CAREER READINESS
CORPORATE ENGAGEMENT
CAREER SERVICES
Traditional Business Education:
Business schools focus on teaching the technical skills and knowledge necessary for a career in business.

Challenge:
When hiring, employers are more interested in soft skills; for example, attitude, behavior, work ethic and the ability to work in a team environment.

Solution:
The Eastin Center provides a dynamic program to teach all of the practical skills employers are seeking, ensuring that our students will be fully prepared to succeed in their careers.

EASTIN CENTER TOUCHPOINTS

Three Formal Classes
Freshman Business Orientation
• Professional image and behavior
• Personal goal-setting and strategy
• Charting a successful college career

Career Development
• Comprehensive job search skills
• Professional etiquette
• Strengths finder and action-planning guide

Personal Leadership
• Effective interpersonal skills
• Networking skills
• Decision making and problem solving

Core Business Curriculum:
The Eastin Center Career Readiness Strategy is incorporated throughout the business curriculum with a particular emphasis during the introductory courses of Finance, Management, Marketing, Entrepreneurship and Strategy.
The Eastin Center connects students to Career Services during their first semester on campus and continues to serve students until they are productively employed.

- Facilitates external relationships and networking opportunities for employers and students
- Acts as primary contact for alumni, employers and organizations interested in connecting with our students
- Assists with the formal mentoring program available for all interested students
- Matches qualified students to internships

Eastin Center recognition will be awarded for:

1) Successful completion of the mentoring program AND
2) Passing the career development and personal leadership classes for credit OR

Participating in 20 Eastin Experience Opportunities, which will be offered once per week throughout the fall and spring semesters