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WARD**



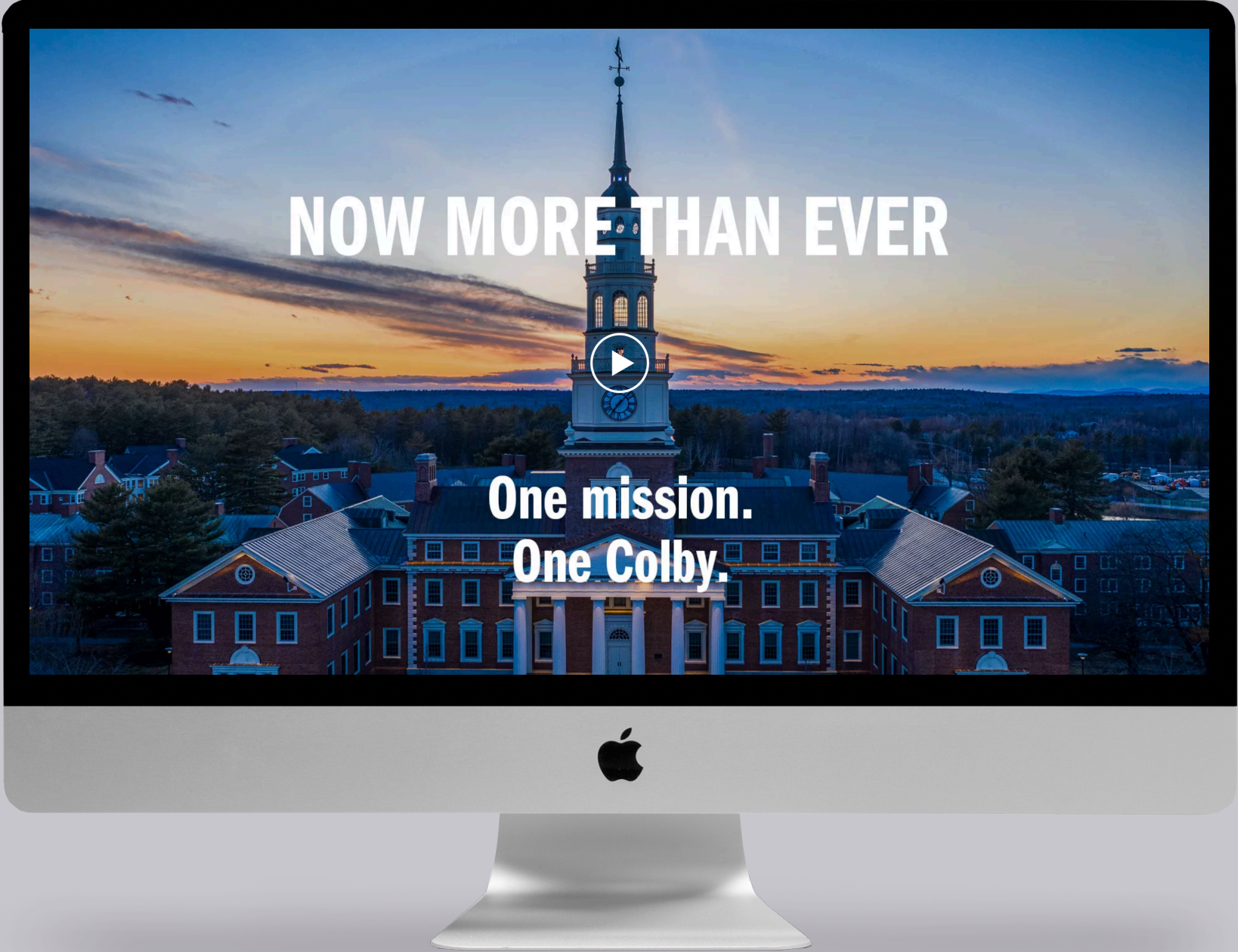
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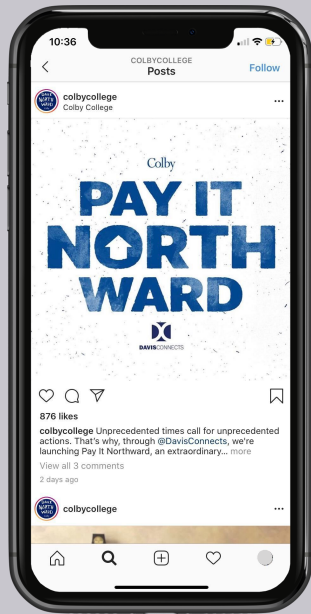
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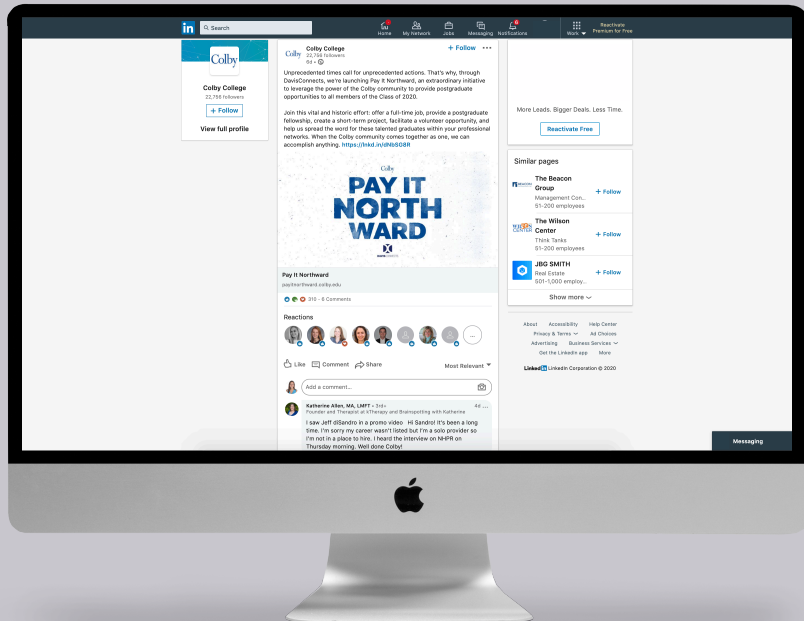
Colby College / Campaign Launch via Social Media



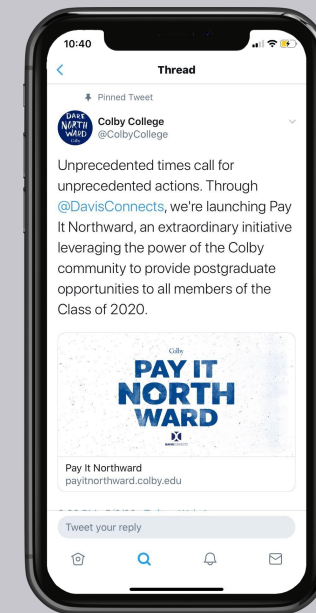
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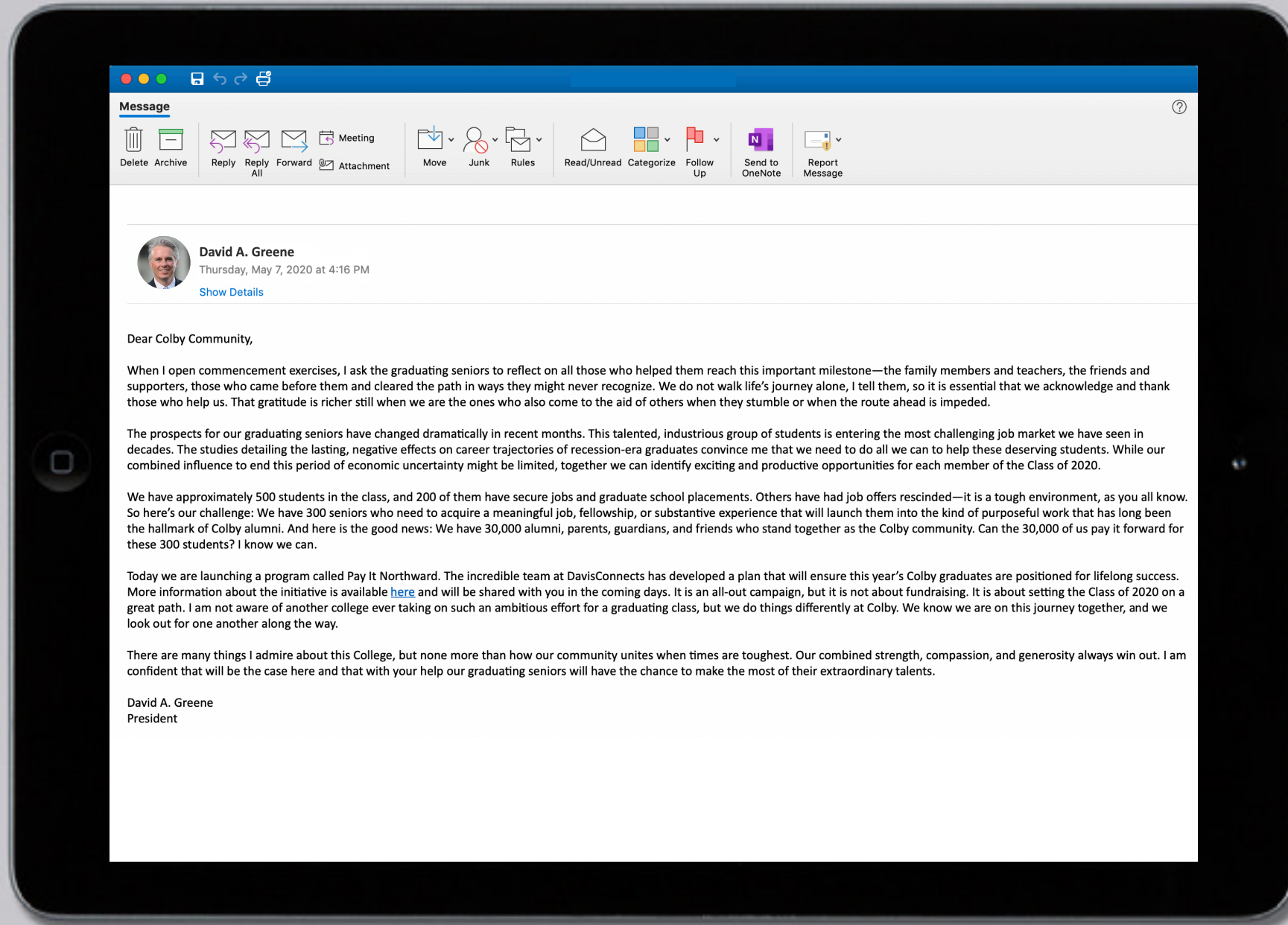
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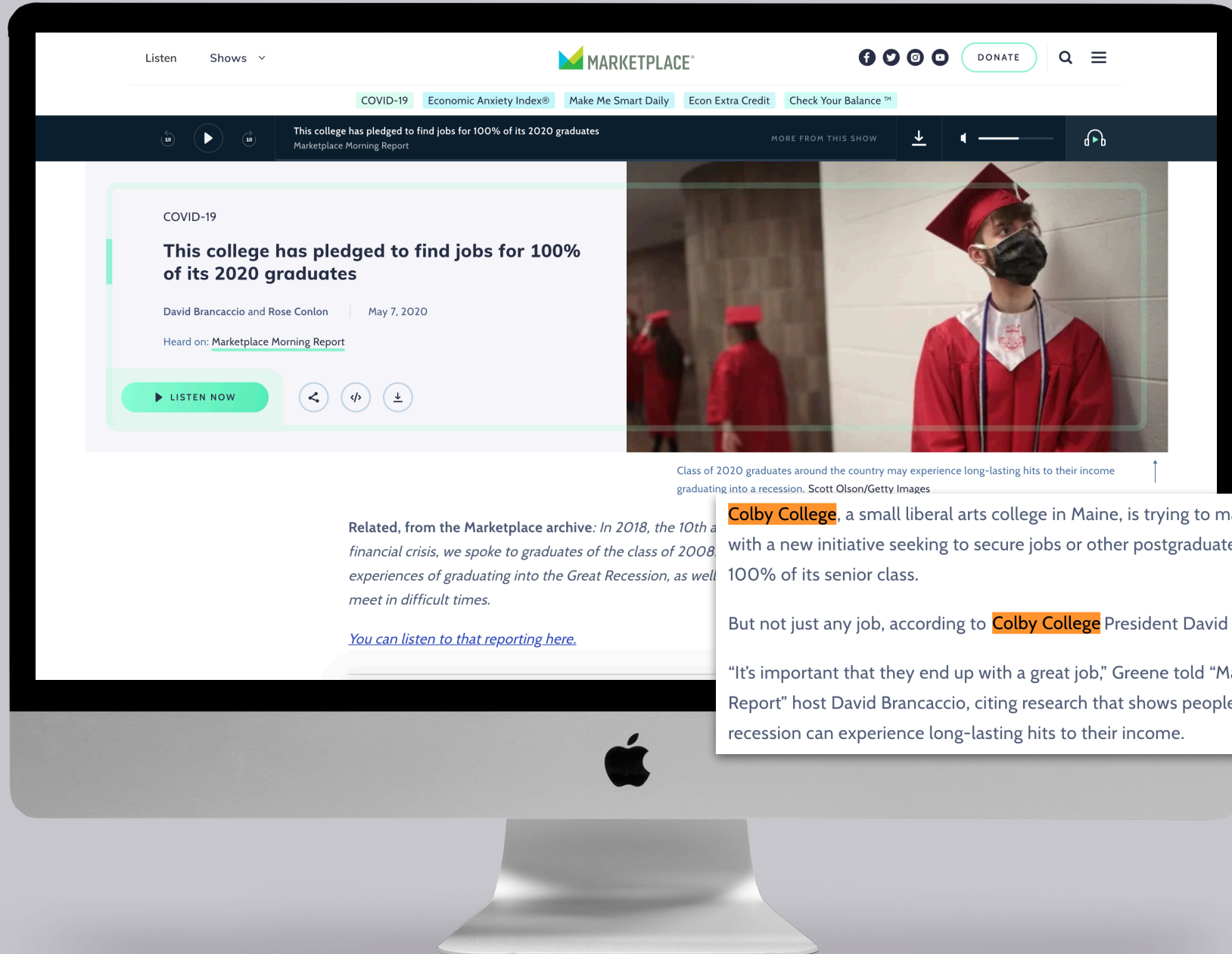




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This college has pledged to find jobs for 100% of its 2020 graduates
Marketplace Morning Report

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This college has pledged to find jobs for 100% of its 2020 graduates

David Brancaccio and Rose Conlon | May 7, 2020

Heard on: [Marketplace Morning Report](#)

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Class of 2020 graduates around the country may experience long-lasting hits to their income graduating into a recession. Scott Olson/Getty Images

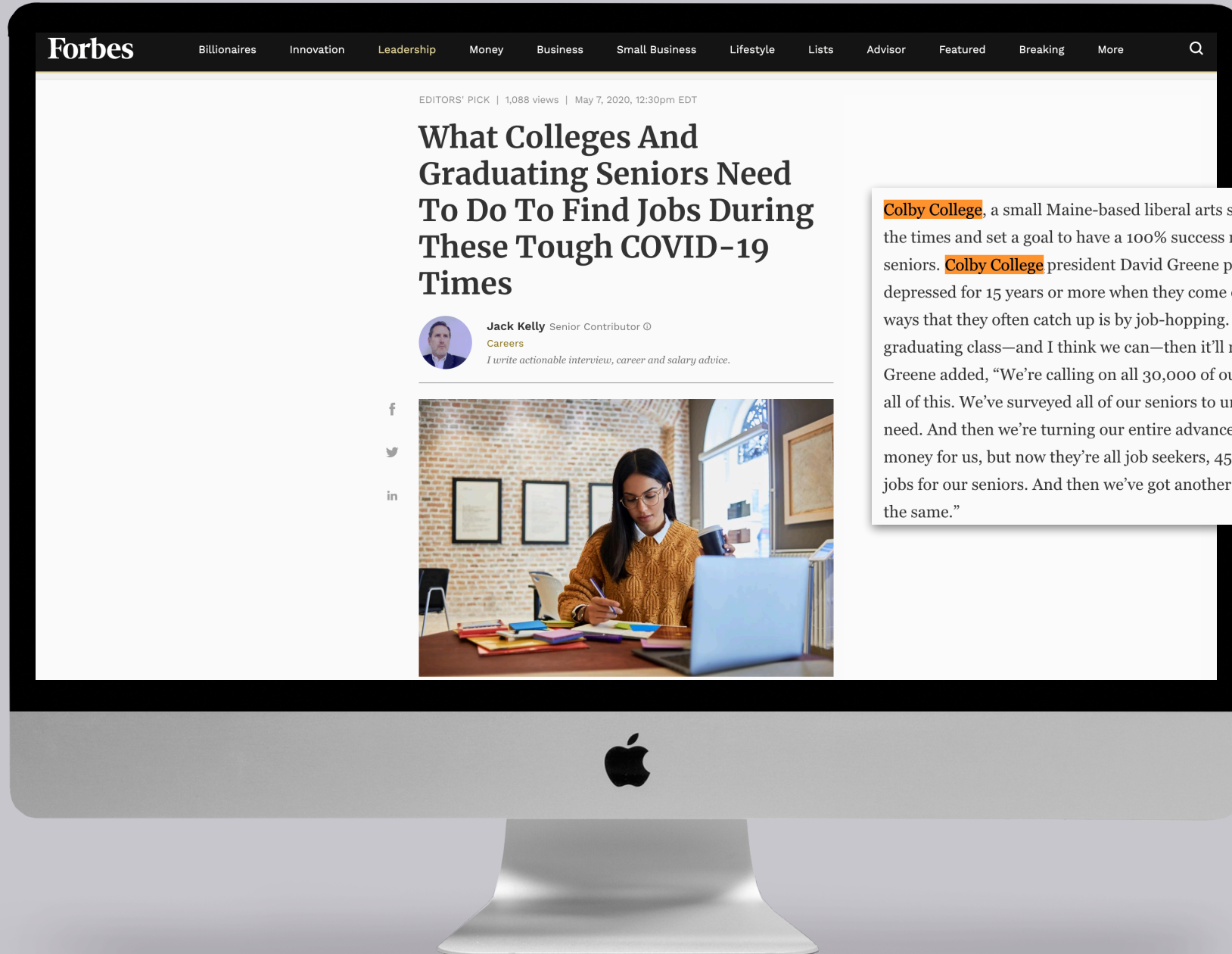
Related, from the Marketplace archive: *In 2018, the 10th anniversary of the financial crisis, we spoke to graduates of the class of 2008 about their experiences of graduating into the Great Recession, as well as how they met in difficult times.*

[You can listen to that reporting here.](#)

Colby College, a small liberal arts college in Maine, is trying to make the job search easier with a new initiative seeking to secure jobs or other postgraduate opportunities for 100% of its senior class.

But not just any job, according to **Colby College** President David Greene.

"It's important that they end up with a great job," Greene told "Marketplace Morning Report" host David Brancaccio, citing research that shows people who graduate into a recession can experience long-lasting hits to their income.



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What Colleges And Graduating Seniors Need To Do To Find Jobs During These Tough COVID-19 Times



Jack Kelly Senior Contributor

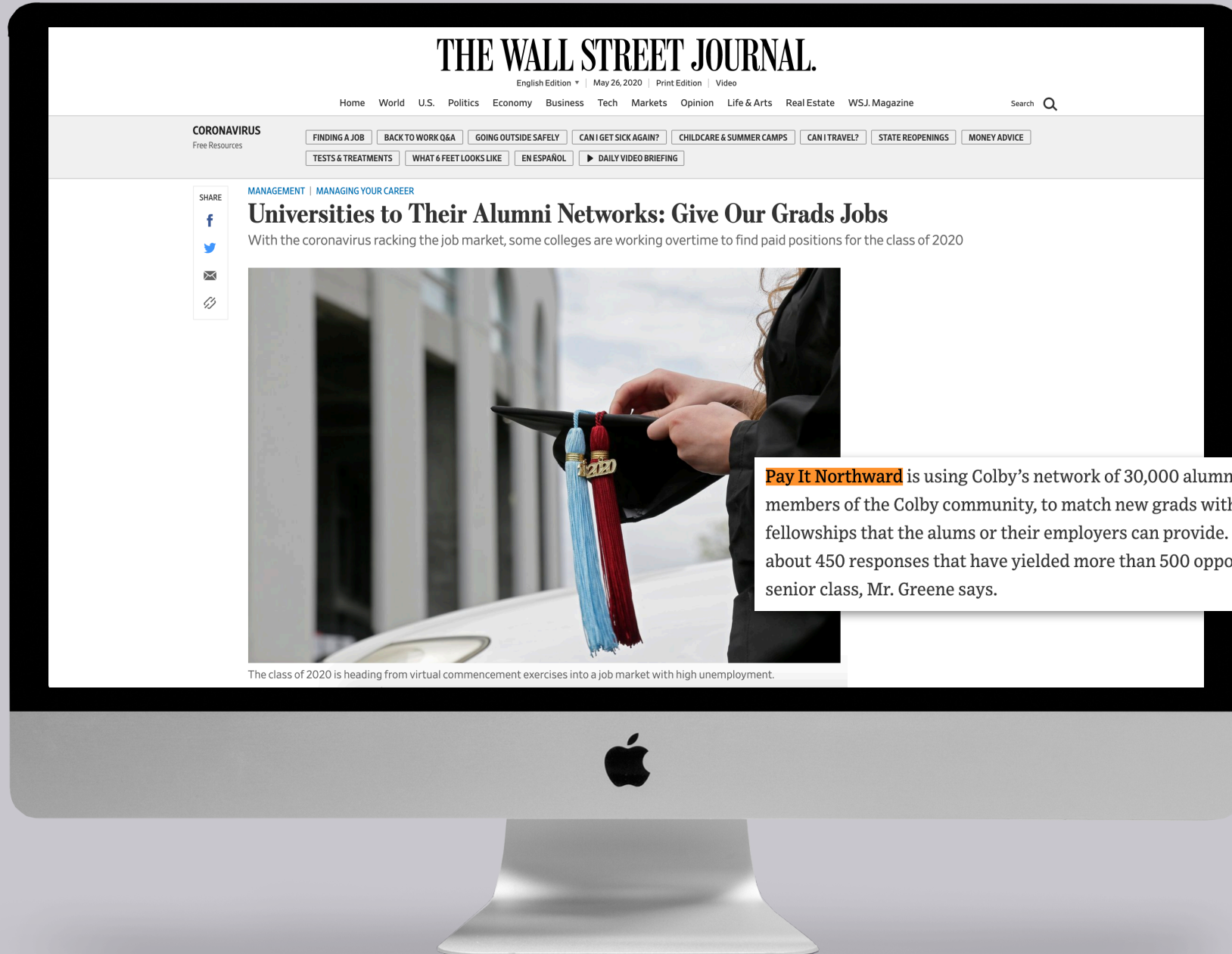
Careers

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Colby College, a small Maine-based liberal arts school, comprehends the urgency of the times and set a goal to have a 100% success rate at securing jobs for its graduating seniors. **Colby College** president David Greene pointed out, “Wages are often depressed for 15 years or more when they come out in a substandard job. One of the ways that they often catch up is by job-hopping. So if we can avoid that for this graduating class—and I think we can—then it’ll make a huge difference for them.” Greene added, “We’re calling on all 30,000 of our alums and families to help out with all of this. We’ve surveyed all of our seniors to understand the type of jobs that they need. And then we’re turning our entire advancement team—they usually are raising money for us, but now they’re all job seekers, 45 of them are just focused on finding jobs for our seniors. And then we’ve got another 50 people on campus who are doing the same.”



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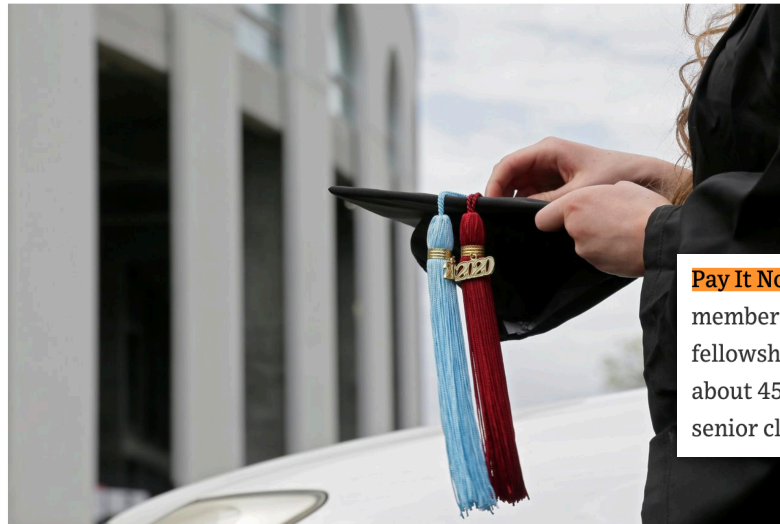
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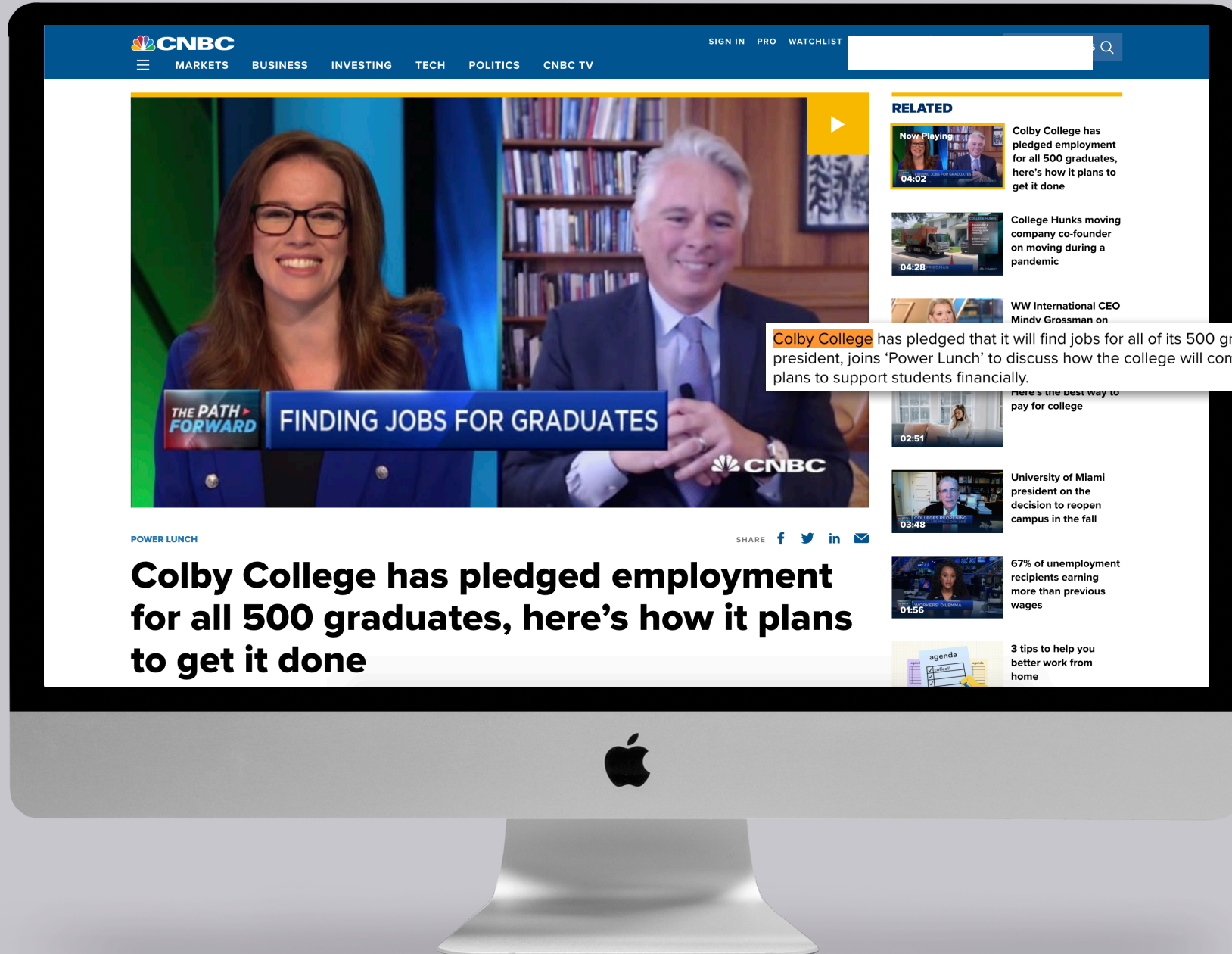
Universities to Their Alumni Networks: Give Our Grads Jobs

With the coronavirus racking the job market, some colleges are working overtime to find paid positions for the class of 2020



The class of 2020 is heading from virtual commencement exercises into a job market with high unemployment.

Pay It Northward is using Colby's network of 30,000 alumni, as well as parents and other members of the Colby community, to match new grads with any jobs, internships and fellowships that the alums or their employers can provide. So far, the campaign has elicited about 450 responses that have yielded more than 500 opportunities for students in the senior class, Mr. Greene says.



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Colby College has pledged that it will find jobs for all of its 500 graduates. David Greene, Colby College president, joins 'Power Lunch' to discuss how the college will complete its mission and how the college plans to support students financially.

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02:51

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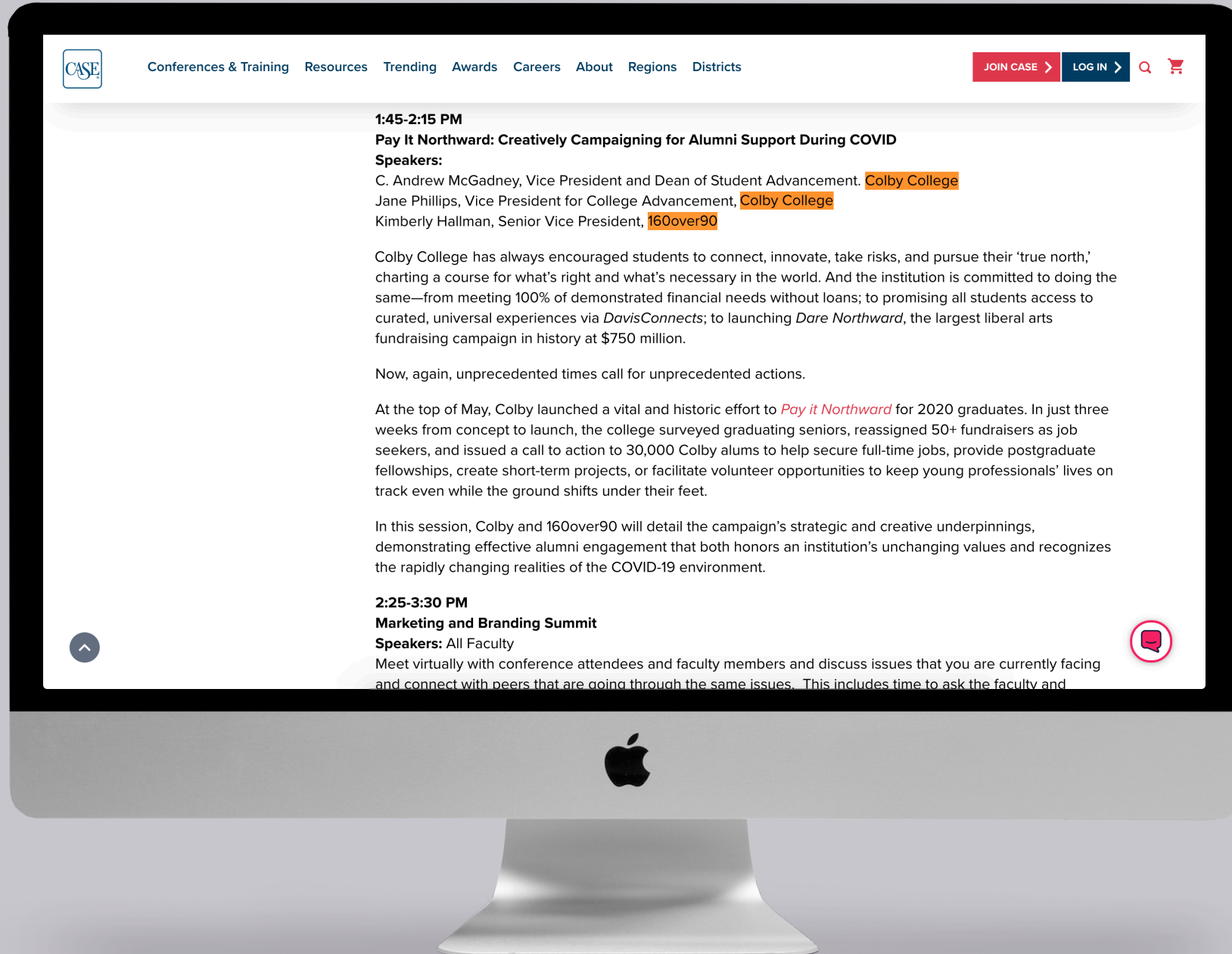
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1:45-2:15 PM

Pay It Northward: Creatively Campaigning for Alumni Support During COVID

Speakers:

C. Andrew McGadney, Vice President and Dean of Student Advancement, [Colby College](#)

Jane Phillips, Vice President for College Advancement, [Colby College](#)

Kimberly Hallman, Senior Vice President, [160over90](#)

Colby College has always encouraged students to connect, innovate, take risks, and pursue their 'true north,' charting a course for what's right and what's necessary in the world. And the institution is committed to doing the same—from meeting 100% of demonstrated financial needs without loans; to promising all students access to curated, universal experiences via *DavisConnects*; to launching *Dare Northward*, the largest liberal arts fundraising campaign in history at \$750 million.

Now, again, unprecedented times call for unprecedented actions.

At the top of May, Colby launched a vital and historic effort to *Pay it Northward* for 2020 graduates. In just three weeks from concept to launch, the college surveyed graduating seniors, reassigned 50+ fundraisers as job seekers, and issued a call to action to 30,000 Colby alums to help secure full-time jobs, provide postgraduate fellowships, create short-term projects, or facilitate volunteer opportunities to keep young professionals' lives on track even while the ground shifts under their feet.

In this session, Colby and 160over90 will detail the campaign's strategic and creative underpinnings, demonstrating effective alumni engagement that both honors an institution's unchanging values and recognizes the rapidly changing realities of the COVID-19 environment.

2:25-3:30 PM

Marketing and Branding Summit

Speakers: All Faculty

Meet virtually with conference attendees and faculty members and discuss issues that you are currently facing and connect with peers that are going through the same issues. This includes time to ask the faculty and





Community
Responses

500+

Opportunities
Presented

575+

Full-Time Job
Opportunities

270