

Print Media – Student Engagement Materials

CFAES Career Development Shirt *The Ohio State University*

Objective or purpose of project:

The objective of the “Welcome to CFAES Career Development Shirt” was to provide all new students in the College of Food, Agricultural, and Environmental Sciences (CFAES) a shirt that all could connect to and ‘see’ themselves represented in through the various career icons on the back. We also wanted it to be a shirt that they would wear based on the content printed. Our secondary objective was to be able to use this shirt as a reflective/education tool when the new students met with their career advisor during their first semester on campus career advising meeting. Students would be asked to pick an icon or two from the shirt that they connected with and explain why they connected to that icon.

Audience:

New students with majors in the College of Food, Agricultural, and Environmental Sciences at The Ohio State University. This includes first year freshman, transfer students, campus changers, and major changers at both our Columbus and Wooster campuses.

Project Outcome:

Students received their shirts during week one of classes and we started seeing them being worn the next day. Many faculty/staff also started asking for the shirts because they liked the look of them and how they were casual college branded attire. The shirts also served as an icebreaker piece during meetings when students were asked to select an icon they connected with and talk about it. This was a great way to get students talking and reflecting on why they choose their major or why they had a passion for something.

What makes this project exceptional?

We could have printed a simple college branded generic shirt and passed them out, but we wanted the shirts to have additional extra meaning and be able to be used as a tool for career development. They also helped us showcase the variety of majors and industries we work within in CFAES without listing a bunch of names. It kept the shirt experience open ended and led to countless conversations about who we are and what we represent in CFAES.

