**Cracking the Creative Case**

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**Liberal Arts and Science Institution**

*Cultural Hub of Abu Dhabi*

**Phase 1**
- Manarat Al Saadiyat
- Zayed National Museum
- The Guggenheim Abu Dhabi
- The Louvre Abu Dhabi

**Phase 2**
- The Maritime Museum
- The Performing Arts Centre

**Phase 3**
- The Saadiyat Park and Pavilions

Source: Tourism Development & Investment Company (TDIC)
EXPERIENCE NYUAD

12 full time staff; 7 student facing
Internships are not a requirement, appointments are not mandatory
Advising undergraduate students with diverse industries and various countries

CAREER DEVELOPMENT CENTER

STUDENT #1
First year student that visited a career counselor is considering a major in film but isn’t sure what he can do and feels his parents would be disappointed that he didn’t major in Economics.

STUDENT #2
Junior theater major, hasn’t attended any CDC career fairs or networking events because he doesn’t think there are any related companies or employers that connect to his goal in becoming a theater manager in Berlin.

STUDENT #3
Sophomore art history major looked on CareerNet for internship opportunities and didn’t realize that any internships at museums posted.

MEET NYUAD STUDENTS

ART STUDENT PERCEPTIONS AND ENGAGEMENT

1. Students feel that the CDC can only advise and help with traditional job search strategies and networking events primarily host corporate companies and not the arts.
2. Students go to arts faculty for career advice, no faculty buy-in.
3. Students feel unsure about job financial security when it comes to creative careers, family pressures.
4. Lack of art students involved or engaged with the CDC.
WHAT WE LEARNED:

• A & H students want more targeted programming
• Panels with professionals working in related fields
• Less formal networking events focused on the arts
• Interested in how to pursue interests in the arts while still making ends meet
• CDC to develop closer relationships with A & H faculty
• Utilize specific program-specific communications to promote relevant opportunities

The CDC engaged current A & H students in a career support-focused group with hopes to understand perception and brainstorm programming and strategies to better connect with arts and humanities students.

1 TAILORED ARTS PROGRAMMING

Providing students curated programs that focus on creative careers.

2 Bringing in experts and professionals in the fields to share their stories and experiences.

3 Creating opportunities for students to get hands on experience or see first hand what a creative career can look like.

3 ARTS CHATS

Engaging students with professionals in the arts and collaborating with on campus arts programs.
**STUDENT MEETUPS**

Student initiated and run programs and panels.

- **STUDENT INITIATED EVENTS**
- **CREATIVE USE OF TECHNOLOGY**
- **STUDENT PANELISTS SHARE THEIR EXPERIENCES**

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**COMPANY SITE VISITS**

- Students get to view company spaces and meet professionals
- Get insight on employment opportunities and tips on how to apply
- Bring exposure to various companies and build relationships with new community partners.

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**ARTS PROXY PROGRAM**

- Student run initiative
- Pilot Program
- Rotational program exposing students to various parts of the arts

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**ENGAGING FACULTY**

- Asking faculty to assist with a program (ie. moderate a panel, keynote speaker etc.)
- Inquire about recommendations for alumni or current students to participate in networking events or panels.
- Assist with marketing via department newsletters or in class announcements.
- Attend employer sessions or special industry events.
**Success Stories**

- Increased engagement from arts students, up by 50%
- Building credibility with students exploring the arts
- Closer relationships with faculty and other on-campus stakeholders
- Students providing feedback and input for arts programming
- Piloted art program resulting in positive feedback and campus wide recognition

**Employer Challenges**

1. **A Boutique Art Gallery:**
   - On-campus employer session is scheduled after multiple meetings. Five students sign up for the session, none show. The employer drives down from Dubai for this session causing a strain in the partnership which causes frustration.

2. **Leading Arts Organization in the Government Sector:**
   - They don’t have a job description but want to hire two of our best communications interns. Not interested in engaging with our office, just wants to hire.

3. **Regional Research and Cultural Magazine:**
   - After a year of meetings, emails, calls and no shows, the employer lets us know that they will not be hiring interns anymore as the company has dissolved.

**Engagement Strategies**

- The IKEA Engagement Model

  - Keep them in the “store” longer so they can “buy”
The IKEA Engagement Model

In person meetings set the tone for meaningful engagement

• Making in-person meetings a priority with A&H employers to start partnerships off on a strong note
• Setting monthly Employer Relations Team trips to Dubai for meetings

Industry specific CV books

Employer resources

Assisting with writing and posting job descriptions

Social media engagement

• Using social media, specifically Instagram, as a tool to strengthen current employer relationships and develop new ones
• Connecting students and employers through social media campaigns (eg. Day in the Life)
• Messaging students about upcoming events, which boosts attendance and in turn strengthens employer relationships
WHAT WE LEARNED:

- A&H employers would like to see more targeted programming
- Lack of engagement can sometimes come from upper management
- A&H employers can find our recruitment policies restrictive
- They are less aware of our formal recruitment policies and need more guidance

The Industry Advisory Board was created as a tool to seek feedback from our employer partners in reference on recruiting, procedures, best practices and relationship building.

TAILORED EVENTS

We added various arts and humanities programming to our existing portfolio including:

- Creative Conversations
- Women in Humanities Networking Luncheon
- Dubai Design Week visit

Both students and employers want curated programming and high touch.

1. Small intimate events have been more successful.
2. If you can get buy-in from a few students, the rest will come.
3. Tap into on-campus related programs, eager students, faculty and employers to start initiatives.

SUCCESS STORIES

KEY TAKE AWAYS
PLANS FOR THE FUTURE

HELLO
my name is
Intern

PORTFOLIO
REVIEW

Thank you!
Thank you!
Questions?