



Networking & Etiquette Workshops

Spring 2008

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Spring 2008
Campus Operations Program Proposal: NEW

Goals of program /event – The purpose of the Networking & Etiquette Workshop is to teach students networking and formal dining skills in preparation for finding jobs and situations which require formal dining. The students are expected not only to learn these skills, but to practice them with one another and the hosts.

- The workshop prepares the students and has an educational component taught by employers and ISU faculty and staff. It is expected that these skills, if used properly, will make the ISU students competitive with students from other universities. Students also have the opportunity to meet and network with the employers who have agreed to host the event.
- It is expected that approximately 400 students will attend between the four workshops.

Objectives of program /event

- The objective is for students to learn about and improve networking and dining etiquette skills (more specifically: appropriate attire, handshakes, passing out business cards, nametags, conversation starters, merging in and out of conversations, and interviewing techniques).
- We will reach the goals by having the hosts teach the networking skills and giving the students the opportunity to practice their skills. Sodexho (the catering company) will teach the dining etiquette, and students are expected to use the etiquette while dining with the hosts.

Assessment of program / event

At the end of the event, students and hosts were asked to complete a survey concerning the NEW. The host evaluations asked for the hosts to evaluate the students based on networking and dining etiquette skills and confidence. Hosts were asked to base their evaluations on the group as a whole, rather than each individual student. It also asked for suggestions or comments to improve the event. The student evaluations asked the students to rank themselves on how they felt before and after attending the event surrounding networking and dining etiquette skills, appropriate attire, and confidence. It also asked the students to list three things they learned and offer any suggestions to improve the event.

The results of the employer survey indicated that overall the employers ranked the students at 3.86, 4.08, and 3.58 for networking skills, dining etiquette, and confidence respectively on a five point Likert scale with 1 indicating poorly or unsure of their skills and 5 indicating excellent or very confident of their skills. When asked to rank their own performance the students rated themselves higher than the hosts rated them in all three categories of networking skills, dining etiquette, and confidence.

The results of the student surveys indicated overall that the students improved in all of the areas assessed, which included networking skills, dining etiquette, dress for success, and confidence. Dress for success had the smallest level of improvement, and dining etiquette improved the greatest.

Students listed general dining skills, business cards, interviewing skills, dress tips, handshaking, name tag usage, how to introduce themselves, conversation skills, giving thank you cards, general networking skills, and general etiquette skills as things they learned from the event. Dining skills were listed the most frequently. Contrary to the results indicating improvement, dress for success was listed the second highest regarding something they learned. This is similar to the results from the previous semester.

Hosts and students were asked to provide qualitative responses regarding the networking portion, dining portion, overall administration, and additional comments. The majority of the comments from the hosts in all four categories were complimentary of the program. The majority of the comments from the students for the dining, overall administration, and additional comments were complimentary of the program. However, the students made more suggestions for improvement in the networking portion than they gave compliments. The most common suggestion concerned the amount of time available for the networking portion.

Written suggestions from the student and host surveys were taken into consideration and have been used for possible changes for future Networking & Etiquette Workshops. Based off of the suggestions from the previous semester, we lengthened the teaching time from 5 minutes per session to 8 minutes. We still received comments that 8 minutes was too short, but there were much fewer comments than from the previous semester. Another common suggestion concerned matching majors. Some individuals requested hosts from a larger variety of fields. Others suggested that students be placed with hosts who are more related to their major. A third common theme, which was primarily noted by students, requested more information during the dining portion. Some students still had unanswered dining etiquette questions. These are all suggestions that will be taken into consideration.

Summary of program / event

Overall, the event was successful. Almost all of the hosts and students attended. I have some changes to consider based off of the evaluations from the hosts and students. For that information, see the above category.

STUDENT LEARNING OBJECTIVES

Networking Etiquette Workshop (NEW) Student Learning Objectives

Networking Workshop

- Where to appropriately wear a name tag
- How to correctly shake hands
- How to approach people you do not know for social conversation
- How to introduce yourself
- What types of conversation to use in social situations
- To become comfortable in social situations where you don't know anybody
- How to appropriately exit a conversation and enter into another one
- Become able to overcome shyness
- Learn how to engage the maximum number of people at a social event
- How and when to exchange business cards

Dress for Success

- Three different types of appropriate business attire (male and female)
 - Interview
 - Business Professional
 - Business Casual
- How are they connected and/or related
- Accessories
- Grooming
- Appropriateness
- Shoes, belts and purses
- Make up and jewelry
- Appropriate individual expression

Etiquette Dinner

- Become comfortable in a formal dining situation
- Know the critical details of a formal table setting
- Appropriate table passing protocol
- How to effectively communicate with the service staff
- Appropriate food/menu choices
- Appropriate alcohol use
- How to maintain appropriate conversation during the dinner
 - Questions
 - Involve maximum number of people at the table
- How to handle dinner table “emergencies”

HOST EVALUATION

Networking & Etiquette Workshop

Host/Instructor Evaluation

Please rate the sections according to the following scale using an X in the box. Use the examples as a guide, but feel free to take into consideration other aspects.

Networking Skills:

After you completed the networking portion, in your opinion how well did the students demonstrate professional networking skills?

1	2	3	4	5
Poorly For example: The students did none of the following: used good handshake techniques, handed out business cards correctly, used conversations appropriately, and properly introduced themselves.		Fairly Well For example: The students did some of the following: used good handshake techniques, handed out business cards correctly, used conversations appropriately, and properly introduced themselves.		Excellent For example: The students did all of the following: used good handshake techniques, handed out business cards correctly, used conversations appropriately, and properly introduced themselves.

Dining Etiquette:

After you completed the dining portion, in your opinion how well did the students demonstrate knowledge of dining etiquette?

1	2	3	4	5
Poorly For example: The students did none of the following: used appropriate conversation, became familiar with table setting, correctly passed items, and used utensils.		Fairly Well For example: The students did some of the following: used appropriate conversation, became familiar with table setting, correctly passed items, and used utensils.		Excellent For example: The students did all of the following: used appropriate conversation, became familiar with table setting, correctly passed items, and used utensils.

Confidence:

After you completed the entire workshop, in your opinion and having limited time with students, how confident do you believe the students are regarding their professional networking and dining etiquette skills?

1	2	3	4	5
Unsure of their skills For example: The students did not appear comfortable with discussions while networking or while in a dining situation.		Fairly confident of their skills For example: The students appeared somewhat comfortable with discussions while networking or in a dining situation.		Very confident of their skills For example: The students appeared very comfortable with discussions while networking and in a dining situation.

Please turn over.

Additional Questions:

Any comments/suggestions regarding the networking session (topics, structure, timing, etc.).

Any comments/suggestions regarding the dining etiquette session (topics, structure, timing, etc.).

Any comments/suggestions regarding the administration of the program (assignments, instructions, etc.).

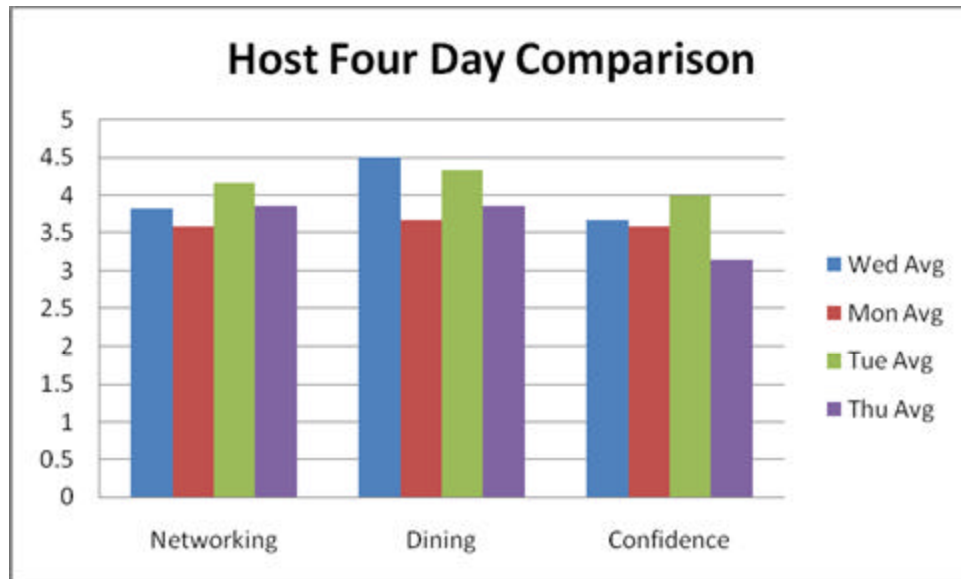
Any further comments.

Thank you for your feedback!

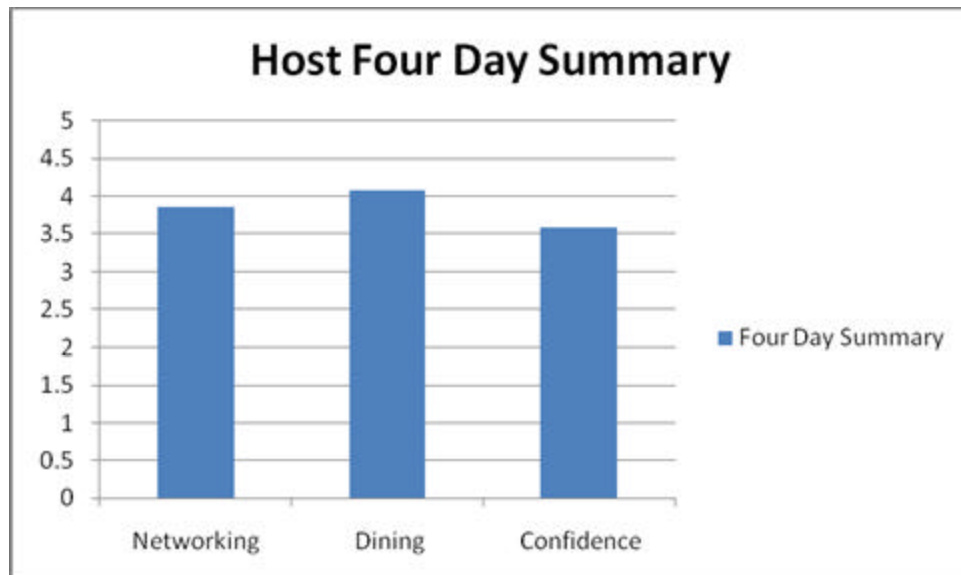
HOST EVALUATION

Four Day Summaries

This chart summarizes the results from the host evaluations quantitatively assessing the students' networking skills, dining skills and confidence for the NEW on each of the four days. Twenty-five out of 32 (or 78%) of the hosts who attended from all four of the evenings responded to these questions.



This chart summarizes the results from the host evaluations quantitatively assessing the students' networking skills, dining skills and confidence for the NEW for all four days. Twenty-five out of 32 (or 78%) of the hosts who attended from all four of the evenings responded to these questions.



STUDENT EVALUATION

Networking & Etiquette Workshop

Student Evaluation

Please rate the sections according to the following scale using an X in the box. Use the examples as a guide, but feel free to take into consideration other aspects.

Networking Skills:

Prior to this workshop, how well would you have been able to professionally network?

1	2	3	4	5
Poorly For example: I would not have been able to do any of the following: use good handshake techniques, hand out business cards correctly, use conversations appropriately, and properly introduce myself.		Fairly Well For example: I would have been able to do some of the following: use good handshake techniques, hand out business cards correctly, use conversations appropriately, and properly introduce myself.		Excellent For example: I would have been able to do all of the following: use good handshake techniques, hand out business cards correctly, use conversations appropriately, and properly introduce myself.

After you learned more and were able to practice networking, how well do you believe you were able to professionally network?

1	2	3	4	5
Poorly For example: I was not able to do any of the following: use good handshake techniques, hand out business cards correctly, use conversations appropriately, and properly introduce myself.		Fairly Well For example: I was able to do some of the following: use good handshake techniques, hand out business cards correctly, use conversations appropriately, and properly introduce myself.		Excellent For example: I was able to do all of the following: use good handshake techniques, hand out business cards correctly, use conversations appropriately, and properly introduce myself.

Dining Etiquette:

Prior to this workshop, how well would you have been able to participate in fine dining etiquette?

1	2	3	4	5
Poorly For example: I would not have been able to do any of the following: use appropriate conversation, become familiar with table setting, correctly pass items, and use utensils.		Fairly Well For example: I would have been able to do some of the following: use appropriate conversation, become familiar with table setting, correctly pass items, and use utensils.		Excellent For example: I would have been able to do all of the following: use appropriate conversation, become familiar with table setting, correctly pass items, and use utensils.

After you learned more and were able to practice dining etiquette, how well do you believe you were able to participate in fine dining etiquette?

1	2	3	4	5
Poorly For example: I would not have been able to do any of the following: use appropriate conversation, become familiar with table setting, correctly pass items, and use utensils.		Fairly Well For example: I would have been able to do some of the following: use appropriate conversation, become familiar with table setting, correctly pass items, and use utensils.		Excellent For example: I would have been able to do all of the following: use appropriate conversation, become familiar with table setting, correctly pass items, and use utensils.

Dress for Success:

Prior to this workshop, how well would you have been able to dress for the various business environments?

1	2	3	4	5
Poorly For example: I would not have been able to do any of the following: differentiate between business casual, professional, and interview attire; dress appropriately for each situation; be able to coordinate appropriate attire.		Fairly Well For example: I would have been able to do some of the following: differentiate between business casual, professional, and interview attire; dress appropriately for each situation; be able to coordinate appropriate attire.		Excellent For example: I would have been able to do all of the following: differentiate between business casual, professional, and interview attire; dress appropriately for each situation; be able to coordinate appropriate attire.

After you learned more, how well do you believe you will be able to dress for the various business environments?

1	2	3	4	5
Poorly For example: I will not be able to do any of the following: differentiate between business casual, professional, and interview attire; dress appropriately for each situation; be able to coordinate appropriate attire.		Fairly Well For example: I will be able to do some of the following: differentiate between business casual, professional, and interview attire; dress appropriately for each situation; be able to coordinate appropriate attire.		Excellent For example: I will be able to do all of the following: differentiate between business casual, professional, and interview attire; dress appropriately for each situation; be able to coordinate appropriate attire.

Confidence:

Prior to this workshop, how confident did you feel about your professional networking, dressing, and dining etiquette skills?

1	2	3	4	5
Unsure of your skills For example: I did not feel comfortable with discussions while networking or while in a dining situation.		Fairly confident of your skills For example: I felt somewhat comfortable with discussions while networking or in a dining situation.		Very confident of your skills For example: I felt very comfortable with discussions while networking and in a dining situation.

After learning about professional networking, dressing, and dining etiquette skills and being able to practice, how confident do you feel?

1	2	3	4	5
Unsure of your skills For example: I do not feel comfortable with discussions while networking or while in a dining situation.		Fairly confident of your skills For example: I feel somewhat comfortable with discussions while networking or in a dining situation.		Very confident of your skills For example: I feel very comfortable with discussions while networking and in a dining situation.

Additional Questions:

Any comments/suggestions regarding the networking session (topics, structure, timing, etc.).

Any comments/suggestions regarding the dining etiquette session (topics, structure, timing, etc.).

Any comments/suggestions regarding the administration of the program (assignments, instructions, etc.).

Any further comments.

Year in school: Freshman ____ Sophomore ____ Junior ____ Senior ____ Grad Student ____ Other ____

Grad Date: _____ Major: _____ Gender: Male ____ Female ____

Is there anything you are confused about or would have liked more information about? (Please use back of the page if needed)

Identify three things you learned tonight that you will put into practice in the future. (Please use back of page if needed)

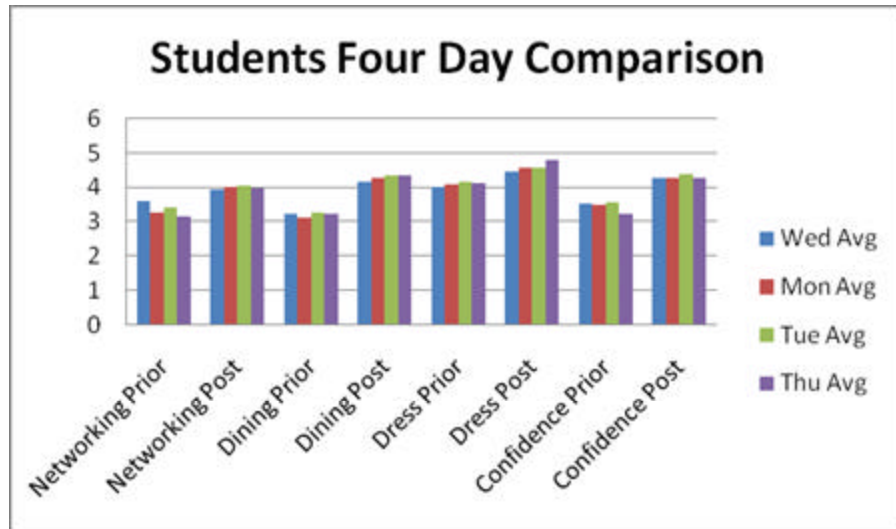
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Thank you for your feedback!

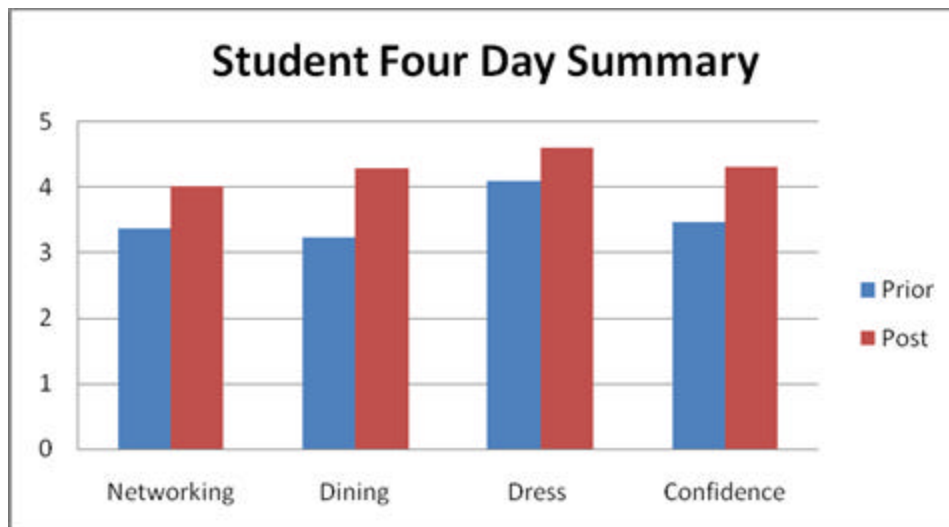
STUDENT EVALUATION

Quantitative Comparisons

This chart summarizes the results from the student evaluations quantitatively assessing the students' networking skills prior to the event, networking skills during the event, dining skills prior to the event, dining skills during the event, dress prior to the event, knowledge about dress following the event, confidence prior to the event, and confidence during the event for the NEW on each of the four nights.



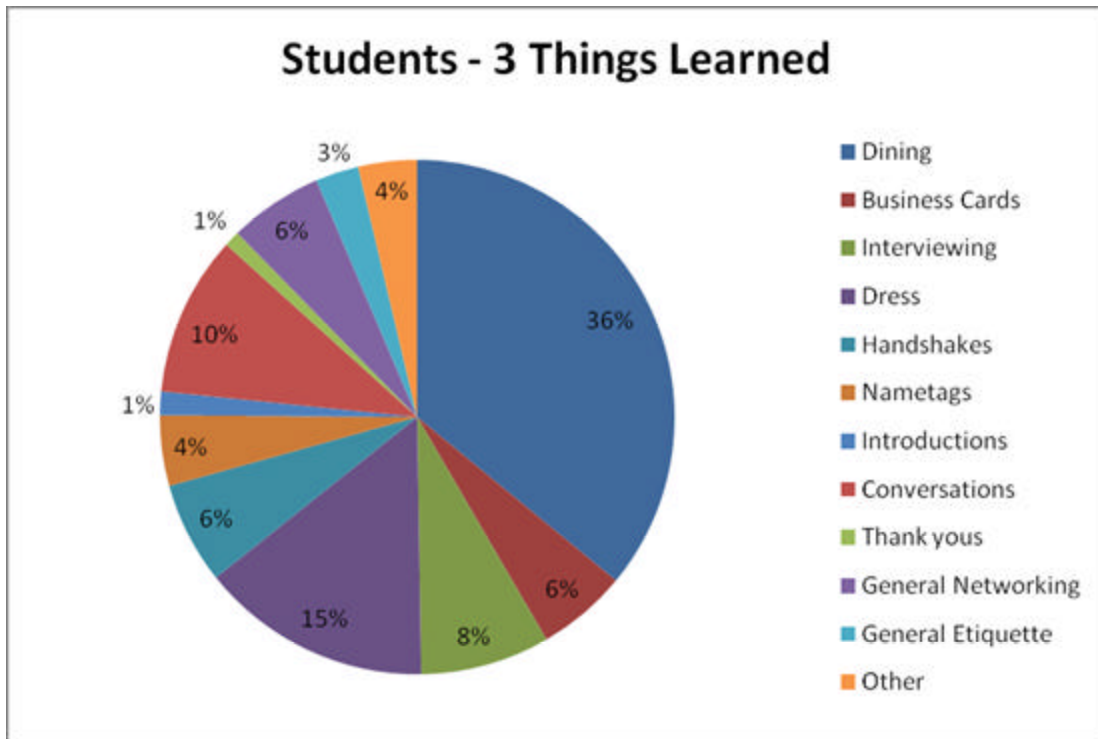
This chart summarizes the results from the student evaluations quantitatively assessing the students' networking skills prior to the event, networking skills during the event, dining skills prior to the event, dining skills during the event, dress prior to the event, knowledge about dress following the event, confidence prior to the event, and confidence during the event for the NEW for all four days.



STUDENT EVALUATION

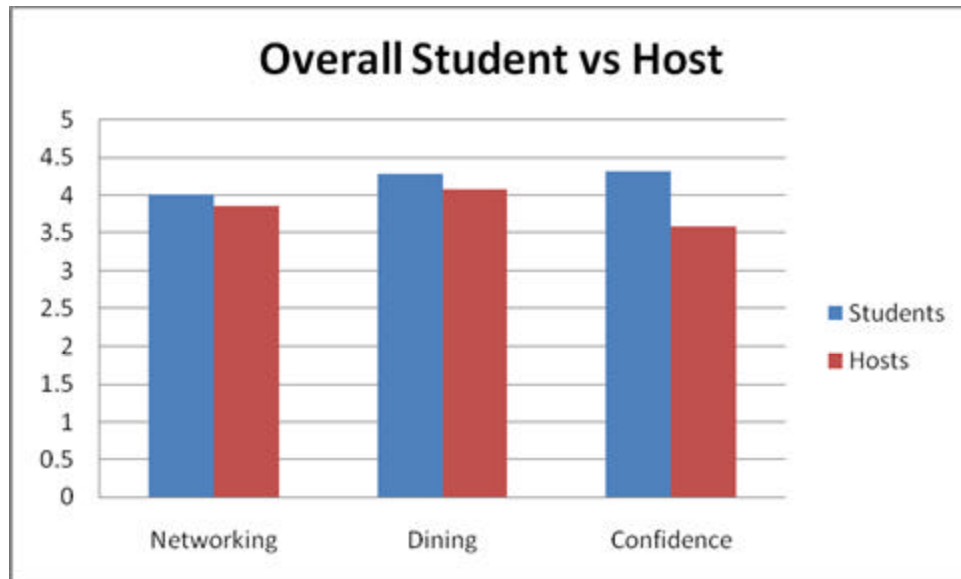
Three Things Learned

This chart shows the categories that students identified as something they learned from the event and displays the percentage of remarks for each category based off the student evaluations. One hundred and fifty out of 218 (or 69%) of the students who attended from all four of the evenings responded to this question.

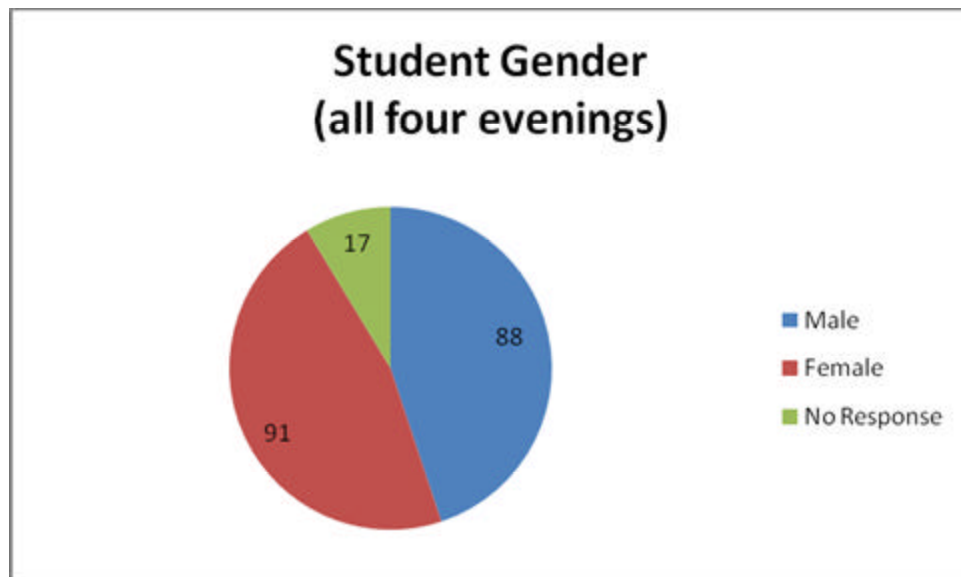
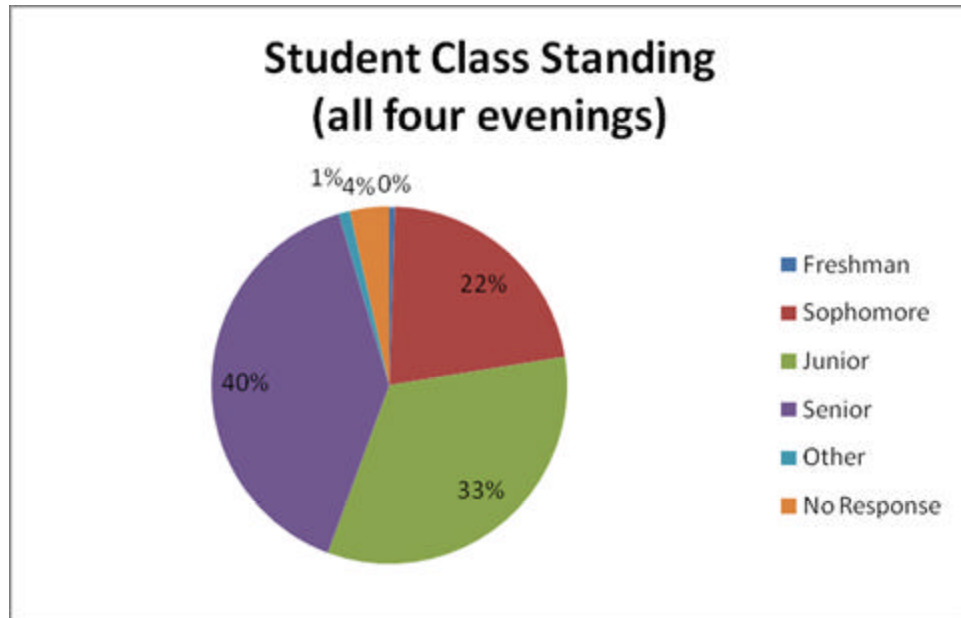


STUDENT vs HOST EVALUATION

This chart compares the summaries of the results from the student and host evaluations quantitatively assessing the students' networking skills, dining skills and confidence for the NEW for all four evenings



STUDENT EVALUATION
Student Demographics



Student Majors (all four evenings)

