

# CAREER WEEK OF ORGANIZATION AND INFORMATICS

## UNIVERSITY OF ZAGREB (UNIZG)

- **Type of project** : event
- **Duration** : one week
- **Beneficiaries** : mostly undergraduate and graduate students



### DESCRIPTION

Student Support and Career Development Centre (CPSRK FOI) is a constituent part of the Faculty of Organization and Informatics, University of Zagreb. It's main objectives are to support students during their studies, inform them about the career possibilities and nurture relationships with FOI Alumni. To ensure appropriate support to students, CPSRK FOI regularly cooperates with employers and organizes various activities. The most known is the FOI Career Week which is one of the biggest Career events at the Croatian higher education institutions (HEIs). The CPSRK FOI, in partnership with employers, organizes the FOI Career Week in order to introduce students to job market opportunities, help them to connect with employers and develop their career management skills.

In 2019, the 5-day event gathered 56 employers which participated in 40 activities: 30 workshops organized by employer's representatives, 8 specific professional panel discussions and 2 panel discussions with successful FOI Alumni.

More than 1500 visitors (FOI students) attended these events. Also, the "Career Walk", an informal networking opportunity enabled students to speak directly to employers in their business corners organized around Faculty premises.

### KEY FIGURES

- **Partners**: 56 **employers** and **20 students** from different students' organizations
- **30 workshops** organized by employer's representatives, **8 specific professional panel discussions** and **2 panel discussions with successful FOI Alumni**
- **More than 1500 participants**

### CONTACT

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## GOVERNANCE



The CPSRK FOI team is responsible for the overall organization and event coordination where it engages a group of students. The employers actively present their companies and student opportunities.

The Student Support and Career Development Centre (CPSRK FOI) is mainly responsible for the planning, organization and implementation of the FOI Career Week. The management team consists of two expert associates and the head of CPSRK. The team comes from different background, including informatics, economics and political science, which enables them to complement their knowledge and experience. The head of the Center is an Assistant Professor with a rich experience in organizing different events.

The members of the Faculty Management board are informed about the prepared event plan and can contribute to its development. For the implementation of the event, CPSRK engages in the organization team around 15-20 students, mostly representatives of different student associations and organizations. The partners – employers from the ICT and economics area actively participate in the FOI Career Week by presenting their companies and opportunities to the students (student jobs, projects, scholarships, summer schools, academies...).

## FUNDING



The event is entirely financed with public funds, from the yearly cooperation packages the CPSRK FOI has with employers. The team draws the detailed financial plan and allocates the event budget. Participation is free for students, companies pay a yearly collaboration package that includes their participation.



Erasmus+



## MULTIPARTNERSHIP ORGANIZATION



The entire event organization is on two CPSRK associates, under the coordination of the Head of CPSRK. Around 15-20 students are actively involved in event organization and implementation.

The CPSRK FOI team is mainly responsible for the planning, organization and implementation of the FOI Career Week. Active FOI students, included in the organization and execution of the event, have an important role. They provide inputs for the event preparation, help in the event promotion among their fellow students as well as in welcoming and guiding employers and helping them with technical and other issues during the event.

The employers are responsible for implementation of activities for students – different workshops, panel discussions and/or invited lectures.



## STRENGTHS

The FOI Career Week is a great opportunity for students to connect with employers, to discover information about various companies, jobs, positions, tools etc. At the same time, it gives an opportunity for employers to meet, connect and exchange contacts with students. The event is beneficial for both groups because it ensures connections for future internships, student jobs or projects as well as possible employment after graduation.



## IMPACTS

The partnership strengthens the collaboration between the Faculty, employers and students. It raises awareness about the available opportunities and market demand. The main objective of the FOI Career Week is to strengthen the collaboration between the Faculty, employers and students. The effects are positive for all sides:

- Students are more aware of available opportunities and receive information for their early career development.
- Employers have the opportunity to present themselves and start the contact with students which are their potential future workforce.
- Faculty – Career Center and Management Board makes their students more competitive at the labour market through the provision of such extra-curricular activities.

Each year the FOI Career week grows in attendance with large number of participants taking part in the event. The students and employers are increasingly expressing their interest for participation.

## COMMUNICATION

The CPSRK FOI team coordinates the communication and promotion activities through various channels and means: social media, local and national media, printed materials. The CPSRK FOI team, together with students, has regular in-person planning meetings to discuss the organizational progress. For communication with partners (employers) the team mostly uses online tools (email) and phone in order to optimize time and impact.

For the event the team prepares visual identity and communication strategy and the event is promoted through various channels, using all available means (free and paid):

- The programme is published on the CPSRK Career Week portal
- The event and related activities are promoted on social media (Facebook, Instagram)
- The printed material (i.e. brochures for students) is distributed on spot and visual identifiers (i.e. banners, roll-ups) are positioned around the Faculty premises
- The event promotion and media communication with the local and national media (i.e. press release, interview, articles)

## QUALITY

The quality is evaluated through the specially designed online feedback form for students and employers that participated in the event.

The form for the students contains questions about their satisfaction with lecturers, content, duration, and suggestions for improvement.

The form for the employers includes questions about their satisfaction with the entire organization, communication and provided information before and during the event, the engagement of FOI students, and recommendations and suggestions for improvement.

The feedback is mainly positive and suggestions for improvement are considered for future events planning and design.