

Maria Erb: Welcome to UP TechTalk. I'm your host Maria Erb and this week on the show we have with us Gwynn Klobes from the Pamplin School of Business. We also have my new co-host Steven [Lutzenheiser 00:00:36]. Hi Steven.

Steven: Hi Maria, how are you doing today?

Maria Erb: Very well thank you. Gwynn is going to be our upcoming speaker for UP Crossroads in January, so we'll be promoting that upcoming event as we get closer to it. For today we're going to give our audience a preview of what Gwynn will be sharing with us on that event. Today Gwynn is going to preview a little bit of the upcoming talk, but also share some insights that she's gleaned over her years of being in charge of the P4 program and being one of our instructors in the business school, and also being just somebody who's paying a lot of attention to a lot of factors at the moment. Gwynn we're so glad to have you today.

Gwynn Klobes: Well thank you for having me and I really appreciate the collaboration I have with your department here so I really thank you.

Maria Erb: You're welcome. We love having you on board. To get started, we were just sharing a little bit before we got to recording here, about the current state of the job market. Gwynn I know that you really pretty much are in charge of preparing our soon to be grads for what they're going to be encountering as they pick up their diplomas and head out. What do you feel they really need to key on to be successful out there?

Gwynn Klobes: Well I think they really need to key on being open to what's going to be asked of them as they apply for these either internships and or jobs. It's one of the things I continually remind them in the P4 classes that you don't know what they're going to ask you to do so you need to be prepared for anything. We've used technology to help solve some of those unknown questions so that they are prepared before they ... They don't know what they don't know, and once they're asked and they obviously learn and they're prepared for it. I've worked with IT over here to see what technologies we have that we could use to help our students make those preparations. One of the things we just added this year was a lot of employers are asking not so much for resumes, they're asking for projects that those students have participated in.

Gwynn Klobes: This year Sam Williams, head of ATR here, basically came to my classes and introduced the software Sway, which is part of 365, so we own it as a school so it was no extra cost. The students actually had one assignment where they put at least three projects that they've done in their time into the Sway. It's like an instant portfolio. I had some students that did the bare minimum, but I had some students that did some outstanding work. Stacking some of their projects and really interactive, made it dynamic, and really showcased their work in a way that I think employers would be very impressed. In the end they end up with a URL that they can put on their LinkedIn that if some employer says, "Can

you show me any of these projects?" "Well yes, let's open up my LinkedIn, it's right here." That could help to set them apart from any other person applying for the same internship and or job.

Gwynn Klobes: Of course we've done the video brand as well. That's a way to help answer the university core question of who am I and who am I becoming? They do some work on that for a couple years of self-assessment and then their junior year they produce that and put that on their LinkedIn as well. I think the two technologies that we're using is very helpful with the platforms that are out there. Anytime you can put a URL up to show your work is pretty amazing.

Maria Erb: Yes and this is pretty much a new approach to building that student portfolio and that student project base. I mean were you doing this five years ago?

Gwynn Klobes: No, we've always wanted to do it and talked to the students, but as we were evolving the curriculum in the business school you can only take on so much. The video brand was actually a big deal. You don't see a lot of schools doing this to this day, so it was new and innovative. There was some reluctance. A lot of times any time you have change there's always pushback and so you deal with that as you go.

Steven: What sort of results are you seeing after they've exited the university, exited this program? Coming back, what kind of feedback are you getting outside of it?

Gwynn Klobes: Well the reluctant students are now the ones coming back as alums and helping me with mock interviews. So if that answers your question, and I hear again and again they're my biggest cheerleaders is my alumni base because as students they haven't had these experiences, and one of the things that we talk about at the University of Portland is learn to reflect over and over again. That's something we learn in the program, learn, go learn something but then you go do something, so the experiential learning is critical and then you reflect on it. All those lessons is when we reflect, that's how you come up with your personal brand, that's how you come up with the reflection on what you learned in the classroom and how you portray it to another human being.

Gwynn Klobes: We've had great results. I mean we've had actually average of about 93% employment six months out. This year it's 94% and I will tell you the other 6% to 7% are people that just do not respond back because we've done everything in our power to get them to respond. Many of them are international students who don't use the same platforms abroad that we use here, such as LinkedIn, and we're really ahead of that curve in the United States. They tend to not update their systems and they don't always contact us, so we don't know what happened to those but we definitely work hard to make sure. We want to see that. As a school we have to show outcomes, right? We have to show results and if we don't we have to adjust our curriculum.

Maria Erb: One question about the students and their reaction to doing the brand video and doing the portfolio and all these things. They really have to put themselves out there, right? Because it's not just an assignment for you anymore, lots of people are going to see this. I'm just wondering how, I mean this is a big leap from thinking about what students had to do 10 years ago. Write a resume on a decent piece of paper. This is a lot different, a lot of eyes are going to be on what you produce. I'm wondering are they coming with a sense of vulnerability about all of this and hesitancy or do you see them being, I don't want to say hardened enough to feel ... Bold enough maybe is a better word, to just put themselves out there like you're asking them to do?

Gwynn Klobes: I did my own video because I didn't feel like I could ask students to do that and it took me three weeks and I'm an older, more mature person I should say. My husband of many, many years, it was over Christmas that I took words that I felt that embodied who I was and of course I added a little bit based on the program in the video, and I am one of these people I hate pictures taken, I'm not comfortable, I don't take pictures myself, it's not my thing. I like to just live in the present and so that was a really hard assignment for me, but I knew I needed to do it. In the end I have watched that video, I've shown it to my grand babies because they're ... Because I talked about how part of my brand is I'm a developer of other people, right? I thrive when other people are successful that I've helped, right?

Gwynn Klobes: I use pictures of my grand babies when I was talking about that development and I use my favorite pictures of my life. My favorite pictures when I became a grandma of Gavin and there's a picture of me holding him and I said, "That's my all time favorite picture because it showed so much." It showed the development of the first generation and now we're going to develop this second generation. I was excited to get going. You know what I mean? Only in a different way. I didn't have to do all the diapers and up at night but I could do all the fun stuff, right, of development. I think there's all these little things going on and I get it, I understand that this is hard and I share that with students. This is hard but it's important.

Gwynn Klobes: We have university core questions who am I and who am I becoming? Those are two of them, we have many more than that. How do you know students actually answered those questions through an accounting class? Through an engineering class? This brand is a tangible outcome. You can touch it, you can see it, you can hear it, smell-a-vision's coming I'm sure. You know what I mean? I think that that is helpful to the human spirit. If it's hard, like I said, you don't have to do this perfectly. This is all safe space here where we're learning. We're all learning that hopefully they trust me as a teacher and it's safe and it's their thing. The ones that I asked to put it on their LinkedIn they're ready for that. You know what I mean? I asked them to do it if they're going to do the speed networking and stuff and I suggest they do it. They're not all comfortable because that's really putting themselves out there, right? Hopefully it will help them in all the

other avenues as they apply for these internships and jobs where they're having to tell their story. Life is about storytelling.

Steven: That's such a big process of that self-discovery is making those discoveries and later on coming back to them and saying, "My brand has changed. I'm a different person or I'm doing different things," and being able to see those changes I feel.

Gwynn Klobes: Maybe just growing and articulating self differently. Because you're still that person that you're discovering along the way but you're articulating it maybe a little bit different.

Steven: Yes.

Gwynn Klobes: You've matured and I mean we're talking about 20 to 21 year olds making these videos and obviously after their internship they may come back different. The purpose isn't that video is an end all and I want to make sure that it's clear. It's the combination of all of the assignments that they do. They do a personal development plan where they look at their smart goals. What are your goals for the next six months? What are they one to three years and three to five years? We know from research that students, anybody not just students, but people that write their goals down are much more likely to achieve them. There's a psychological ownership and responsibility to complete them.

Gwynn Klobes: We also do an employer profile. There's a lot of questions that they have to answer. Why'd you pick University of Portland? That's actually a pertinent question that has a correlation to why you maybe picked a small employer because you probably came to University of Portland because you liked the smaller community, whatever. I mean students have to reflect on that. Maybe they came to University of Portland but want to experience a big corporation, I don't know. The kids have to decide that and then they have to look at three industries that they may be interested in and what companies within those industries. We try to make them understand that the harder they work on the front end, the less they have to work on the back end, meaning you don't want to apply for every internship that comes your way because then there's a chance you're just swimming upstream. You want to be very intentional about this process.

Gwynn Klobes: Again that intentionality of the curriculum is driving all of this and it's definitely ... We look at our curriculum constantly. We just made an agreement with a local company, Audigy Group, that does for the audiologist they do this software, it's called R3, and it's communications style. It's helped students, once you take this assessment, it helps students to understand how they communicate but then also how to communicate across generations. We have more generations working together than ever before, and to be able to communicate to a Baby Boomer like myself with maybe an X or whatever you want to call the digital, there's different names, and how do we do that when

you're working side by side with them everyday? Our feedback from our students, it used to be a senior level class, we moved it to B4 the internship because they said, "I wish I'd have had this information before I had this internship."

Maria Erb: What can our audience expect when they come to your talk on UP Crossroads in January?

Gwynn Klobes: I hope it's an interactive talk, that's my goal. I want to throw out there this continually changing work environment and how to get into the right fit vocation and some of the tools that we've used with technology that I believe is helping and helping with all those transferrable skills as the students, whatever they're going to be asked from the employer and prepping those students for that. We'll go over a couple of the platforms that I mentioned earlier and show some examples of work. Obviously I already have approval from the students to share samples of what they've done so that other faculty, if this might be an option that they might want to look at then they'll see actual work from that.

Maria Erb: Yes, I think that's going to be a real treat for people to see the videos that your students have done. I know you mentioned maybe having some of them there to reflect a little bit on that experience of producing one. I think it's going to be a really great event.

Gwynn Klobes: Great, thank you.

Steven: Oh yes, I'm definitely looking forward to it.

Gwynn Klobes: Thank you.

Maria Erb: Thank you so much for coming by today and always appreciate talking with you. Thank you so much.

Gwynn Klobes: My pleasure, thank you.

Maria Erb: [inaudible 00:15:05].

Gwynn Klobes: I don't do-

Ben Kahn: You're listening to UP TechTalk, the podcast from academic technology services and innovation at the University of Portland where we explore the use of technology in the classroom, one conversation at a time.

Maria Erb: We invite you to subscribe to the show on Apple Podcast or Google Play Music so that you never miss a new episode.

Ben Kahn: To continue the conversation with us on social media you can find us on Twitter. I'm @thebenkahn and Maria is at @erbfarm that's E-R-B-F-A-R-M.

Maria Erb:

For more information please visit our blog at TechTalk.UP.edu, and browse our archives for dozens of episodes featuring great conversations with our UP faculty guests.