Fostering Student Engagement via Professional Associations

Western Governors University

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Evaluate Sessions and Win!

- Download and open OLC Conferences mobile app
- Navigate to specific session to evaluate
- Select “Evaluate Session” on session details screen (located under session type and track)
- Complete session evaluation*

*Each session evaluation completed (limited to one per session) = one contest entry

**Five (5) $25 gift cards** will be awarded
Must submit evals using the OLC Conferences mobile app or website
Why should we partner with professional associations?

• Industry relevance
• Networking
• Professional development
• Encourage lifelong learning
• Thought leadership
• SMEs for course development

• Partnership with Society for Human Resource Management
  - Annual Conference
  - Local SHRM partnerships
  - Apprenticeship proposal
  - Curriculum alignment
  - SHRM-CP Certification
  - Student Chapter
Utilizing Associations to Support Student Engagement

- Educational events
  - Webinars
  - Virtual Book Club
  - Community Service Day
  - Convos and Coffee
  - Road to SHRM Series

- Student leadership opportunities
  - Executive roles
  - Blog posts
  - Co-host webinars

- Linked In Chapter group page
- HR “hub” website
- WGU SHRM Virtual Student Chapter website
- Annual conference student attendance
Community Service Day Highlight

- Hosted by the WGU SHRM Virtual Student Chapter
  - Open to all COB students
  - Business as a force for good

Junior League of Salt Lake City
Finding Common Ground in the College of Business

- Bridge the gap between programs in the College of Business
- Overlap of needed skills and knowledge across disciplines
- New Business Core for all UG programs
- Introduction of micro-credentials
- Increase competitive advantage in the job market
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