

**UNCW Student Affairs ■ Career Services**  
**Spring 2007 Annual Report**  
**Executive Summary**

## **1. Student/Alumni Engagement**

### **Appointments/walk-ins/mock interviews/telephone/email**

\*Appointment & walk-in clients: 3,529 individuals served, compared to 3,406 last year. In response to the statement "My counselor helped me meet my career or job search needs.", 256 students rated their experience 3.54 (4=Strongly Agree, 1=Strongly Disagree).

\*Graduate Survey Telephone Calls: Made over 6,000 calls to May, August and December 2006 graduates, receiving first destination data from approximately 50% of those classes.

\*Mock Interviews: Practice job interviews were provided to individual students as well as approx. 200 students Accounting, Communication Studies, Therapeutic Rec and Parks & Rec.

### **Major events (job fairs, etc)**

\*Diversity Reception: This year 24 students attended and 24 employer organizations attended, an increase in employers from 17 last year, but a decrease in student participation. Four minority student organizations set up info tables at this event.

\*Network Night: Industries represented included: Green Careers; Sales and Marketing; Entrepreneurship; and Fortune 500. Attendance totaled 18 employers and over 50 student participants, both of which were almost identical in numbers to last year.

\*Business Etiquette: Fall event sponsored with CSB plus our annual spring Business Etiquette event. Room capacity of 96 students participated in each event. Business Etiquettes lectures also given to approx. 100 students in Recreation and Communication Studies.

\*Meet the Accounting Firms: Annual event held over three evenings, hosting seven firms each evening. Resume books provided to all recruiters. Twenty-one firms participated, and over 60 students.

\*Academic Majors Fair: Held in collaboration with University College, and included representatives from each academic department. Over 25 UNCW academic departments were represented and 390 students attended.

\*Nursing Fair: Last year 112 students attended the Nursing Career Fair and this year 137 – a 22% increase. 30 (51%) students who attended the Nursing Career Fair said that doing so led to a job offer that they accepted – a 9% increase from last year. Last year 32 employers registered for the Nursing Career Fair; this year we had 34 – a 6% increase.

\*Internship & Job Fairs: 2006-2007 was banner year for employer and student attendance at both Fall and Spring Internship & Job Fairs. The fall fair brought in 66 employers and approximately 600 students. The spring fair hosted 96 employers and approximately 900 students. On a scale of 1-4 (4 being the highest), employers evaluated the fairs 3.66. Major employer development efforts were made to successfully increase the number and diversity of employers for the enlarged spring fair.

\*Education Job Fairs: 120 employers registered for the fall and spring job fairs, a 9% increase from 2005-2006. Overall evaluation for this year was 4.835 out of 5.00; overall evaluation last year was 4.713.

\*Part-Time Job Fairs: Fall fair attended by 37 employer organizations, a 117% increase from last fall. 645 students attended the fair, a 6% increase from last fall. The spring fair was attended by 37 employer organizations and 503 students, both essentially the same as last spring.

\*Graduate & Professional School Day/Law School Day: Student attendance at Grad Day increased slightly from 348 to 355. The number of grad schools attending dropped from 35 to 29. Overall evaluation from grad school reps was 4.43 (5=superior; 1=poor), essentially the same ratings as last year. Last year 91 students attend the law fair and this year 106 – a 16% increase. However, the number of law school reps dropped from 31 to 18. The Pre-Law Club coordinates the law school invitations.

### **Classroom/group presentations**

\*UNI 101/Freshman Seminar: Presented in 50 sections of UNI 101 in Fall 2006 and four sections in Spring 2007. This year a new presentation was created utilizing a Jeopardy game format. Comments and evaluations of the presentation were overwhelmingly positive. The Choices Interest Profiler replaced Career Key as the interest assessment.

\*Resume Assistance Program: RAP is an exclusive resume writing and review program required for all students who take Principles of Management (MGT 350). Nine instructional workshops were conducted both semesters. Approximately 35 volunteer resume review consultants also were trained in fall, and they processed over 700 resumes during the year.

\*Academic class presentations: Counselors made 289 career and employment related presentations in academic classes this year, reaching 12,764 students. Last year we made 285 classroom presentations. Students gave an overall rating of 3.53 (4=excellent; 1=poor) to this outreach, identical to the overall average rating last year.

### **Workshops**

\*Resume Doctor: Resume and cover letter assistance provided at outreach tables in the Randall Library twice each semester. Assisted approximately 100 students this year; very similar to last year's data.

\*Last Call for Seniors: A special job search assistance event held late each semester. A good idea that has yet to find its audience. Weather canceled the fall event; approx. 30 students attended in the spring.

\*Federal employment workshop: Working for Uncle Sam, presented in Dobo Hall. Only ten students attended.

\*International Career Day: Held in collaboration with International Programs. The following organizations discussed international job searching, living and working in a foreign country and preparing for working abroad: The Peace Corps, The Full Belly Project, the NOVA Group, and AstraZeneca Pharmaceuticals.

\*Making That MAJOR Decision: Workshop for Deciding students included an interest assessment, interpretation, and other strategies for choosing a major, and was offered both fall and spring semesters just before pre-registration.

### **General Career Services**

\*60-Second Student Surveys: Replicated our 2005 “60-Second Survey” of students’ perceptions of UNCW Career Services and our programs and services. Data gathered by three groups of students using survey questions loaded onto PDAs. These three groups were able to gather surveys from 705 students (456 students were surveyed in 2005).

While many of the questions asked about students’ career decidedness, post-graduation plans, and preferred methods of receiving campus information, some questions dealt with evaluation of Career Services programs and services.

When asked, “Have you heard of UNCW Career Services?”, 93.5% responded yes, similar to 94.7% in 2005. When asked, “Have you used Career Services at UNCW?”, 45.8% responded yes, compared to 55.5% in 2005. [Some of the 2005 surveys were conducted as students left a job fair, so probably skewed the response to this question.]

Services most used by reporting students in both 2005 and 2007 included our online job listing system our web site, having their resume reviewed, attending a job fair, taking a career assessment and/or meeting with a career counselor.

When asked, “How helpful were the services or resources you used at UNCW Career Services?”, the 2007 survey reported 42.6% Very Helpful, and 48.8% Somewhat Helpful. The 2005 survey reported 45.2% Very Helpful, and 51.2% Somewhat Helpful.

\*Student Affairs Learning Outcomes Survey: Spring 2007 Student Affairs conducted an online survey, asking students to indicate which programs or services within Student Affairs they participated in during the 2006-2007 academic year. Email invitations were sent to all students, inviting them to go to the web based survey. Reminder emails were sent by each department to their student users a few weeks later.

Of the 1,122 students who completed the survey, 691 indicated that they had participated in some aspect of Career Services. Students were then asked about the learning outcomes from their UNCW experiences this year. Of those who used some aspect of Career Services, the vast majority reported significant learning outcomes from their involvement.

## **2. Virtual Career Center**

\*UNCW Experience/SeaWork: This year our office listed 8,827 internships and jobs in our online system, an increase of 12% from 7,885 last year. Students uploaded a total of 2,187 documents into the system, including resumes, cover letters, writing samples and other documents, similar to last year’s total. A total of 19,934 unique students and alumni logged into our system this year, with several logging in multiple times for a total of 105,232 student and alumni logins. This is approximately a 5% drop from last year. Unique employer logins totaled 1,193, which is a 64% increase from last year.

Transitioned to new service vendor. New system went live June 5, 2007 with the UNCW name of SeaWork.

\*Career Search: A powerful resource that is grossly underutilized.

### **\*Career Assessments:**

Choices Interest Profiler: Over 1,800 students completed this assessment.

Self-Directed Search: Over 425 students completed this assessment this year.

Myers-Briggs Type Indicator: Over 250 MBTIs were used this year.

**\*E Leads:** Another grossly underutilized resource. Only 116 students used this resource this year, essentially no usage change from last year.

**\*WCIDWAMI:** "What Can I Do With A Major In...?" This section continues to be the most popular section of the Career Services web site. WCIDWAMI was updated this past year with new links, deletion of old links, and additional new undergraduate majors offered at UNCW.

**\*Career Services Web Site:** To date (through May 2007), the off-campus web hits this academic year were 1,512,255 requests; on-campus web hits were 113,384 requests; Total hit requests were 1,625,639.

## **3. Jobs & Internships Development**

### **\*Employer Advisory Board**

Our Board includes 29 employer members, representing a wide variety of organizations and industries who seek interns and full-time employees with UNCW academic majors. Held two productive meetings this year, focusing in the fall on employment for non-business majors, and the spring on employers' technical skill needs.

### **\*Professional Associations**

Direct involvement to ultimately produce additional employer contacts include dynamic networks in local, state, regional and national associations. Conference presentations, committee work and leadership roles all enhanced our employer contacts for students.

### **\*Employer Visits**

A number of employer visits were conducted this year. Goals for employer visits included internship and job development for UNCW students and guest lecture opportunities for organizations to connect with faculty and students in the class setting. Visits were made to targeted individual employer sites, as well as opportunities for meeting with groups of employers in Raleigh, Charlotte and Greensboro.

### **\*On-Campus Recruiting**

In addition to the 441 employers who participated in on-campus job fairs this year, we also hosted 108 on-campus recruiting schedules with 592 students being interviewed. This represents a decrease in on-campus recruiting from last year, but an increase in job fair participation, yielding an almost identical employer total to last year.

### **\*Employer Relations**

*Network Nite:* Identified and recruited representatives for participation in a career panel presentations of particular interest to students.

*Job Fairs:* To meet the demands of conducting a job fair in Trask Coliseum for the Spring Semester 2007, an intensified recruitment effort was initiated which produced the largest UNCW job fair in over five years.

*Business Week & Economic Outlook Conference:* Actively participated in the planning and production of these premier CSB events.

*Technology Skills Survey:* To explore what technical skills today's employers are seeking in new college graduates without a technical degree, we conducted an online survey of employers in our database. 631 employers from a wide range of industries responded to the survey.

#### **\*Faculty Relations**

Counselors met with department chairs of all liaison departments. Assistant Director met with each academic internship coordinator. Staff also presented career and employment related topics in over 300 academic classes.

#### **4. Staff Development**

This year, the Career Services staff was heavily involved in both campus committees and local, state, regional and national professional associations. The leadership and networking opportunities have been of tremendous benefit to both individual staff members and our mission as a campus career service.

Even in its beginning stages, we were able to see a positive impact from the marketing efforts of our new student Promotion Specialists.

#### **\*Campus seminars/webinars**

Career Services staff actively participated in campus seminars on topics including: Nutrition, Diversity, One in Four (sexual abuse & assault), Project B-GLAD, Behavioral Interviewing, Facebook, Sustainability, White Privilege, Data Driven Decision-Making, Tunnel of Oppression, Second Year Experience, Online Social Networking, etc.

#### **\*Campus Committee involvement**

Campus Life Committee

Career Services Employer Advisory Board

Committee for the Grande Opening of renovated Union

Consultant to Cameron Executive Network

CSB International Programs committee

CSB Student Advisory Council

Info Tables at Orientation, Seahawk Salute, Admissions Saturdays, etc.

ITSD Application Services Advisory Committee

Orientation leader selection committee

SA Awards and Recognition Committee

SA Social Committee (chair)

Search committees - Greek Coordinator, Abrons Student Health Center Director, Associate Vice Chancellor of ITSD, Alumni Relations Director, Career Development Counselor, SA Assessment Director, CSB External Programs Director, Assistant Director of Transition Programs, Associate Director of Student Achievement Services, etc.

Senior student leadership awards selection committee

Student Affairs Tech and Web Team

UNCW Sustainability Task Force

UNCWelcome Committee

Volunteers at Move-In, Commencement, etc.

#### **\*Professional Associations**

Professional staff development through involvement in professional associations (leadership positions, committee activities, conference presentations, etc.)

*American Association for Employment in Education:* Conference co-chair, Director of Membership and Public Relations.

*American College Personnel Association:* State and International Division representative, Innovative Program Award.

*Association of Presidents Consortium:* Facilitator and member.

*Lower Cape Fear Human Resource Association:* Active members.

*Missouri National Career Conference:* Active participant.

*National Association of Colleges and Employers:* Active members; conference attendees.

*North Carolina Association of Colleges & Employers:* Conference committees; conference presenters; President-Elect; Coffee and Conversations Program.

*North Carolina Campus Recreation State Association:* conference presenter.

*North Carolina College Personnel Association:* President, Technology chair, conference presenter.

*Southeastern Association for Employment in Education:* Rollins Distinguished Service Award, Tech chair / web & listserv manager, Vice President of Universities, Conference Co-chair.

*Southeastern Association of Colleges and Employers:* President-Elect; Merger Task-Force; conference committees; conference presenters.

*Student Organization Leadership Conference:* presenter.

### **\*Promotion Specialist Program**

Created the Promotion Specialist program following extensive research on similar programs on other college campuses. Hired and trained three Promotion Specialists who assisted in marketing Career Services programs, services and events throughout the semester. Supervised an Intern who assisted in training and leading the Promotion Specialists.

## **5. Campus Support**

While not directly related to our mission as a Career Services office, both Student Employment and Campus Residency efforts provide valuable services for the UNCW community. Both tasks, however, do require extensive staff time commitments every week.

### **\*Residency for Tuition Purposes Appeals Committee**

Provided leadership and administrative support for campus Residency Appeals Committee.

Provided Residency regulations training for committee members and other campus groups.

Provided Residency presentations for all parents at Orientation sessions.

Coordinated the campus appeals hearings for 79 students this year, and prepared nine cases for the State Residency Appeals Committee. No campus decisions were overturned by the state appeals committee.

### **\*Student Employment**

Coordinate the collection of hiring paperwork for all on-campus student employees, including the collection and retention of all federal I-9 forms.

Facilitate the data entry into Banner of payroll information for over 1,000 campus student employees.

### **\*Community Outreach**

Cape Fear Academy class presentation.

City of Wilmington Home School presentation.

Admissions Saturday Visitation Programs