

## *LifeWorks Program Office*

### **Bulletin: #127**

### **Topic: Assigning, Engaging, and Orienting Incoming Student Workers**

To: Student Work Supervisors

Date: June 9, 2021

Hello LifeWorks Supervisors,

I hope you are all doing well and enjoying our cooler-than-usual summer. As we jump headfirst into SOAR, I wanted to send a quick email to **give you a ‘heads up’ about 3 new initiatives we have developed to ensure that we successfully assign, engage, and orient our larger-than-usual incoming student class into LifeWorks (LW) this coming summer / fall.**

1. **Enhanced LifeWorks Assignment Process:** We know that when students have a good experience in their first LifeWorks job, they are more likely to be engaged and effective as student workers across their four years at Berry. We also know that supervisors greatly appreciate having student workers who are equipped for, or at least interested in, the work of their respective offices. With this in mind, **we have created some new processes and tools to help us more effectively assign incoming students into a ‘good fit’ first LifeWorks job.** To further improve our new student placement (i.e., “LW War Room”) process, the IT department has developed an algorithm to serve as the backbone of a new automated matching system which aligns assessment / survey data we have collected from both students and supervisors earlier this summer. We are eager to test out this new tool and excited to see how it enhances and complements our traditional manual assignment process. **We plan to wrap up our placement process in late June, and will send out LifeWorks job assignments to incoming students on July 7th. This year, we will copy the appropriate supervisors on each assignment email and plan to also give students some reasons about WHY we placed them in a particular job.** We hope these reasons will give supervisors additional insight (and some shared language) which will help you to more effectively recruit the student workers we have assigned to your office.
2. **Coordinated Supervisor Outreach Week:** Based on our internal research, we also know that the departments with the best new student recruitment rates are those who intentionally and regularly reach out to their incoming students over the summer. So, we’ve worked closely with the Enrollment Management and Marketing teams to designate a portion of the summer communications plan for supervisors to connect with their incoming student workers. **This summer, we will pilot a “Supervisor Outreach Week” during July 22-31 to intentionally coordinate supervisors’ engagement with their assigned students workers. We are also creating a “Supervisor Outreach Toolkit” with some helpful engagement resources and ideas based on some best practices we’ve collected from supervisors who do an excellent job of connecting with their new student workers over the summer months (e.g., email templates, zoom activities, etc).** We will share this toolkit with you all by mid-July but, for now, please mark those dates on your calendar and commit to hosting an initial (or additional) outreach opportunity with your new student workers at some point within these dates.
3. **Synchronized LifeWorks Orientation:** We also know that when supervisors offer a basic orientation about their LW jobs, it greatly enhances the recruitment and retention of their assigned student workers. In the past, some supervisors have hosted these orientation sessions

during SOAR, but **this year we are designating a synchronized time for all incoming student workers to connect with their new supervisors / colleagues during Viking Venture. Those specific details are still emerging but, if at all possible, please plan to host an orientation session (or maybe a welcome party!?) for your new student workers during this time.** We will send out additional details about this LW orientation (designated time, etc) as soon as they are available.

Thank you to all of the Berry students, staff, and supervisors who have helped inform these strategic initiatives. We are very excited to see how these efforts will help us to more effectively assign, recruit, and retain new student workers this fall. **If you have any questions about the new initiatives listed above, please feel free to contact Helen Simmons ([hsimmons@berry.edu](mailto:hsimmons@berry.edu)) or the LifeWorks office ([lifeworks@berry.edu](mailto:lifeworks@berry.edu) / 706-236-2244).**

Finally, as strange as it was, we learned a lot about LifeWorks this past year: we identified some things that are working well and some things that need to be improved. This coming year, will we continue to introduce additional strategies and plans aimed at optimizing our incredible, one-of-a-kind student work program here at Berry. So, please be on the lookout for additional emails coming later this summer, and make sure you bookmark / regularly visit the [Lifeworks Supervisors Resource Center](#) we've created to consolidate important tools and updates for supervisors.

Thanks for your deep and abiding commitment to our student workers' personal and professional development,

Marc Hunsaker

LifeWorks