

NEWH Virtual Student Event

Best practices for running and operating the virtual events

Date of Training: May 21st, 2020

OVERVIEW & PURPOSE

Attendees: Debanshee Kalani (Atlanta)- Student Liason
Megan Markham (Atlanta)- Scholarship Chair
Dallas Bentley (Atlanta) President
Brian Hew (Atlanta)- Scholarship Director
Michelle Purchell (Arizona)- President
Johanna Malen (Northern California)- Past President
Jeremy Bitters (Northern California)- Scholarship Director
Brittany Spinner (Rocky Mountain/ Inc. Scholarship Director)

BACKGROUND OF THE EVENT

1. Event Date: 10am-12noon, but needed more time. May 2nd, 2020 (It was later in the semester)
2. Was on the weekend so folks did not have to juggle work and was nice to have everything on the screen.
3. Next year, they are looking for a virtual option because it was so successful
4. Getting the marketing out sooner would have an even broader attendance.
5. Attendance: 14 students signed up, 8 mentors.

PLANNING PROCESS:

1. Looked at the college calendars of the schools to see which students were most likely to attend
2. Only catered the event per the interior design students
3. They changed the event one year to have a culinary, hospitality management and interior design event into one event. It was a lot more work and coordination d

and made sure it would line up well to ensure that they could attend.

4. The students had a deadline to send their resume or portfolio (whatever they wanted reviewed) ahead of time. The information was shared to the mentors to take a look prior to the event.
5. In the breakout sessions, you could still share screens
6. Every 45 minutes it would switch to speak with a different mentor
7. Each student was able to meet with 2 mentors.

STRUCTURE:

1. Reached out to 10-15 mentors because some mentors can't make it, even after confirming.
2. Had break out sessions (approximately 2 per mentor).
3. At the end after each breakout session was finished, there would be a recap and thanking session.

MENTOR SESSIONS AND PORTFOLIO REVIEWS:

1. First step: Reached out to the board first to see if they could be mentors
2. Was there a list of questions that was sent to the mentors previously?
 - a. They let is be more organically this year
3. Have a list of criteria to review of the portfolio and find a way to have every mentor give criticism based on that criteria. (Optional)
4. If you do hotel management students, select a higher profile hotel general manager in the area to provide advice.
5. The mentor also asked the other student to provide constructive criticism to the other student who was reviewing the portfolio. It's always nice to have feedback from other people.

MARKETING:

1. Planning: 6-8 weeks of planning
2. Save the Dates: Sent out 3-4 weeks prior
3. Mentor Bios: 2-3 weeks prior to the events.
4. Get headshots and bios for the marketing of the Mentors
 - a. Getting these headshots and bios out there really drew the students to want

to participate.

LESSONS LEARNED:

1. We would recommend 1 session with 2-3 students within the session. (45 minutes). There wasn't enough time for the mentor to go through both.
2. It was more beneficial to have two different sessions to have two different mentors.
3. It would be better to have a very clear consistent format for reviewing each of the portfolios.
4. Feedback: Some students like more structured, and some liked more feedback and open conversation.
5. Feedback from students: It was nice to see someone else's portfolio and the mentor provided general feedback at the end.
6. It was much easier to put together than a typical event
7. Thank you notes were sent to all of the mentors afterwards. Usually they give a gift as a thank you for the mentor's time.

OUTCOME:

Very successful event and the students came out of it feeling positive. Many asked about the job outlook in the industry and how they can find a job after they graduate.

EXAMPLE OF SCHEDULES: Refer to attachment

Virtual Student Portfolio Review

May 2, 2020

Zoom ID: 826-2638-4281

<https://newh.zoom.us/j/82626384281>

Zoom Schedule:

10AM – Welcome and introduction of students/mentors – Megan

10:30AM – First breakout session

Nicole Smith - Laurel Getty & Carmen Lopez

Mallori Hamilton – Vishwa Motiwala & Karley Elizabeth Welch

Jan Reynolds – Antara Naik & Janine MacKenzie

Megan Ingram – Madhu Narumanchi

Brian Hew – Crystal Martin & Karhtat Wallace

Regan Elliott – Shriya Patel & Darlly Gutierrez

Miriam Camejo - Debanshee Kalani & Samuel Alexander

Travis Snyder - Li You & Seungmin Lee

11:15AM – Second breakout session

Nicole Smith - Madhu Narumanchi & Li You

Mallori Hamilton – Janine MacKenzie & Carmen Lopez

Jan Reynolds – Debanshee Kalani

Megan Ingram – Karley Elizabeth Welch & Vishwa Motiwala

Brian Hew – Shriya Patel & Darlly Guterrez

Regan Elliott – Seungmin Lee & Crystal Martin

Miriam Camejo - Karhtat Wallace & Antara Naik

Travis Snyder – Laurel Getty & Samuel Alexander

11:45AM – Thank you