

Episode 19 SHOW NOTES

The Moore School's Bridge to Careers is OCM and Kacie Ingram is a guide

- Host
 - Kasie Whitener, Clinical Assistant Professor, Management
- Guest
 - Kacie Ingram, Senior Career Coach at the Darla Moore Office of Career Management

The Office of Career Management at the Moore School is a strategic competitive advantage for our students. As 10-year career coach Kacie Ingram shares, if you name a career “need”, OCM can meet it. Kacie is also a Carolina alumna with experience in corporate retail who found a passion for coaching and, specifically, career coaching. Through the OCM and the Moore School's supplemental classes (BADM 301), Kacie and her colleagues are setting Moore School students up for success from resume to interview to onboarding and first career choices.

Topics include:

- Kacie's background as alumna of the Retail merchandising program, teaching sections of University 101 the Moore School program for Freshmen and BADM 301 for sophomores
- OCM advantages for Moore School students: Each student has a career coach based on major, they each get 1 on 1 attention from assigned career coach
- Professional development in the classroom: personal brand, networking, exercises and practicing the skills they need to market themselves
- Use of technology to simulate and practice interview techniques, AI-generated feedback to help the students prepare
- OCM activities (classes and coaching) cover skillsets like: Communication - written and verbal; Problem solving - assignments and activities to challenge them to solve problems that may be encountered in the workplace; Personal introductions, elevator pitches, what they have to offer to the other students in the class
- U101 is smaller classes, get to know one another and establish some initial relationships in the business school, but also on campus
- Business Expo: always happens in the first 8 weeks of the semester, BADM prepares them in the class to be ready for the Business Expo experience; 131 companies at the last one, and 1700+ students attended
- OCM is the bridge to campus between the students, alumni, and companies.

To learn more about the Office of Career Management at the Moore School of Business [click here](#).

To learn more about Kacie Ingram [click here](#).

To learn more about the Moore School [click here](#).