



JOHNS HOPKINS  
CAREY BUSINESS SCHOOL

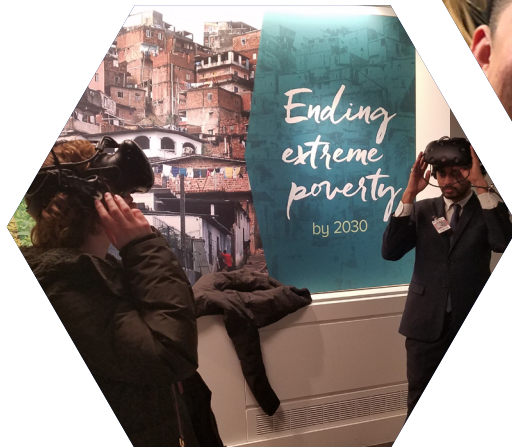


# **STUDENT TREK GUIDE**

2019-2020

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# INTRODUCTION: A TALE OF TWO TREKS

## CDO Signature Treks

- Initiated by Career Development Office (CDO)
- Planned by CDO & selected Trek Leaders (via application)
- CDO conducts employer outreach, supported by Trek Leaders

### Trek Features

- Company Visits
- Professional Development Workshop
- Alumni Networking Event

### Timing

- January Term; generally 2-3 days in between 1/6/20-1/17/20

### Get Started

- Trek applications open 9/3/19 and close 10/14/19
- Applications will be reviewed & offers made on a rolling basis
- Application will be available in the Jobs section of [Handshake](#) on 9/3/19

## Student Organization Led Treks

- Initiated by Student Organizations
- Planned by Student Organizations Trek Leaders with support from CDO
- CDO provides resources to Trek Leaders: Trek Planning Workbook, suggested timelines, best practices
- Trek Leaders conduct employer outreach, supported by CDO

### Trek Features

- Company Visits
- Networking Opportunities

### Timing

- Determined by Trek Leaders

### Get Started

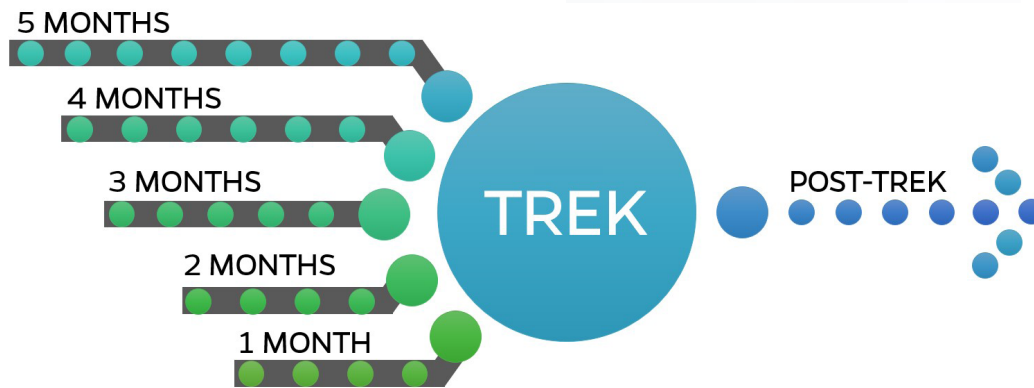
- Work with Student Ventures (Wendy Rumrill: [wrumril1@jhu.edu](mailto:wrumril1@jhu.edu)) to review organization's annual plan
- After annual plan review, contact [carey.careerdevelopment@jhu.edu](mailto:carey.careerdevelopment@jhu.edu) for planning resources





# PLANNING TIMELINE: CDO STAFF

## SIGNATURE TREKS



### 5 MONTHS OUT (AUG)

- Identify & secure 1-2 employers, which determines trek dates

### 4 MONTHS OUT (SEP)

- Interview & select Trek Leaders

### 3 MONTHS OUT (OCT)

- Partner with Trek Leaders to pick participants and identify target employers
- Start bimonthly meetings with Trek Leaders
- Continue employer outreach
- Coordinate alumni networking reception

### 2 MONTHS OUT (NOV)

- Solidify schedule & confirm professional development workshop
- Collect & review participants' resumes for employer resume book
- Support Trek Leaders with group meetings

### 1 MONTH OUT (DEC)

- Share student name and program information to confirmed employers, along with resume book
- Compile employer gifts & bring to trek
- Support Trek Leaders with group meetings

### DURING TREK

- Support employer on professional development workshop
- Help lead evening reflection meetings to review daily logistics
- Get employer business cards for follow-up

### POST TREK

- Lead city-specific trek leader reflection meeting
- Support group trek reflection meeting
- Send employer feedback form and personalized thank you from CDO

# PLANNING TIMELINE: TREK LEADERS

## SIGNATURE TREKS



### 4 MONTHS OUT (SEP)

- Complete and submit trek application in the Jobs section of Handshake start 9/3/19
- Indicate trek leader interest within application on Handshake
- Applications will be reviewed & offers made on a rolling basis

### 3 MONTHS OUT (OCT-NOV)

- Partner with CDO to identify employers
- Start bimonthly meetings with CDO
- Determine frequency of trek meetings

### 2 MONTHS OUT (NOV)

- Meet with participants at least monthly
- Assign participants to be employer leads for research and day-of logistics
- Help participants coordinate travel and lodging plans if group desires
- Submit resume for digital resume book; update as recommended by CDO

### 1 MONTH OUT (DEC)

- Lead group meetings
- Facilitate employer research presentations
- Collect student travel & lodging details
- **FYI: \$200 charged to student account if canceled at or after this time** (more details on page 10)

### DURING TREK

- Attend all employer visits
- Lead evening reflection & next-day preparation meetings
- Attend Alumni Networking Event
- Lead assigned employer visit: introduction, prepared Q&A, timekeeping, presenting gifts
- Peer check-ins & “temperature” reading

### POST TREK

- Fill out Trek Follow Up Report
- Reflect on leadership role with CDO
- Organize & lead trek reflection group meeting
- Send employers group thank-you note
- Fill out Trek survey



# PLANNING TIMELINE: STUDENT PARTICIPANTS

## SIGNATURE TREKS



### 3 - 4 MONTHS OUT (SEP - OCT)

- Complete and submit trek application in the Jobs section of Handshake starting 9/3/19
- Applications will be reviewed & offers made on a rolling basis

### 2 MONTHS OUT (NOV)

- Attend group meetings hosted by Trek Leaders
- Conduct assigned employer research
- Book travel & lodging
- Submit resume for digital resume book; update as recommended by CDO

### 1 MONTH OUT (DEC)

- Present assigned employer research at meeting
- **FYI: \$200 charged to student account if canceled at or after this time** (more details on page 10)

### DURING TREK

- Lead assigned employer visit: introduction, prepared Q&A, timekeeping, presenting gifts
- Attend evening reflection meetings
- Attend all employer visits
- Attend Alumni Networking Event

### POST TREK

- Attend trek reflection group meeting
- Fill out Trek survey



# PLANNING TIMELINE: CDO STAFF

## STUDENT ORGANIZATION (ORG) LED TREKS



### WHEN NOTIFIED OF TREK BY STUDENT ORG

- Provide resources for trek leaders: Trek Planning Workbook, suggested timelines, and best practices

### 4 MONTHS OUT

- Assign CDO support team
- Meet with trek leaders to review Trek Planning Workbook
- Provide feedback on target employer list & connections
- Facilitate reflection on trek leaders' goals & set expectations

### 3 MONTHS OUT

- Support employer outreach as needed
- Attend trek meetings
- Create Google Drive folder for trek; give editing rights to trek leaders

### 2 MONTHS OUT

- Attend trek meetings
- Support leaders to solidify employer schedule
- Collect participants resumes for employer resume book

### 1 MONTH OUT

- Share student name and program information to confirmed employers, along with resume zip drive
- Attend trek meetings
- Compile employer gifts

### DURING TREK\*

**\*CDO STAFF ATTENDANCE IS SUBJECT TO AVAILABILITY AND OTHER CONSIDERATIONS**

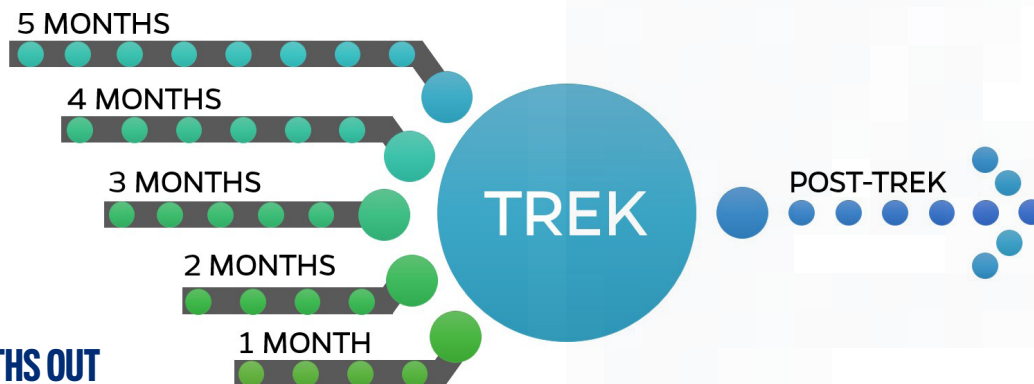
- Help lead evening reflection meetings to review daily logistics
- Get employer business cards for follow-up
- Provide on-demand student coaching
- Hand over employer gifts to trek leaders on day of visit
- Attend all employer visits

### POST TREK

- Lead trek leader reflection meeting
- Help lead group trek reflection meeting
- Send employer feedback form and personalized thank you from CDO

# PLANNING TIMELINE: TREK LEADERS

## STUDENT ORGANIZATION (ORG) LED TREKS



### 5 MONTHS OUT

- Work with Student Ventures (Wendy Rumrill: wrumril1@jhu.edu) to review organization's annual plan
- After annual plan review, contact CDO for access to Trek Planning Resources
- Identify trek leaders
- Vet potential participant interest in trek
- Set goals for trek; "why?"

### 4 MONTHS OUT

- Work through Trek Planning Workbook
- Build target employer list; share with CDO
- Meet with CDO to review Trek Planning Workbook & employer list
- Decide if you want to use a participant application
- Develop application and advertise (if applicable)

### 3 MONTHS OUT

- Conduct employer outreach
- Choose participants (if applicable)
- Determine frequency of trek meetings
- Meet with participants at least monthly

### 2 MONTHS OUT

- Continue trek meetings
- Solidify employer schedule
- Book travel and lodging

### 2 MONTHS OUT CONT.

- Write introduction page for resume book
- Assign employer leads for research and day-of logistics

### 1 MONTH OUT

- Submit names of all trek employer leads to CDO
- Facilitate employer research presentations at meetings
- Finalize participant travel & lodging logistics
- Continue regularly scheduled trek meetings

### DURING TREK

- Lead evening reflection & next-day preparation meetings
- Lead assigned employer visit: introduction, prepared Q&A, timekeeping, presenting gifts
- Peer check-ins & "temperature" reading
- Attend all employer visits

### POST TREK

- Fill out Trek Follow Up Report
- Reflect on leadership role with CDO
- Organize & lead trek reflection meeting
- Send employers group thank-you notes



# PLANNING TIMELINE: STUDENT PARTICIPANTS

## STUDENT ORGANIZATION (ORG) LED TREKS



### 3 MONTHS OUT (OCT)

- Complete and submit Trek application (if applicable)

### 2 MONTHS OUT (NOV)

- Actively participate in planning and employer outreach through Trek Leader management
- Conduct assigned employer research
- Book travel and lodging
- Submit resume for digital resume book
- Conduct employer outreach (if applicable)
- Attend group meetings; frequency determined by Trek Leaders

### 1 MONTH OUT (DEC)

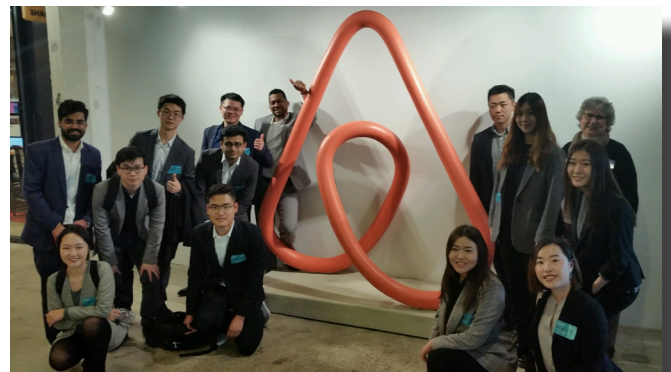
- Continue attending trek meetings
- Present employer research at group meeting

### DURING TREK

- Attend all employer visits
- Attend evening reflection & next-day preparation meetings
- Lead assigned employer visit: introduction, prepared Q&A, timekeeping, presenting gifts

### POST TREK

- Attend reflection group meeting



# ADDITIONAL PREPARATION DETAILS

## BEFORE THE TREK

### REFINE YOUR ELEVATOR PITCH

At each employer visit, be prepared to share your 30-second “elevator pitch” to company representatives. Your elevator pitch should answer questions such as “What is my value proposition?” and “Why am I interested in this industry, and this employer?” Review the Professional Branding section within the [Career Navigator](#) for guidance.

### RESEARCH THE COMPANY

In order to prepare for conversations with employers on treks, it is so important that you research the companies beforehand. This will help you to better understand what the organization does, how they serve their clients, and what is happening with them currently (as noted in the news). We have created resources to help get you started. These will be shared by your CDO contact during planning.

### DEVELOP THOUGHTFUL QUESTIONS

Based on your company research, develop thoughtful and insightful questions to ask the employer. For example, for each employer visit, consider creating two business/functional-related questions and two workplace/culture/skill questions. One of your questions should not include, “How do I get hired here?”

## DURING THE TREK

**For each site visit, designate a student leader who will:**

### MANAGE LOGISTICS

- Make sure everyone arrives on-time to the site visit
- Encourage the group to wrap-up discussion in the last few minutes of the scheduled site visit time

### LEAD THE CONVERSATION

- Thank the host(s) for their time
- Introduce the organization to Johns Hopkins Carey Business School and provide an overview of the academic programs and/or student organizations represented
- Facilitate student introductions
- Offer thoughtful questions during Q&A time
- Share employer gifts at the end of the visit

## REMINDERS FOR ALL STUDENT PARTICIPANTS:

### ELEVATOR PITCH

- Your elevator pitch should be tailored to each employer you meet on the trek. Review the Professional Branding section within the [Career Navigator](#) for guidance.

### QUESTIONS FOR HOSTS

- Each student should be allotted time to ask a question (stay away from “3 questions within a single question”).
- Ask questions that are business/research related and can be useful and interesting to the audience at large, rather than to one student’s specific situation.

### WHAT TO WEAR

- When visiting an employer, the dress is [business professional](#), but consult with your CDO contact, as this may vary based on trek location.

### EMPLOYER CONTACT INFORMATION

- Not all contacts you meet will share contact information or be able to help with your career search. The purpose of these trips is to build your network and learn more about the industry, not necessarily to share your resume.

## POST TREK: DEBRIEF AND FOLLOW UP (TREK LEADERS)

### SEND FOLLOW-UP NOTES

- Send a thank-you email or hand-written note to the contact(s) made at each company within one business day of the visit.
- Any student who receives contact information from employer representatives during the trek is encouraged to send them personal thank-you emails.
- Please be mindful of people’s time and understand that they might not respond to you immediately.

### SCHEDULE FOLLOW-UP DEBRIEF MEETING WITH PARTICIPANTS AND CDO

- Reflect on trek experience and lessons learned
- Discuss how to follow-up with new employer contacts
- Follow-up recruiting actions (i.e. resume submittal request)

### COMPLETE TREK FOLLOW UP REPORT

- Send to your CDO contact within one week of the trek

# RESOURCE LIBRARY

## GOOGLE SHARED DRIVE

- **Active Treks:** Each trek, whether Signature or Student Organization Led, will have a planning folder accessible to CDO staff, Trek Leaders, and student participants.
- **Carey Marketing Materials:** Includes promotional materials from different academic programs at Carey in case an employer expresses interest in learning more about certain programs.
- **Employer Communication Materials:** Includes email templates you can customize for your own employer outreach, a trek information handout to send to employers, master record of previous employer trek visits, and a sample resume book example.
- **Employer Research Resources:** Includes trek employer research instructions, library resources helpful in employer research, and examples of pre-trek employer research.
- **Master Planning Documents:** Includes Trek Planning Workbook sample and a Trek Follow-Up Report template.

## \$200 CHARGE TO STUDENT ACCOUNT (SIGNATURE TREKS ONLY)

**There will be a \$200\* charge applied to student accounts if a Signature Trek Leader or Student Participant does one or more of the following:**

- Cancels their participation in the Signature Trek on or after December 1st
- Does not attend pre-trek meetings
- Does not attend all employer visits and the alumni networking event

\* Exceptions will be made by CDO on a case-by-case basis. Please communicate with your CDO contact to discuss your situation.





# FREQUENTLY ASKED QUESTIONS

## **Q: WHO FUNDS TREKS?**

**A:** All treks are student-funded initiatives (i.e. transportation, lodging, food). CDO will provide funding for employer gifts for all treks and an alumni networking event for each CDO Signature Trek.

## **Q: WHO PLANS THE ALUMNI NETWORKING EVENTS?**

**A:** CDO will organize and provide funding towards alumni networking events for the CDO Signature Treks. If a student organization would like to plan an alumni gathering, assistance in planning and funding cannot be guaranteed.

## **Q: WHO CONTACTS EMPLOYERS TO ARRANGE SITE VISITS?**

**A:** For CDO Signature Treks, CDO will partner with Trek Leaders to arrange site visits. For Student Organization Led Treks, student leaders will do employer outreach after first meeting with CDO to discuss their plan.

## **Q: WHAT DO I WEAR ON A TREK?**

**A:** All students must wear business suits, unless otherwise notified by CDO.

## **Q: HOW DO I TRAVEL BETWEEN COMPANY SITE VISITS ON A TREK?**

**A:** Students are responsible for their own transportation between employer site visits on a trek. Typically students take public transportation, Uber/Lyft, taxis, and/or rental cars.

## **Q: HOW IS EMPLOYER CONTACT AND RECRUITING INFORMATION HANDLED?**

**A:** Any information received regarding employment opportunities or connections for resume referrals after the Trek will be shared with all Trek participants. Sometimes it takes time to find the appropriate connections so this may not happen immediately following the Trek. Employer contact information will be maintained by the Career Development Office for future use.