

College of San Mateo Event Plan
CSM-Industry Connection Event

WHAT	San Mateo County Workforce Forum CSM will host a business event for local employers to share their hiring needs and CSM to showcase its programs in business, business information, accounting, real estate, and building inspection.		
WHO	Heidi Diamond, dean, Division of Business and Technology Ashley Philips, Director of Workforce Development Mike Claire, President, CSM		
WHERE	College of San Mateo, College Center Building 10 (room TBD)		
WHEN	12 noon – 2 pm, Wednesday, May 9, 2018		
OBJECTIVES	<ul style="list-style-type: none">• Introduce CSM to local business leaders• Identify San Mateo County employment needs and educational requirements• Establish a partnership between CSM and local businesses to educate, train and employ local residents• Establish new internships and career placement opportunities for CSM grads to benefit local employers		
ATTENDEES	<ul style="list-style-type: none">• San Mateo County employers• Human resources executives• Other hiring managers• CSM faculty and leaders		
TIMELINE	12:00 pm	Guests arrive, check-in, get lunch	
	12:15 pm	Working Lunch <ul style="list-style-type: none">• Welcome by Mike Claire [2 minutes]• Welcome by James Lees [2 minutes]• Business needs (speaker TBD) [10 minutes]	
	12:30 pm	Business needs and brainstorming (Facilitated discussion led by Ashley)	[45 minutes]
	1:15 pm	CSM Career Education showcase (Facilitated by Heidi) <ul style="list-style-type: none">• Overview• Remarks from three students• Remarks from faculty member	[30 minutes]
	1:45 pm	Closing remarks/next steps	[15 minutes]
	2:00 pm	Event ends	

FOLLOW UP Attendees should hear back regularly from CSM

- Follow-up email capturing the recommendations and next steps
- Establish industry relations e-newsletter
- Establish schedule for regular meetings (how often?)