



AMERICAN UNIVERSITY  
WASHINGTON, DC

# C2C: CLASS TO CAREER CONFERENCE

## Educating and engaging students on the top employer-sought skills

The AU Career Center developed C2C in response to a broad mandate from the Provost to integrate career competencies into student learning.

AY 2015-2016

*Provost mandate  
issued*

JUNE 2016

*Program commit-  
tee established*

SUMMER 2016

*Program planning  
and development*

FALL 2016

*Student recruit-  
ment period*

JAN. 9 - 12, 2017

*Pilot C2C Conference*

### WHAT IS C2C?

Over the course of three and a half days, through a series of workshops, mock interviews, alumni networking, employer site visits, and an etiquette dinner, C2C helped twenty-seven AU students and alumni connect their liberal arts degrees and the working world. Participants gained extensive knowledge about career readiness and job search skills and rated C2C as a highly beneficial experience.



3.5  
DAYS  
DURING  
WINTER BREAK

5  
CAREER  
CENTER  
STAFF



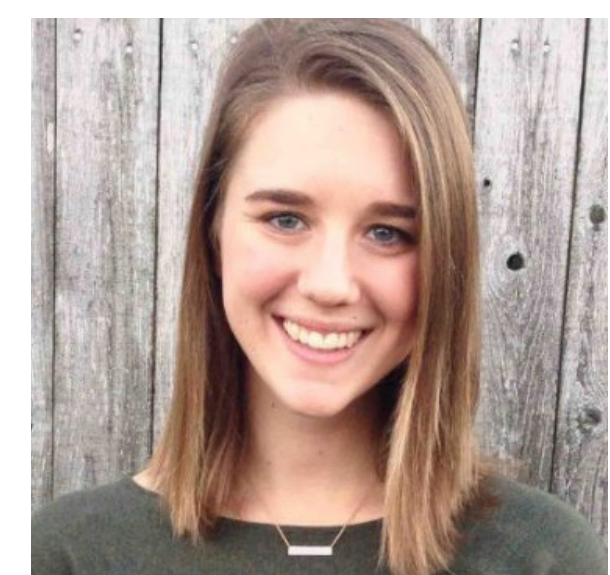
5  
FACULTY  
PRESENTERS

27  
STUDENTS



UNIVERSITY  
INNOVATION  
& CHANGE  
AWARD  
RECIPIENT

\$10,000  
PARENT  
DONATION



### LESSONS LEARNED

- Reassess marketing efforts to increase applicant pool and reduce melt
- Increase activities during workshops to enhance engagement with skills
- Adjust format to maximize participant engagement across conference

## ABOUT AU & THE CAREER CENTER

American University in Washington, DC enrolls 12,000+ undergraduate and graduate students annually across seven schools. The AU Career Center serves 8,700+ undergraduate and graduate students in four schools: Arts & Sciences, International Service, Communication, and Public Affairs.



Gihan Fernando, Executive Director  
[gihan@american.edu](mailto:gihan@american.edu)



Nathan Slusher, Director of Career  
Education and Outreach  
[nslusher@american.edu](mailto:nslusher@american.edu)