

# CASE STUDY: UNIVERSITY OF TECHNOLOGY SYDNEY

## OBJECTIVES FOR UTS

- Encourage students to start thinking about their careers and create a professional identity from Day 1 (not in their final years of study)
- Expose students to UTS Careers Branding
- Encourage students to take up work experience, volunteer and extra-curricular opportunities as well as internships
- Create a welcoming, inspiring and engaging Opening Session

"I can recommend Natasha and The FRANK Team for any project where enthusiasm, passion and results are required...."

Nicole Woll

University of Technology Sydney



## SESSION DETAILS

- Opening fun speednetworking activity
- Students watch a short and inspiring TED.com video on success
- Students discuss and write down on jumbo speech bubbles what success means for them (See picture above)
- Students learn about key professional skills incl. Professional Brand and Online Presence
- Instagram and Facebook activities (UTS gets about 100-400 new likes from 1 session alone)
- A short Q&A with key staff (*to highlight key Careers services available to students*)
- A short Q&A with 3 Uni students (*to give their advice to 1st year students*)
- Goal Planning Postcard Activity



FRANK Team facilitators work with a team of **Improv Theatre Actors** - who add humour, interactivity and are able to bring the content alive