Join purpose. Create opportunity.

Proposed Coordination Between Get Hired (Tech and Healthcare) and Washington State University

September 6, 2019

Prepared for: Max Ault
Assistant Vice Chancellor for Strategic Partnerships
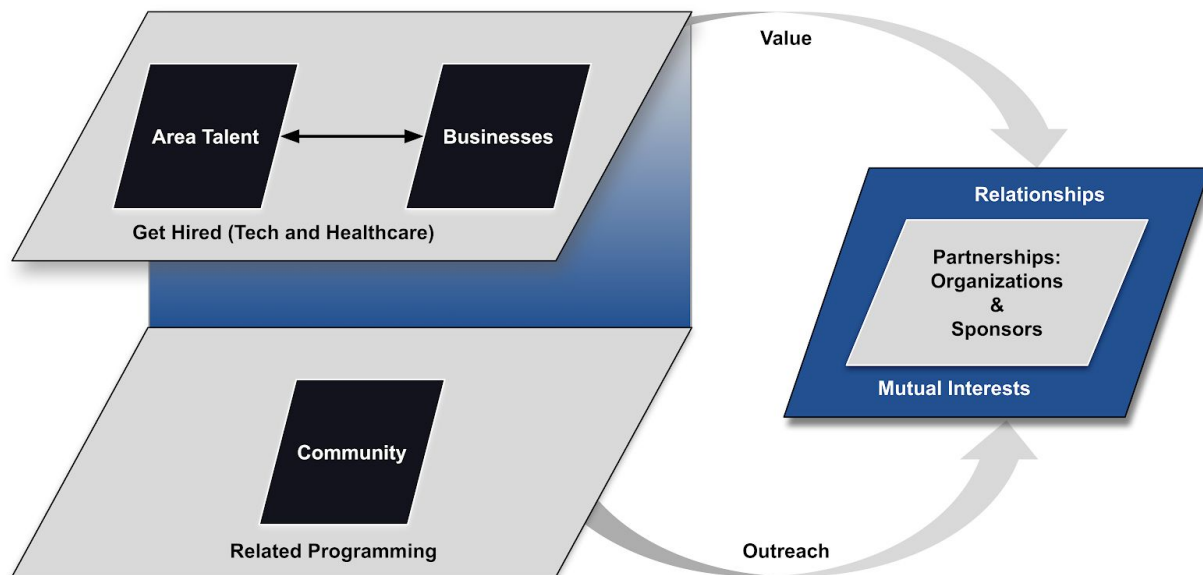**Washington State University**

Prepared by:

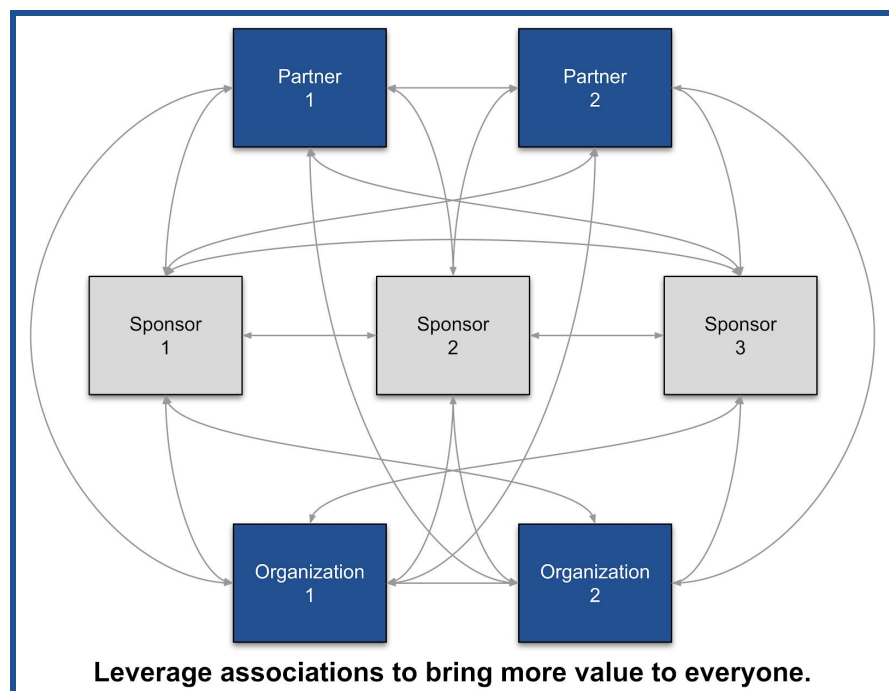| Max Crismon	Jacob Miller	Danny Rehr
Lead Organizer	Lead Organizer	Assistant Organizer

Get Hired (Tech and Healthcare)

Introduction

Get Hired (Tech and Healthcare) educates job seekers to get hired by bringing community to businesses, and businesses to the community.


The community group has no affiliations; there is no charge to attend events; the operation works on a $0 budget with a leadership team made up of volunteers. Through partnerships, programming has grown in scale, geographic area and industries served.

The concept is simple: leverage associations to bring *more value to everyone*. The result is a timeline of less than 2 years that shows how Get Hired (Tech and Healthcare) has achieved what it has to date. (See following page)

Leverage associations to bring more value to everyone.

Timeline

September 2019 — Expansion, Healthcare, New Sponsor

800+ members; Programming to begin in west-Portland via partnership with University of Portland; Healthcare programming staged; Presso Coffee a sponsor.

July 2019 — Groundwork for Growth

Adopted the Beaverton-based PDX Support Group for Job Seekers; New training component announced and in development.

May 2019 — VanCoffee Adoption, Sponsorship

Adopted VanCoffee meetup group; Gained sponsorship from Gravitate; Leadership team grows to 6 members.

April 2019 — Healthcare, Rebranding

Changed group name to 'Get Hired (Tech and Healthcare)' with addition of Healthcare component; Leadership team grows to 5 members.

January 2019 — 500 Members, Events Recorded

Get Hired in Tech is one of the largest meetup groups in SW Washington; Events are video-recorded and uploaded onto a dedicated YouTube channel.

April 2018 — New Home / Meetup Space

CoLab Coworking opens up its downtown (Main Street) locations, The Collective and later Tandem Hall, for regularly-scheduled programming.

December 2017 — Get Hired in Tech Begins

Max Crismon and Jacob Miller co-found Get Hired in Tech to provide another, more accessible forum for helping people find jobs.

A joint coordination with Washington State University (WSU) would immediately establish new training space for area professionals, and students. In effect, we would likely **perpetuate if not increase public-private partnerships** with healthcare and business organizations' personnel and representatives. Eventual alliances would **create, add, and offer new possibilities for value** in the community, for students and toward broader economic development.
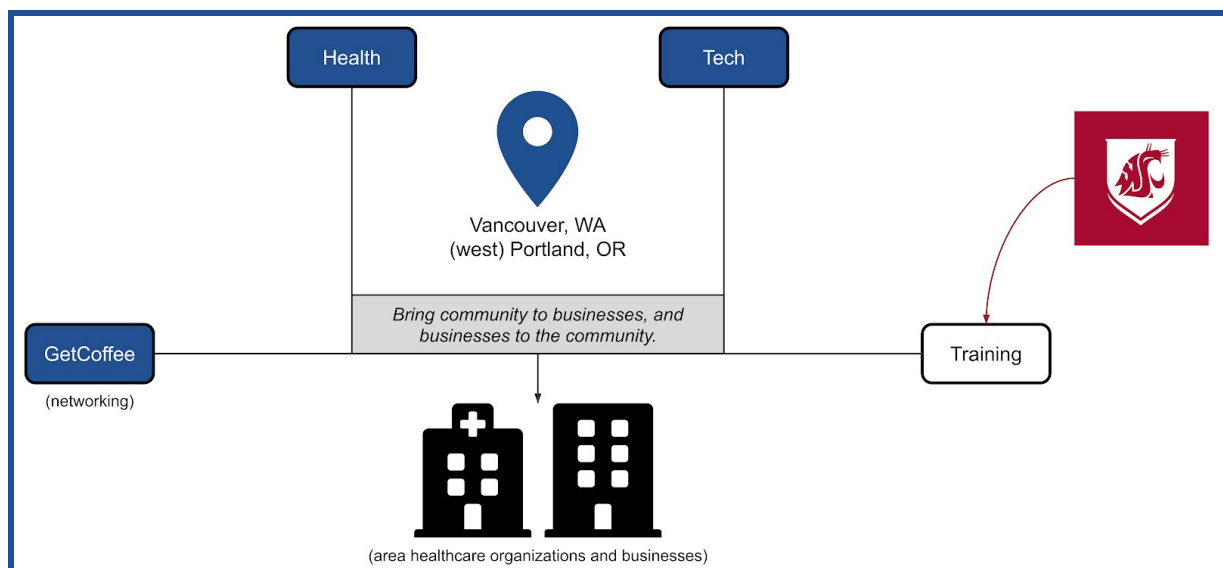
Background

WSU Vancouver has a new Strategic Partnerships Office[1] located in downtown Vancouver, WA.

Utilized for Get Hired (Tech and Healthcare) training programming, the space would afford an exchange of utility for both parties that neither could get for free otherwise.

WSU and WSU Vancouver	Get Hired (Tech and Healthcare)
Organic contact and familiarity with self-organized professionals and businesses in the area results in positioning and promotion not easily obtained.	Access to suitable, appealing space gives job seekers the ability to take advantage of free technical training[2] when gathering space usually comes at a premium cost.

Get Hired (Tech and Healthcare) will promote its training program as an opportunity to:
1. Apply technology in new ways.
2. Introduction to new knowledge, skills and capabilities.
3. Practice public speaking.
4. Train others.
5. Obtain clinical training, and hours of continuing education credit (*long-term*).

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[1] Ault, Max. "Washington State University Vancouver Strategic Partnerships Office". *LinkedIn.com*, 2019, https://www.linkedin.com/posts/max-ault-bb174336_gocougs-driveto25-activity-6560908602993975296-mwPf/. Accessed 30 Aug 2019.

[2] As of the end of August 2019 no curriculum has yet been developed. Get Hired (Tech and Healthcare) has a volunteer leader to coordinate, organize, arrange and administer the training component. Additionally, the group may pursue continuing education unit training for the healthcare program.

Objectives of Both Parties
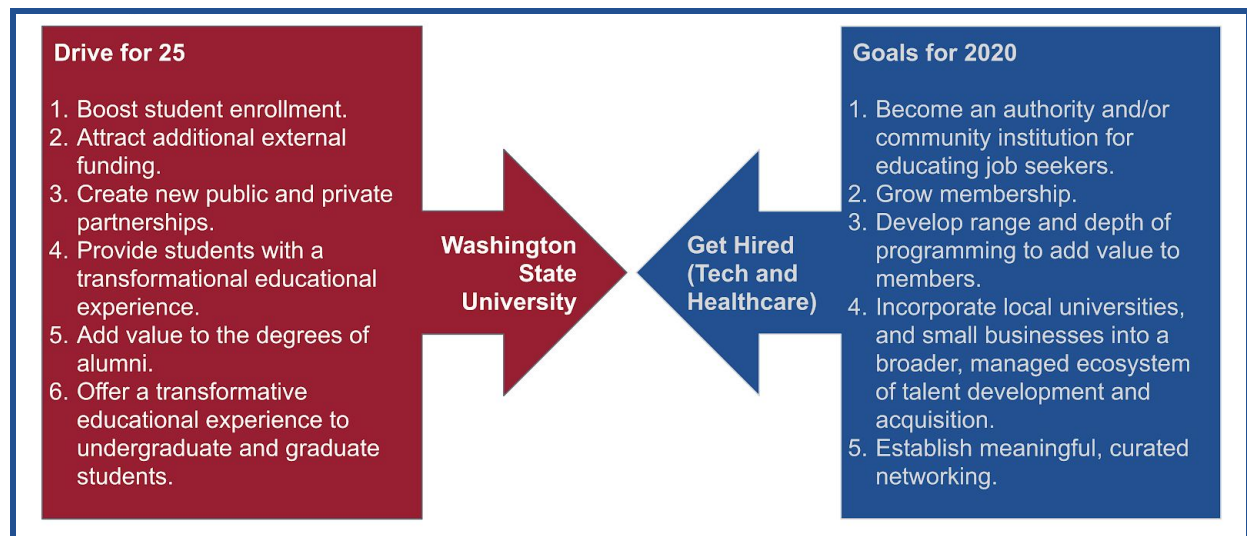
Both parties have their respective targets. WSU has *Drive for 25*[3]; whereas, in some ways balancing its operating budget by 2020 is even more fundamental[4]. Get Hired (Tech and Healthcare) goals are supportive if not complementary to WSU's approach.


By coordinating respective activities and resources, and combining results, both parties should increase key metrics, meet qualitative aspirations, and help the other party grow in ways it could not alone.

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[3] "Drive To Twenty-Five | Washington State University". *Drive To 25: A Roadmap To Guide WSU'S Future*, 2019, https://wsu.edu/drive-to-25/. Accessed 30 Aug 2019.
[4] "WSU Fiscal Health | Washington State University". *wsu.edu*, 2019, https://wsu.edu/fiscal-health/. Accessed 2 Sept 2019.

Targeting WSU Goals[5] by Increasing, Not Reducing

As WSU continues to strategically balance its budget AND increase its reserves, Get Hired (Tech and Healthcare) represents creativity, new possibilities and strategic fit - and at virtually no cost. Instead of reducing use of resources, increase opportunities to create new ones.

Annual Revenue less Expense and Reserve Balance: Primary Operating Funds
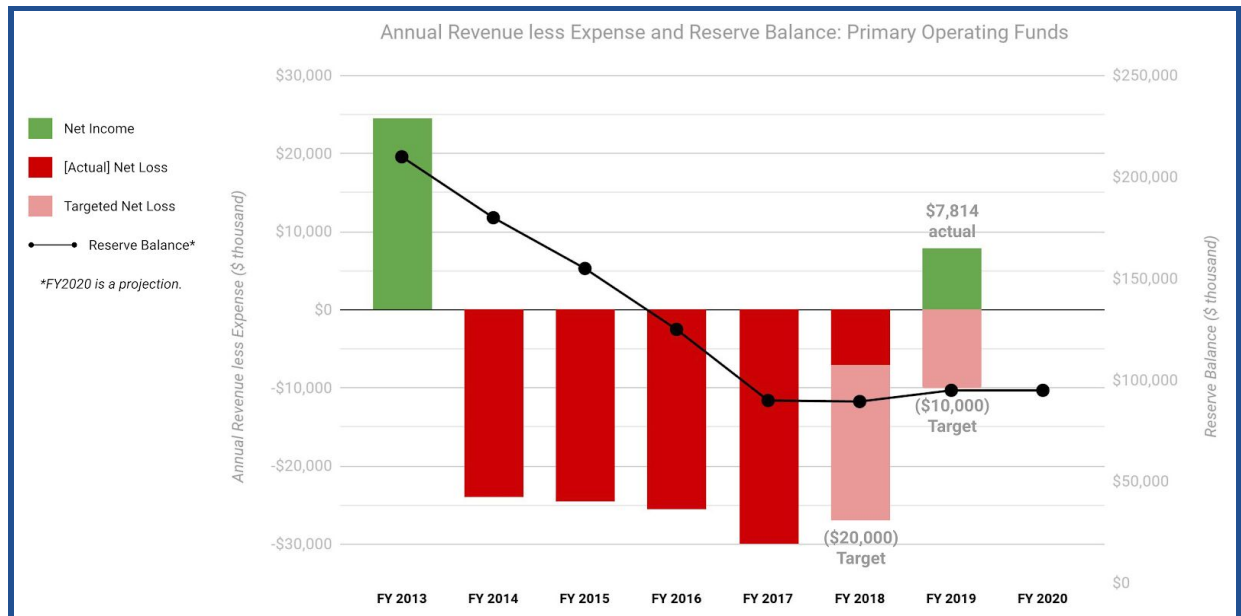
Value-Add and Free

- Get Hired (Tech and Healthcare) connections with area healthcare organizations and businesses that span the region **are value-add and free**.
- Access to the Get Hired (Tech and Healthcare) network of professionals **are value-add and free**. They are our
    - Members, i.e. to-be-employed by area healthcare organizations and businesses.
    - Partners
    - Sponsors and other organizations.
    - Speakers.
    - Team leaders and their network of employers, contacts, associates, etc.
- WSU's current marketing and strategic efforts through Get Hired (Tech and Healthcare) **are value-add and free**.

WSU's end result would be growth, improvement, newness, and so on - **value-add and free**. These advantages are fun, rewarding, supportive of others, and more than reasonable steps to help reposition WSU's present into a new and solvent future state.

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[5] Graphic recreated from "News and Notes: From The Desk of Kirk Schulz". wsu.edu, 2019, https://from.wsu.edu/president/2019/budget-updates/august/email.html. Accessed 30 Aug 2019.

Stakeholders

Both parties have stakeholders whose interests are material.

STAKEHOLDERS	INTEREST(S)
WSU and WSU Vancouver	
Students	- Education. - Experience interacting with older adults/professionals. - Interaction with businesses for future jobs.
Alumni	- Pride in what the school is doing for the community. - Residual brand association.
Provost and Executive Vice President	Oversight and direction of academic opportunities.
Office of the Chancellor	- Providing access to high-quality education. - Serving the community.
Community	Economic and sociocultural development.

STAKEHOLDERS	INTEREST(S)
Get Hired (Tech and Healthcare)	
Members and the Unemployed Workforce	- Getting hired. - Activities to diminish feeling of unemployment. - Show interviewers active improvement.
Partners	Strategic partnering on community campaigns.
Area Organizations	- Positive impact. - Networking. - Sales and marketing.
Sponsors	- Values-based support of others. - Sales and marketing.
Area Employers	Talent acquisition.
Community	Economic development.

Joint Coordination

Get Hired (Tech and Healthcare) identifies most with one of WSU's values:

> **Land-Grant Ideals:**
>> We are committed to the land-grant ideals of access, engagement, leadership, and service to bring the practical benefits of education to the state, nation, and global community (Washington State University, 2019).[6]

The reason for this is that Get Hired (Tech and Healthcare) is a community group that delivers practical goodwill. The 6-person *volunteer* leadership team is a strong collection of

- Individual talent.
- Varied disciplines within the talent acquisition field, and small business strategy space.
  - To provide value to membership, hiring companies, partners and sponsors.
- Professional networks in the greater-Portland-metropolitan region.

Our--WSU, and Get Hired (Tech and Healthcare)--collective sense of supporting community and economic development in the region; and connecting businesses, people and resources is what drives us all. Together, we can educate hundreds (thousands?) of community members, students, and job seekers. **In the longer-term, we may establish the model of a truly grassroots partnership that other universities across the country can emulate**.

Management & Contributions

The difference between training professionals and training college students is the rudiment of managing a *coordinated* venture, and the contributions that facilitate its framework.

The Difference Matters

Professionals	College Students
The purpose for training professionals is to help them **prove their fitness to be hired**. This happens in several ways, not the least of which is learning something new.	The plight for career startup and/or early-stage progression is to **relieve restraints given lack of experience** from the perspective of the employer.

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[6] Washington State University. *Strategic Plan 2014 - 2019: Progress Report Through 2018*. Washington State University, Pullman, 2019, p. 4, https://s3.wp.wsu.edu/uploads/sites/2398/2019/08/strategic-plan-progress-report-through-2018.pdf. Accessed 30 Aug 2019.
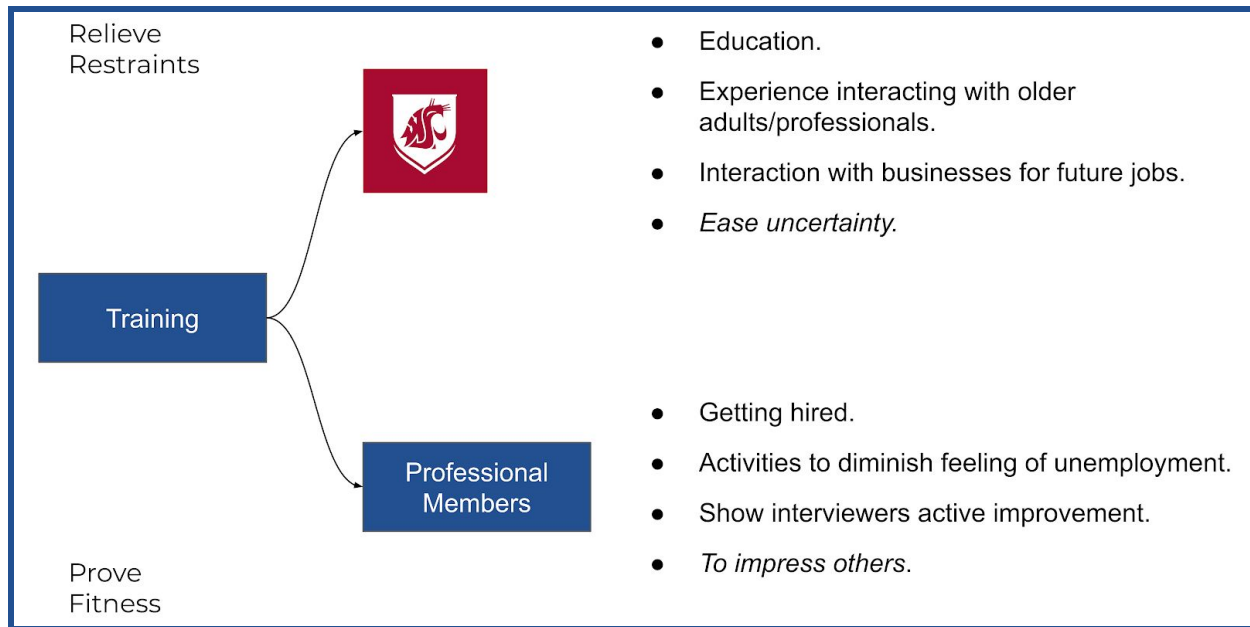
On account of the difference between what's practically necessary, managing the training program will exhibit differences in a functional focus.

Professionals - Training to Prove Fitness

| Unemployment is a status. | Training enhances status. | Status = Worthwhile |

Unemployment is a status. In large part, unemployment means a person is negatively postured to the point of [feeling] disrepute. Training infuses confidence, gives purpose and offers hope to apply what's been learned atop existing experience and knowledge; fittingly, employers can have faith that an unemployed person continues to advance professional fitness through initiative, practical self-education, and empowerment through discovery - **facets similar to the brand of WSU**.

Students - Training to Relieve Restraints

Undergraduate students in general have simultaneous promise and impediment. People want to help students, but once that student graduates, he or she is just like everyone else (i.e. the "rat race"). This latter point puts entry-level professionals at a disadvantage. There is no trust

built out over time, nor is there confidence that young people can act autonomously. In short, students have the bonus of higher education, and the disadvantage of implicit restraints.

With respect to WSU students, specifically, the training onus[7] would be placed on career- and job seeker-related:
- Interpersonal communication [soft] skills.
- Interactive workshops, e.g. mock interviews, how to network, etc.
- Personal branding, e.g. LinkedIn profile building, best-practices, etc.

Training Lead

Get Hired (Tech and Healthcare) will have a volunteer Training Lead to oversee the training program altogether - Professional and College Students. This person will be backed by the Get Hired (Tech and Healthcare) leadership team.

The Get Hired (Tech and Healthcare) Training Lead will
1. Develop and organize the curriculum.
2. Coordinate days, times, reservations of space.
   a. Coffee service by Get Hired (Tech and Healthcare) sponsor, Presso Coffee[8].
3. Administer the trainings (or designate another to be present instead).
4. Market the training to the greater-Vancouver area.
   a. May also include Portland-focused marketing for special occasions.
5. Directly recruit or coordinate communications to recruit trainers and speakers, etc.
6. Ensure appropriate materials are available to trainers, speakers, etc.

Use of Space

WSU's Strategic Partnerships Office would serve as the space used for training and other programming yet to be determined. WSU's conduct standards, oversight of the physical space, use of its brand and 'internal' communications with students will be at the discretion of the university.

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[7] List is not exhaustive and subject to change.
[8] http://www.pressocoffeebar.com/