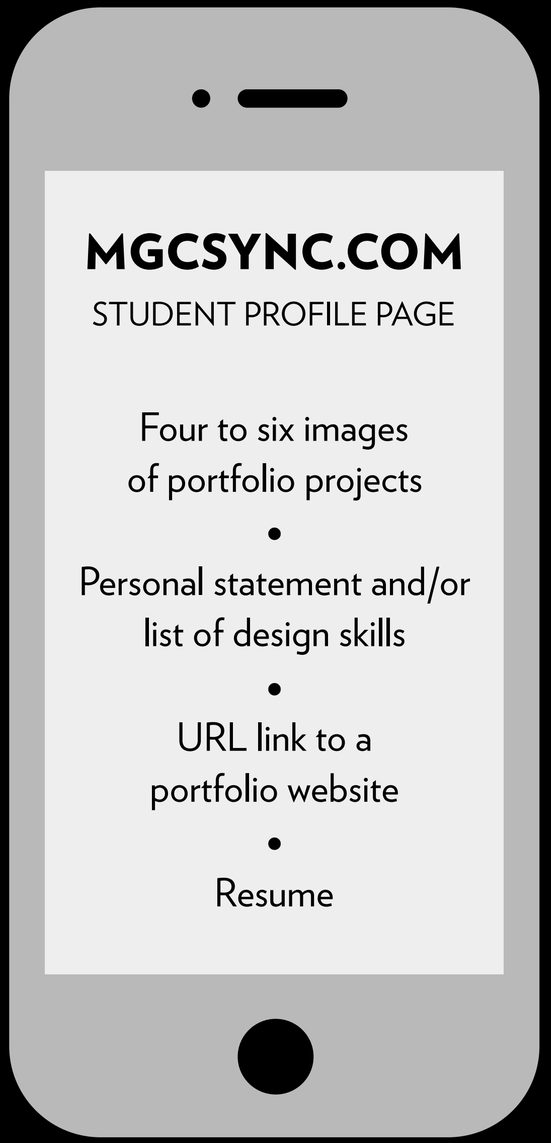
MGC SYNC | EXPECTED OUTCOMES

CLASSROOM



PROFESSIONAL PRACTICE

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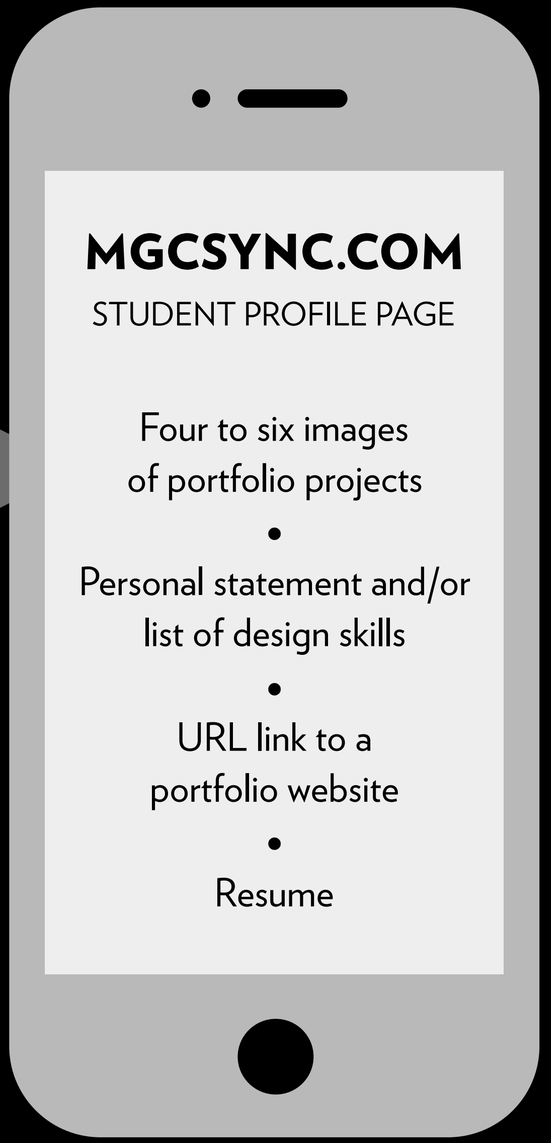
MGC SYNC | EXPECTED OUTCOMES

CLASSROOM

- **Design students**
- **Faculty**

CONNECTION:

A greater percentage of graduating students will get professional experience while in school and transition more successfully into professional practice



PROFESSIONAL PRACTICE

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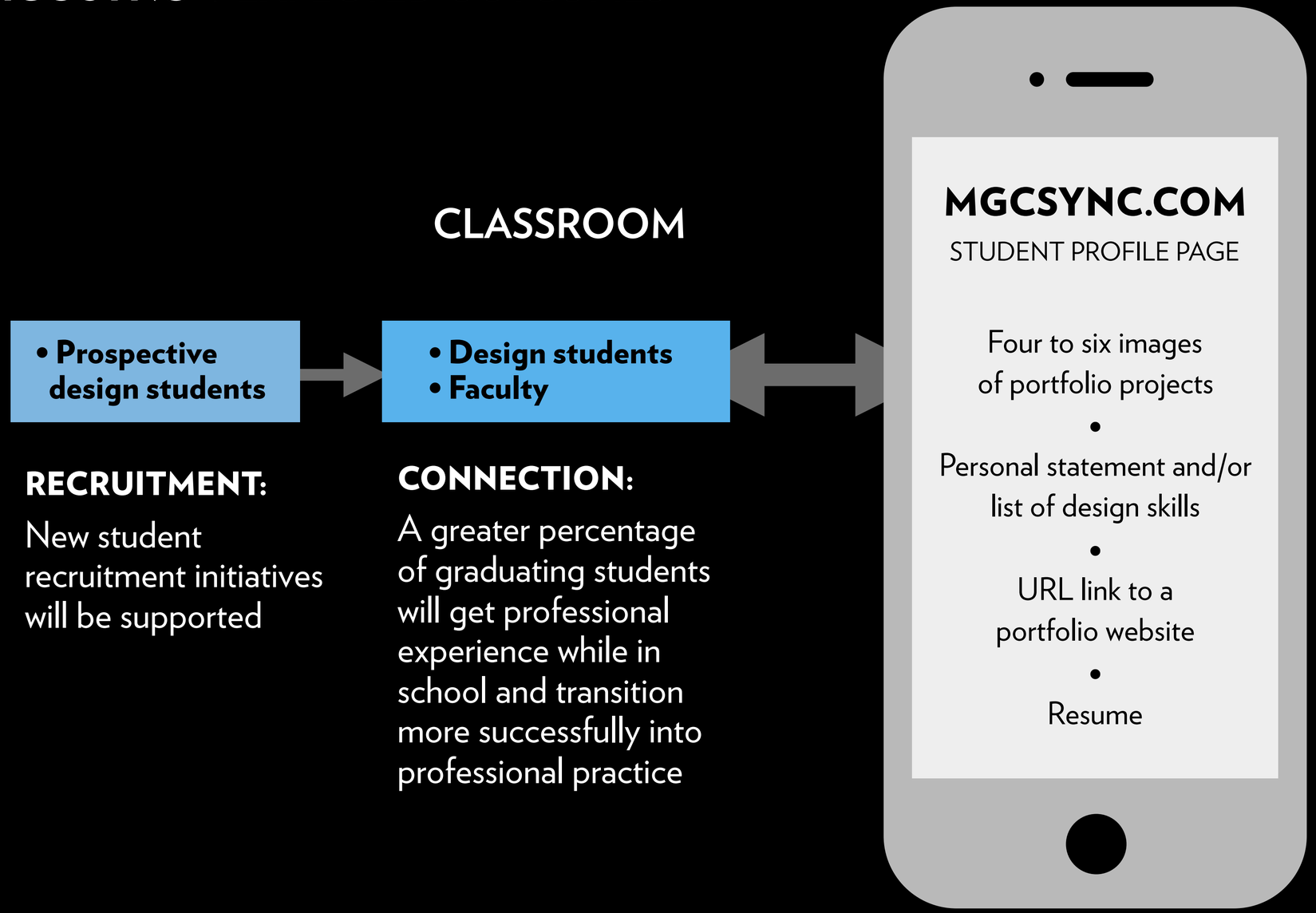
MGC SYNC | EXPECTED OUTCOMES



RECRUITMENT:

New student recruitment initiatives will be supported

CONNECTION:

A greater percentage of graduating students will get professional experience while in school and transition more successfully into professional practice

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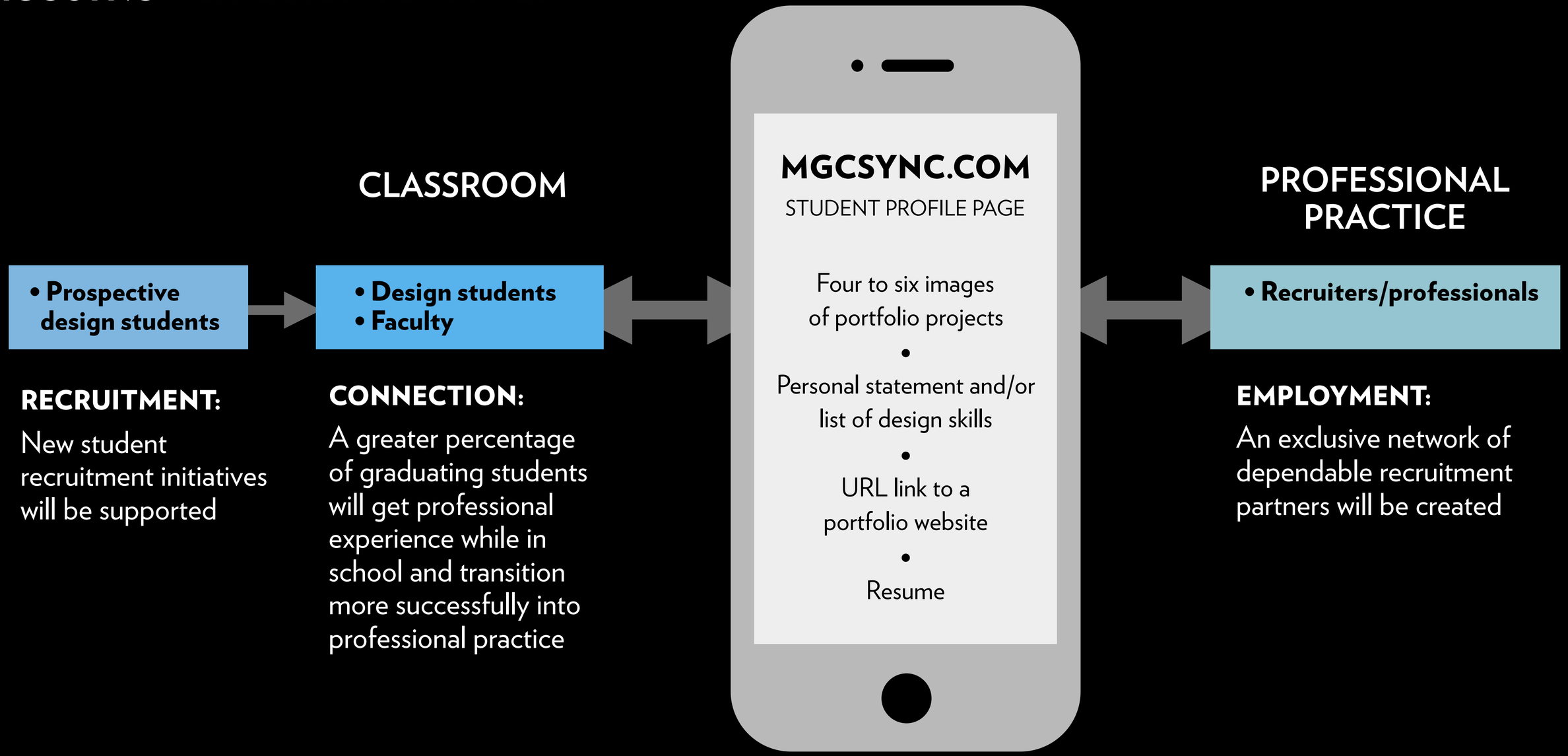
MGC SYNC | EXPECTED OUTCOMES



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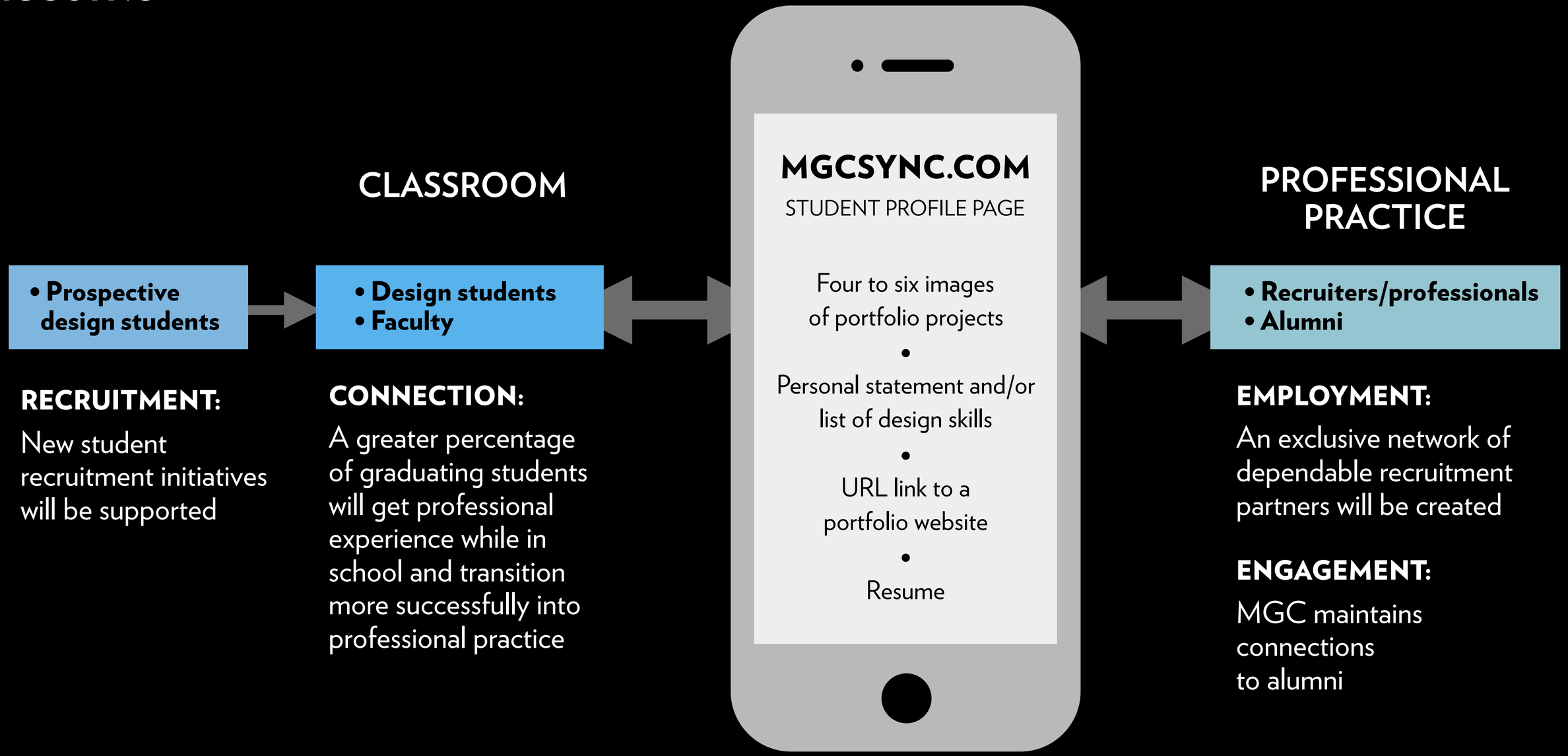
MGC SYNC | EXPECTED OUTCOMES



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To remain competitive, academic institutions and faculty need to provide students with connections to professional opportunities—regardless of the school's size, budget, or resources—for initial and ongoing career success.

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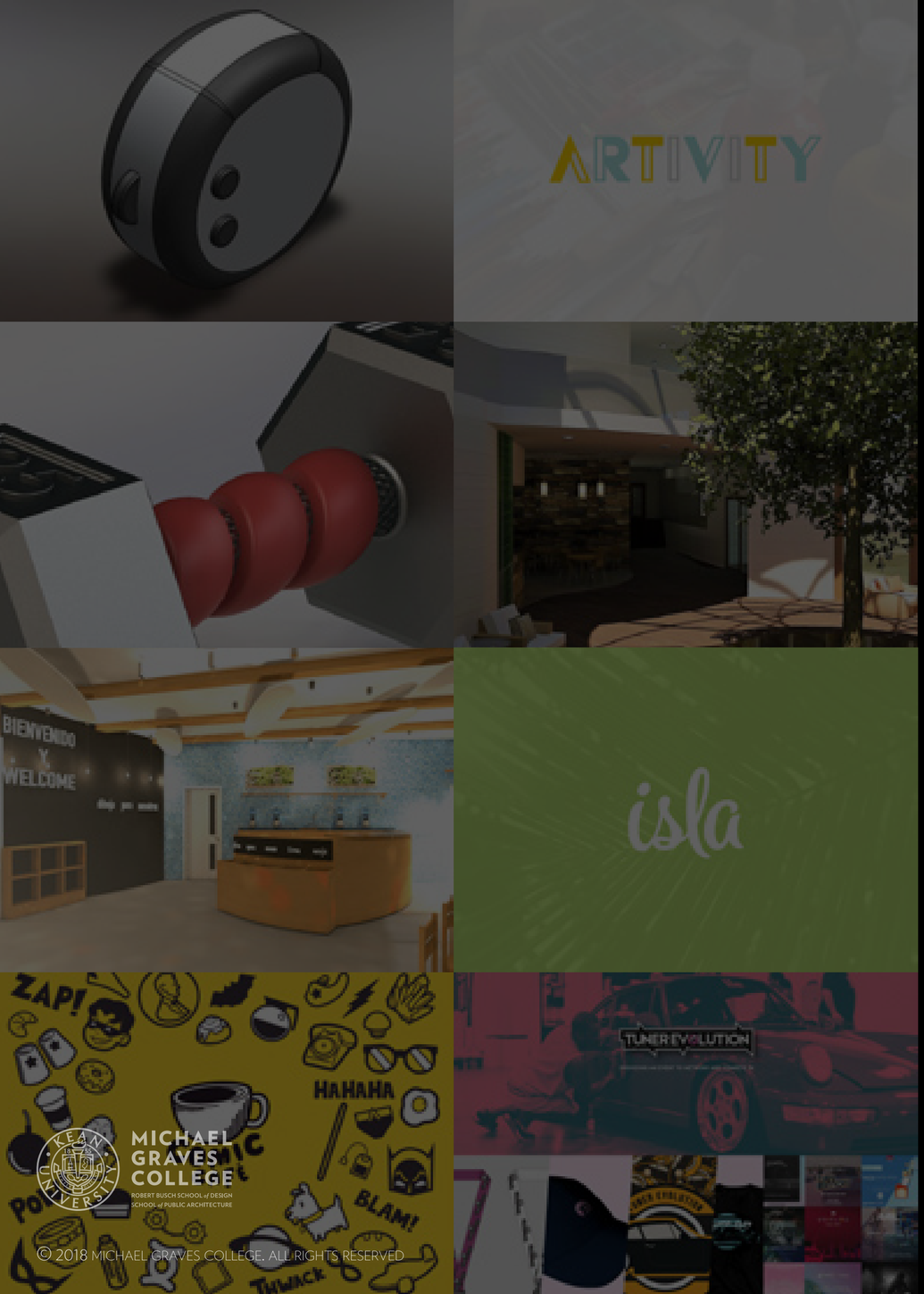

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21st DMI: ACADEMIC DESIGN MANAGEMENT CONFERENCE "NEXT WAVE" I 08.2.18

MGC SYNC
THANK YOU

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