

UNCW CAREER CENTER

2015-2016 Annual Report: July 2016

EXECUTIVE SUMMARY

This year was uniquely busy, with three new Career Development Counselors finally joining the team filling vacated positions. In addition, we had a successful national search to fill our new position of Associate Director for Employer Development. Our increased focus on employer development, jobs and internships resulted in improved connections with local, regional and national employers and Alumni Relations, resulting in increased employer participation in our job fairs, a revitalized Employer Advisory Board, and more quality job and internship opportunities for our students and alumni. The counseling staff continues to assist students with: career / major exploration, marketing skills to potential employers and graduate school programs (Skill Seeker), and exploring options for after graduation including internship and job searches.

Here is what's new to the Career Center, our major accomplishments and challenges from 2015-2016:

New to the Career Center this year:

1. Career Prep for the Global Professional Series: After holding two multicultural events annually for the last several years (the Multicultural Networking Reception and Multicultural Employer Panel), the Career Center decided to reinvigorate its multicultural student programming. In collaboration with Upperman and Centro Hispano, our planning committee derived a five-part series titled, "Career Prep for the Global Professional."
2. The Career Center collaborated with UNCW Student-Athlete Support Services and Northwestern Mutual for a networking workshop and mini career fair / networking reception. During the first part of the program, the students learned about best practices for networking and practiced their 60-second elevator pitches with the help of staff from Northwestern Mutual. After the workshop, the students headed up to the Golden Hawk Room to network with local employers from the Career Center Employer Advisory Board (Target, Waffle House, Verizon, Red Cross, CastleBranch, Frito Lay, The Select Group, PPD, and Enterprise Holdings).

Major accomplishments for the year:

1. Career Fairs and Programs (39 total):
 - **The total number of students that participated in the 39 events is 4177, which is 28% of the student body.**
 - The total number of employers for all Career Center events is 348.
 - The Career Carnival is our largest event in recent history with over 1130 students and 92 employers in attendance.
2. Taking Flight: This Student Affairs senior capstone program had 93 students complete the program and 16 staff members as facilitators. It received the Division of Student Affairs Outstanding Program Award for 2015-2016. This year pre- and post-assessments were given to the students to evaluate the learning objectives of the program. Each objective (seen later in this report) shows statistically significant results.
3. Employer Development: With the hiring of our new Associate Director for Employer Development, there has been an increased collaboration with Alumni Relations, more employer and alumni event visits, and new employer specialty programs in place, such as the NCSECU Internship Program. The goal is to get 100 Fortune 500 employers to interact with students through job postings, career fairs, presentations and Skype interviews. In this past year, we went from 19 Fortune 500 companies to 39.
4. Presentations and Student Appointments: Career counseling staff was very busy this year with a record number of student appointments at 3161 (Express, individual appointments, resume consults, phone appointments). This was all done while also conducting 243 presentations to over 8100 students, which comes to over 54% of the student body.

Challenges:

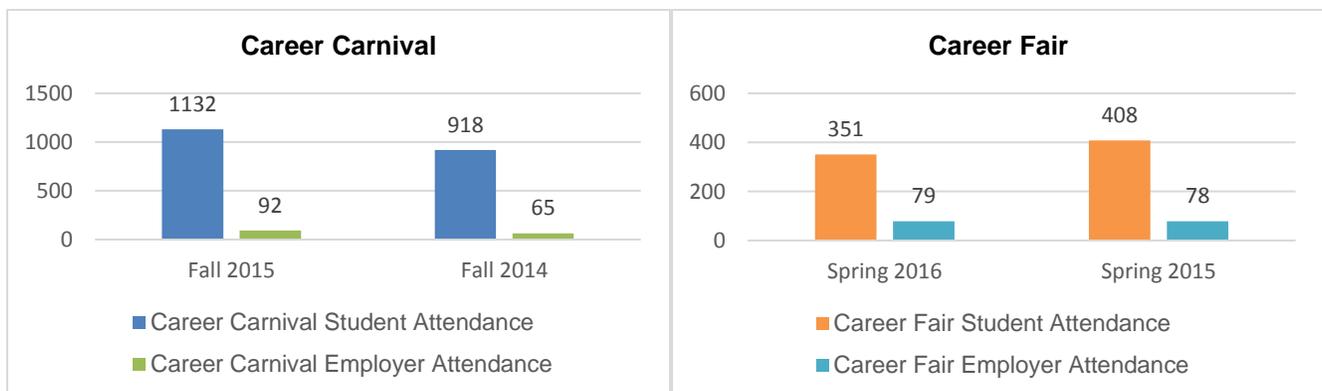
1. Assessment and Learning Objectives: Every counseling appointment and presentation is assessed through online and paper surveys. We have excellent data about counseling appointments, but we need to work on creating learning objectives for each presentation by general topic. The evaluations all have the same questions, including "what did you learn from this presentation," but we don't have specific learning objectives for each presentation topic. This will be a future initiative for our department.
2. Short-staffed year: The Career Center staff were extremely busy this past year, with counseling staff leaving for other opportunities. We did hire a part-time career counselor for Spring 2016, but it still left the majority of counseling and presentations to only three full-time staff. It was very challenging to find appointment times for students because the counselors were busy assisting majors outside their typical liaison areas. Now that we are fully staffed as of June 1, 2016, there will be more opportunity for outreach to faculty and student groups in each academic area.

3. A continual challenge is to be able to reach out to all students. As the data at the end of this report shows, our reach can vary greatly by academic major and classification. The reoccurring surprise is the relative low number of freshmen coming into the Center for appointments or Career Express. They may feel that between our Orientation sessions, our career sessions in First Year Seminar, the Academic Majors & Minors Fair, and Career Carnival, they are receiving the assistance they need. To better reach all academic majors, we hope that our implementation of the Industry Experts model in addition to our academic liaisons responsibilities may help students in lesser-served majors become more aware of the benefits our programs and services could provide.

MAJOR INITIATIVES

1. Campus Career Fairs

- This year the Career Center hosted three major career fairs marketed to students of all majors: Career Carnival, Career Fair and Academic Majors Fair. **The Career Carnival** is our major career exploration event for the past two years. It's a chance for students to conduct informational interviews in a fun and casual environment. Over 1,132 students and 92 employer organizations participated in this event. **The Career Fair** is our main career event of the year and is open to all students of all majors and alumni. This year we created a Career Success Week to help feature the event. 351 students and 79 employers attended this event. The trend shows the number of employers increasing, but the student attendance decreasing from 408 the previous spring.



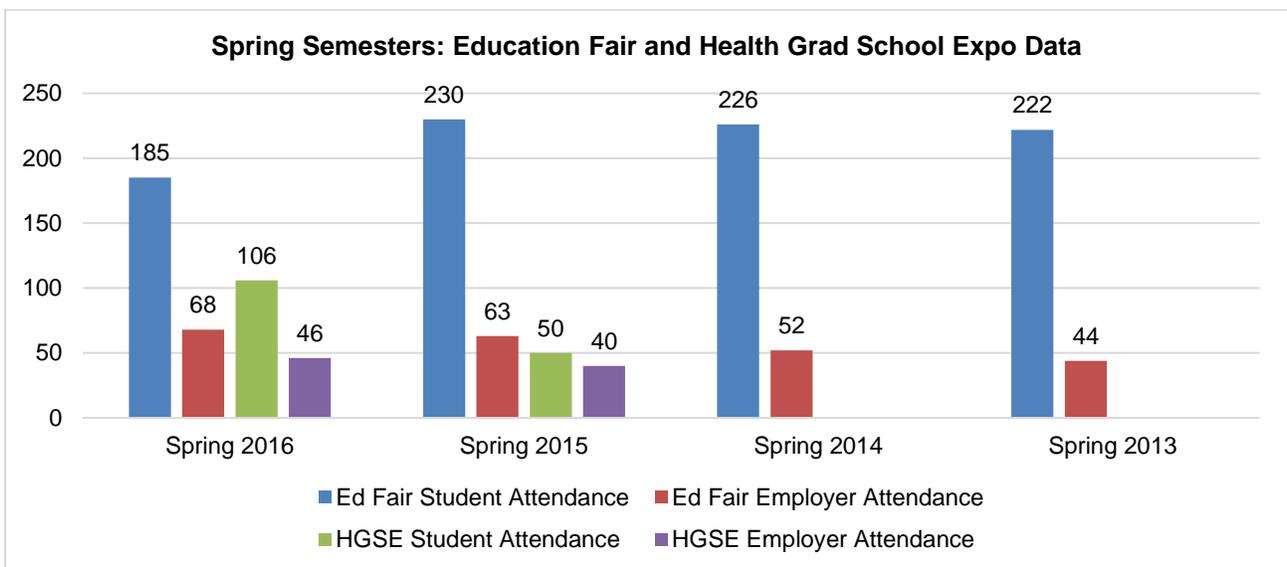
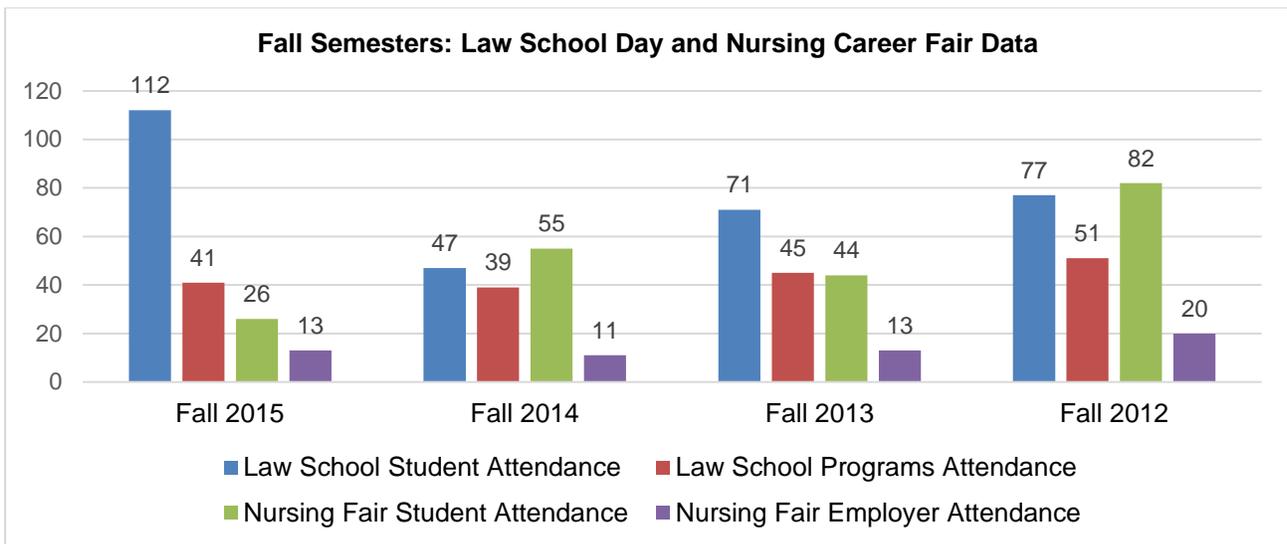
*Career Fair Student Attendance: Spring 2014 – 405; Spring 2013 – 258
 Career Fair Employer Attendance: Spring 2014 – 55, Spring 2013 - 52*

- The Academic Majors Fair** is for all students to explore the majors offered at UNCW and to give them a chance to speak to a representative from that department. It is co-hosted with University College. 601 students attended.

Academic Majors Fair	Fall 2015	Fall 2014	Fall 2013	Fall 2012
Student Attendance	601	752	785	681

2. Industry Specific Fairs

This year the Career Center hosted four industry specific fairs: Law School Day and Nursing Fair in the fall semester, and Education Fair and Health Graduate School Expo (HGSE) in the spring semester. A total of 429* students and 168* employers / schools attended these events.



**The Health Graduate School Expo was created in Spring 2015, so there is only two years of data*

3. Staff Recruitment

In the past year and a half, the Career Center lost staff to retirement and new opportunities, so staff recruitment was a major initiative for the entire team. Since August 2015, the Career Center welcomed five (5) new staff to the team: one administrative assistant, one Associate Director for Employer Development, and three career counselors. During this time, the team maintained relationships with their faculty liaisons, continued providing classroom presentations, and saw a record number of students for individual appointments. With the new staff, the Career Center is continuing the academic liaison model, and assigning industry sectors to individual counselors to become specialized in those areas and to assist with employer development.

4. Career Programs / Events

The Career Center team organized and/or co-hosted 39 programs, events and fairs. Here are some of the events staff organized, on top of the 7 major fairs:

- | | |
|---------------------------------|--|
| Express on the Road | Resumania |
| Network & Etiquette Night | Financial Planning |
| Making Your MAJOR Decision | Learn LinkedIn |
| On Campus Interview Day | Career Prep for the Global Professional (a series of 5 programs) |
| Federal Career Series | Alumni Brazen Event |
| Athletics Networking & Job Fair | Let's Chat |
| Grad School Prep Programs (3) | Taking Flight (Division of Student Affairs Senior Capstone) |

Taking Flight: Taking Flight is a division-wide initiative housed in the Career Center. By participating in “Taking Flight”, graduating seniors articulate and make meaning of their UNCW experiences. While engaged in this program, students reflected on their personal accomplishments, their learning experiences and achievements and prepared to apply them after leaving UNCW, carrying forward UNCW values and Seahawk pride, and building affiliation with the institution as future alumni.

This year, division staff nominated 178 students (137 in 2015, 118 in 2014) for Taking Flight. Of those nominations, 103 students registered for the program (71 in 2015, 54 in 2014). Of the 103 registered, 93 completed the program. Taking Flight content included:

- Week 1: Meaningful experiences at UNCW (social, academic, work, leadership) and how they fit into Skill Seeker
- Week 2: Career transition (article), resume exchange, financial planning guide emailed to students
- Week 3: Career Success Week (networking, career fair, financial planning)
- Week 4: Work-life balance, finishing up at UNCW and commencement, life outside UNCW as a Seahawk
- Week 5: Celebration with alumni in the Wise Alumni House

This year pre and post assessments were given to the students. Here are the results:

Taking Flight Data	As a result of attending these workshops, I am . . .		
	Avg Means		Statistically Significant?
	Pre	Post	
Aware of techniques useful to navigate the job market	3.32	4.29	Yes
Confident in my abilities to articulate my UNCW experiences	4.04	4.63	Yes
Aware of how activities in which I've engaged while at UNCW can assist me after college	4.07	4.67	Yes
Able to demonstrate what I've learned in college	3.99	4.51	Yes
Prepared for life after UNCW	3.17	4.05	Yes
Aware of my connection to UNCW	3.82	4.59	Yes
Confident in my prospects on the job market or in my grad school search	3.4	3.94	Yes
Ready to graduate	3.74	4.19	Yes
Confident in my ability to connect specific skills I've gained at UNCW to potential jobs/careers	3.9	4.57	Yes
Aware of the various activities which I face as I approach graduation	3.39	4.57	Yes
Prepared for financial issues which will assist me in my career and life	2.74	3.89	Yes

5. Presentations / Outreach / Appointments

Counseling Team Presentations & Evaluations: This year the counseling team made 243 presentations, reaching 8101 students, which is over 54% of the total student body. This number is down from previous years due to a shortage in staff and an increase in student appointments. Presentation topics include Skill Seeker at Orientation, resumes and cover letters, interviewing, job searching (including using LinkedIn and social media), and First Year Seminar, to name a few. These presentations included 61 outreach requests to student organizations, campus staff, and student workers in the Division of Student Affairs. From the 2,077 students who completed surveys this year, 95.8% rated the presentation as Excellent or Good (94.9% past year), with an overall mean rating of 4.61/5.0 (4.57/5.0 last year).

First Year Seminar presentations:

89 sections of First Year Seminar and Transfer Seminar received a visit from a Career Center representative in Fall 2015, reaching 2,225 students. For the eighth year, the staff hosted Career Center tours for each section highlighting the facility and online resources. The focus of the presentation is to encourage students to get involved and that their major may not always equal their career. It focuses on skills in helping the students understand where they may gain skills and how those skills could have led alumni to their current job/graduate school. This year the presentation also incorporated a short resume prep section for students to get a quick overview of what comprised a first year or transfer student resume. Feedback on the presentation was overwhelmingly positive. In large numbers, student continue to visit the Career Center and take the Kuder Journey Assessment if they want more information on the process of choosing a major.

Student Appointments & Evaluations: This year the Career Center counseling team had 3161 student appointments, including students coming for Express services and resumes by email. Even with the staffing shortage, this is an increase from 3,125 the previous year. From the 927 students who completed anonymous evaluations, 99.57% Strongly Agreed or

Agreed with the statement, "My counselor helped me meet my career or job search needs." (Mean=3.91/4.0) (Mean=3.90/4.0 last year). 99.79% of these students rated their overall experience with their career counseling Very Good or Moderately Good, with a Mean of 3.95/4.0 (Mean=3.94/4.0 last year).

Student Appointments	2015-2016	2014-2015	2013-2014	2012-2013
	3,161	3,125	3,000	2,600

6. Online Resources and Self-Assessments

The major online resources for students and alumni are listed below. This past year, these resources were utilized 14,585 times. This includes new student accounts, views and searches.

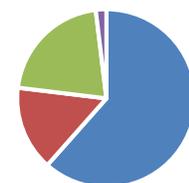
- **SeaWork:** CSO Research is the company behind SeaWork and with a merger they have transitioned to GradLeaders. We are in our ninth year using the **GradLeaders (formerly CSO)** platform branded as SeaWork. Since July 2015, staff and employers posted 6631 new jobs. 4306 documents (resumes, cover letters, test scores, and transcripts) were uploaded to SeaWork for employer viewing and download. Students viewed almost 387,260 jobs and internships in SeaWork this year.

Activity Performed	Totals 15-16	Totals 14-15	Totals 13-14	Totals 12-13
new jobs added	6631	5360	5346	4796
student/alumni documents uploaded	4306	3690	3380	3223
job viewed by students/alumni	387260	307663	268126	301023
times students/alumni logged in	113925	90349	102640	95159
students/alumni completing profiles	4391	4227	3150	3389
employers created	3167	1802	1767	871
employer contacts logged in	11569	7256	6800	6492
times employer contacts viewed students	566	267	206	459

- **CareerShift:** CareerShift is one of our premier online search system for jobs, companies and contacts. Students and alumni can search, select and store job listings from all job boards and all company job postings. They also can get up-to-date contact information, including e-mail addresses, for millions of companies, access in-depth information about contacts and companies posting jobs, and record, save and store correspondence history records automatically, and connect to LinkedIn.

Year	New Accounts	Total # Searches	Total # Logins
2015-2016	973	40,943	11,270
2014-2015	716	23,963	5,910
2013-2014	885	12,888	4,493
Total Searches 2009-2016: 157,095, Total number current accounts: 1327			

Use of CareerShift by College



■ CAS ■ CHHS ■ CSB ■ WCE

- **InterviewStream:** InterviewStream is the Career Center's online practice interview system. Several professors require mock interviews for their classes and ask their students to use InterviewStream. There is a slight downward trend due to technical issues with the system this past year.

InterviewStream #'s	2015-2016	2014-2015	2013-2014	2012-2013	2011-2012	2010-2011
Total Interviews Conducted	266	337	228	289	314	133
New Registrations	601	656	408	340	344	126

- **Candid Career:** Candid Career offers a library of thousands of 1-3 minute video clips of informational video interviews featuring industry professionals and career advice topics

Candid Career	2015 – 2016	2014 – 2015
Usage	2820	1286

Videos Watched	3986	832
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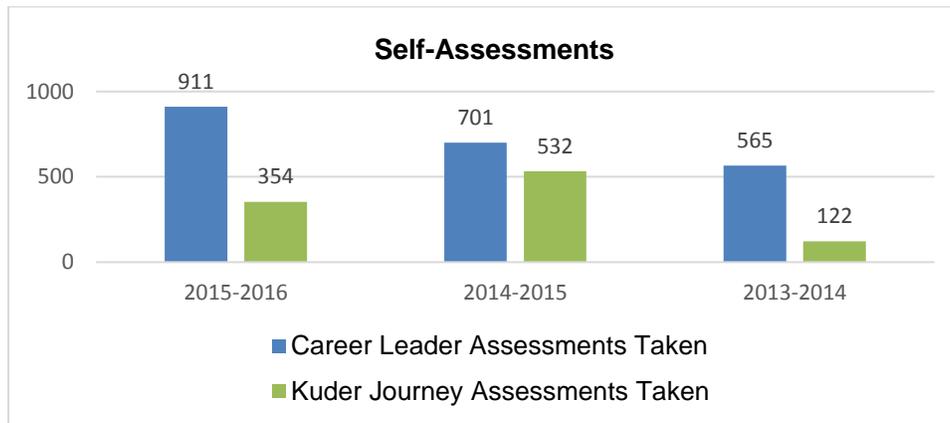
- **GoinGlobal:** For the 2015-2016 academic year the Career Center continued its subscription to GoinGlobal, a resource used around the world for current information about the international internship and job search process.

GoinGlobal	2015 – 2016	2014 – 2015	2013 – 2014
Usage	4889	7971	5826

- **Self-Assessments: Kuder Journey and CareerLeader:**

CareerLeader is an assessment for business majors deciding on their career destinations, and became a required component of the core course Business Career Preparation (BUS 205) class in Fall 2013. The business majors taking this assessment are Pre-Business majors and students newly accepted to the Cameron School of Business, so mainly sophomores and some juniors. The profile generated provides insight into the student’s interests, skills, and motivators and points out functional areas in business that match those three personal qualities.

For the 7th academic term, the Kuder Journey Assessment was utilized for students’ career assessment to examine interests, skills, and personal values related to the process of choosing a major.



7. Employer Development

New business development in many areas has created and rejuvenated employer recruiting relationships on campus. We have increased said relationships in the last six months by 38. We are also growing our Fortune 500 companies on campus from 29 to 100+. From this, we are partnering with our on campus partners now more than ever. Advancement, Alumni Relations, Parent’s Council, and Military Affairs have been some of our best strategic partners. Additionally, we have been afforded the opportunity to attend more conferences than in years past which increases our opportunity to network with employers.

- **On Campus Interviews (OCR):** The 2015-2016 Academic year saw an increase of campus interviews by employers. Fall semesters are always the busiest due to the volume of accounting firms hiring interns and full-time accountants from the MSA program.

OCR	2015-2016	2014-2015	2013-2014	2012-2013
Employers Interviewing	47	38	21	23
Students Interviewed	587	786	619	347

- **Alumni and Employer Development:** Eight Alumni Outreach events were attended, including four regional mixers in the Wilmington, Triangle, Charlotte and DC markets. These efforts resulted in contacts made for employer site visits, alumni who are in the position to hire at places like GoTriangle and the Charlotte Knights. In addition to the mixers, the AGA luncheon provided internship opportunities at the YMCA specifically from the CFO, Cedrick Barrett '00. The final three events attended were geared towards the Cameron School of Business, Communication Studies, and MIS. The latter three provided relationship building opportunities with the Faculty partners of the Career Center.
- **Advancement and Employer Development:** Much traction was gained here as the Career Center has been an active and collaborative partner with Advancement. From these relationships, we have gained access to numerous

employers, parents, and donors who would have otherwise gone untouched. The Associate Director for Employer Development now have access to Raiser’s Edge as a bridge to that collaborative relationship.

- **Parent’s Council and Employer Development:** Dawn Carter, Director of Development, Parent & Family Giving has formed an active partnership with us in the outreach of parents. We attended the Parents Breakfasts at Summer 2016 Orientation and that resulted in 17 new employer contacts. Additionally, we have collaborated together for onsite employer visits of the parents of UNCW students.
- **Military Affairs and Employer Development:** Bill Kawczynski, Military Affairs Officer, Stephanie Ganser, Assistant Dean of Students and PERCH, have partnered heavily with the Career Center in the employment space of our Military Affiliated students. We are in the planning phase of ramping up veteran and military recruitment and making it part of the culture at UNCW. We are also able to target employers who wouldn’t ordinarily recruit on campus, like SAS, for example. We are collaborating with dignitaries, veteran business owners, and those who wish to give back to the Seahawks who serve. Lastly, we have also partnered with UNC General Administration in the outreach efforts of finding veteran and military talent to work for the University and attended a large scale initiative set forth by GA at Camp Lejeune.
- **Site Visits and Employer Development:** Site visits were made to Castle Branch, Red Ventures and NC State Ports Authority. Each of these site visits increased our relationship and/or rekindled an old relationship. Castle Branch and Red Ventures have been our some of our best hiring partners within the Wilmington and Charlotte markets. The NC State Ports Authority has revamped their internship program and UNCW has become a strategic partner in that as 40% of their workforce are retirement eligible in 2016.
- **Conferences and Employer Development:** This year we attended several conferences which resulted in several new employers recruiting on campus or virtually, like Northrup Grumman, Avid Solutions (Engineering), and the National Intelligence Agency. Conferences in which we attended include: Florida High Tech Corridor Conference, NCACE, CSO Technology Conference, NACE and SoACE. By attending these conferences, this sets us up for success in alignment with the Chancellor’s strategic plan. This also puts UNCW on a national stage for recruiting and brand visibility.
- **Specialty Programs: Duke Energy Internships, NC SECU Internship Program, Backpack to Briefcase:**

Duke Energy Internships: In the summer of 2015, the Career Center, as charged by the UNC Board of Governors, funded by Duke Energy (via a Workforce Development Grant), and in partnership with the SBTSC, launched the pilot of the *Duke Energy/UNC System Internship Initiative at UNCW*. The goal of the program is to increase the number of students on campus who have a meaningful internship prior to graduation, with the goal of increasing employment post-graduation. From Summer 2016 through Summer 2019, Duke will sponsor 20 more interns.

Summer 2016	Employer Organization	# Students Placed
	Data Flex Solutions	1
	Industrial Contract Services Corporation	1
	Dry Corp LLC	1
	Tri-tech Forensics	1
Summer 2015	Employer Organization	# Students Placed
	Tri-tech Forensics	1
	Wrightsville Beach Landscape	1

NC SECU Internship Program: The Career Center, in collaboration with UNCW’s Office of Community Engagement and QENO (Quality Enhancement for Nonprofit Organizations) wrote a successful \$100,000 grant proposal to the State Employees Credit Union (SECU) to support UNCW students for internships with non-profit and government organizations in Brunswick and Onslow Counties for Summer 2016. Outreach was made to appropriate area agencies and to UNCW students to solicit interested participants. Applications from 27 agencies and 38 students were screened, and 28 students were selected to advance in the selection process. All agencies were selected to continue in the process.

After the matching process, 19 students were placed in 15 agencies, and began their internships in early June. The reflection and learning process for each intern is managed through their required participation in the Career Center’s Certified Internship Program (CIP). Despite the fast startup required after we received the grant, it has developed into powerful internship opportunities for both students and agencies. We will submit a new RFP next spring to continue the program in Summer 2017.

Back Pack to Briefcases (B2B): This year the career Center partnered with the Cape Fear Council of Government (COG) and their contract agency, EDSI, to establish a Backpacks to Briefcases Internship Program for the Wilmington area. The program is funded by federal and state dollars funneled through the area Workforce Development agencies and the COG. The program connects recent college graduates (6 to 24 months after graduation) with meaningful, paid internships with area employers. The intent is for these recent graduates to develop workplace skills and real world experience to help them gain full-time, relevant employment. To date, 16 recent college graduates have participated in this internship program, and 15 of those have found employment because of their involvement with this B2B program. UNCW graduates make up 11 of the 16 participants. Participants must live in New Hanover County, but can have a college degree from any accredited college or university.

To date, 8 employers have taken on at least one Backpacks to Briefcases participant. Over 25 businesses have shown great interest through their attendance at our B2B Networking Event to meet the candidates for possible placement. The companies, and the number of participants they have brought on, are: Cumulus Media (3), PPD (1), Carolina Streetscapes (1), Mr. Appliance (1), SGS Environment, Health, and Safety (1), Home Instead Senior Care (1), Seaside Silkscreening (1), Inspire Creative Studios/College Inbound/Port City Films (3).

Future plans for the B2B program include expanded collaboration with area workforce centers in higher education institutions to better serve the targeted population of recent graduates. The goal is to become recognized as North Carolina's premier employment and career readiness program for recent graduates.

- **Employer Advisory Board:** The UNCW Career Center Employer Advisory Board (EAB), in its third year since restructuring, continues to thrive and expand with 20 employers sitting on the board from a wide variety of industry sectors. The board continues to meet twice per year and its purpose is to inform the Career Center about trends in individual career fields and ways that the Career Center can better inform students about employment processes. We look forward to strategic initiatives to make our Board competitive with peer institutions. The Fall 2015 EAB meeting on October 17th included Chancellor Sartarelli and Stephanie Ganser, Assistant Dean of Students. Chancellor Sartarelli kicked off our fall meeting with his greetings and introduction as a new face on the campus of UNCW. A variety of programming for fall and spring was discussed as well as the current profile of the students. Stephanie Ganser presented on our Transfer and Non-Traditional Students and included a Q&A panel with our students to discuss workplace skills and qualities.

The Spring 2016 EAB meeting on February 5th included the introduction of our new Associate Director for Employer Development. There we also discussed recruitment trends happening in real time in addition to what the employers are seeing specifically from the talent pool at UNCW. From that meeting, we developed a team of employers who helped build our employer referral program which will go live for the 2016-2017 academic year. Lastly, a group photo of the board was taken and posted on our website.

- **Graduate Surveys:** The biannual Graduate Survey was conducted over eight nights in Oct/Nov 2015 and April 2016 by the Career Center staff plus the assistance of approximately 60 students from two Sociology Research Methods courses. A Graduate Survey report was published this spring for the classes who graduated Fall 2014, Spring and Summer 2015. For all UNCW majors, the Employed rate is 71.75%, virtually the same as last year. The percent attending graduate or professional school is 20.38%, again almost the same as last year. An interesting finding from the survey data, and one that is reflective of the current economy, was that some majors reported more than 100%, as new graduates can select more than one option- "Employed" and "Seeking Employment". Graduate Survey reports are shared with UNCW faculty and administrators, and are posted on our website for students and parents. All Graduate Surveys can be viewed at this website: <http://www.uncw.edu/career/GraduateSurveys.html>

8. Certified Internship Program (CIP)

This year the Certified Internship Program (CIP) has continued as a successful ETEAL zero-credit applied learning experience that provides students with a framework to enhance knowledge through an internship or leadership experience. Impactful learning is achieved through assignments including: setting learning objectives with the on-site supervisor, engaging in critical reflections to process the experience, one-on-one coaching throughout the internship with a CIP Coordinator, and more. Since its inception in Fall 2013 with a pilot class of 4 students, the CIP has certified 145 students who have completed internships not only throughout campus and the Wilmington community, but throughout the world!

This spring saw a change in leadership for the Certified Internship Program. With Mike Barugel's departure in December 2015, Sarah Crockett took over the management of the program for the Career Center and with the help of Natalie Palmer, CIP Graduate Assistant, has begun making strategic changes to incorporate more career readiness assignments

into the program (e.g. a resume assignment). Currently this summer we have our largest cohort of 66 students enrolled in the Certified Internship Program working in a variety of locations including North Carolina, Texas, California, Germany, France, and China.

There were no assessments completed this spring or summer to assess the program, however with the addition of assignments and new management there are plans to fully assess the program during the 2016-2017 academic year.

Number of Students Who've Completed the CIP by Term*

Summer '16	Spring '16	Fall '15	Summer '15	Spring '15	Fall '14	Summer '14	Spring '14	Fall '14
66*	14	13	44	19	13	20	18	4

*Summer 2016 is still in progress

PLANNING & ASSESSMENT REVIEW

1. Programs, Events and Presentations:

Every counseling appointment and presentation is assessed through online and paper surveys. We have excellent data about counseling appointments and what students learned, but we need to work on creating learning objectives for each presentation by general topic. The evaluations all have the same questions, including “what did you learn from this presentation,” but we don’t have specific learning objectives for each presentation topic. This will be a future initiative for our department. Some programs this past year included pre- and post-assessments to look at learning outcomes, such as Taking Flight and Career Prep for the Global Professional.

The Office of Transition Programs has changed how they evaluate each orientation session. We are waiting on data from them to see how we can assess our Skill Seeker presentations to make potential changes for next year. This year we did have students complete a very brief questionnaire and asked them to list three skills employers seek from recent graduates. The data has been collected but not reviewed at this time.

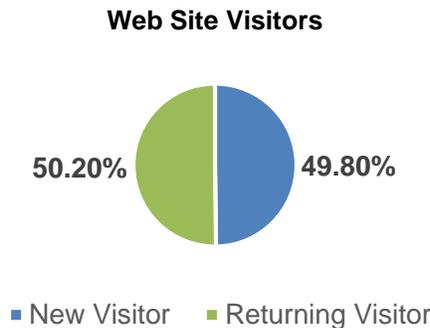
2. First Year Seminar Presentations – Learning Outcome Themes:

- **Resumes/Application Documents** (Formatting, content, general tips)
 - “Skills, activities, and experiences do not necessarily have to connect directly to your major to be useful on your resume.”
 - “The info on resumes was most helpful as it talked about how employers view them.”
 - “The most useful thing I learned for this presentation was what categories could go on a resume.”
- **Majors** (Variety of available majors, that average students change their major, that your major does not limit your career pathways)
 - “The most important thing is that our major does not define us.”
 - “The presentation gave me a lot of peace because it assured me that I have time to figure out my major.”
 - “There are many opportunities for careers for each major.”
- **CC Resources/Events** (Available resources including SeaWork,/Express Hours, services the CC offers, types of events and when they occur)
 - “That the career center has tools to find specific jobs in a major, and can help filling out a resume, can help those preparing for interviews, and can help find jobs on campus and off.”
 - “The Career Center is there, even after you graduate and it’s okay if your major/career changes.”
 - “That I could get a ton of help in the career center.”
 - “That there are a number of upcoming events that can help guide me in my career.”
- **Importance of Involvement/Hands-On Experience** (Includes internships/varied experience outside the classroom)
 - “The fact that a well-rounded student is better than one that has a 4.0 and no experience.”
 - “People might major in something but go a completely other path. Jobs look for a degree and experience that shows other qualifications you have.”
 - “That a direct path is not a must, experience in a broad sense is more important.”
 - “The most useful thing I learned was the fact that GPA is helpful, but extra activities like internships make an individual more marketable to the job market.”

- **Skills** (Skill Seeker, discussed importance of skills to employers)
 - “Skills gained from college experience is more important than type of major.”
 - “That employers aren’t necessarily looking for the major, but rather your skill set.”
 - “That every opportunity you take and every experience you have can help you attain essential skills.”

3. Web Site Analytics:

In 2015-2016, the Career Center web site had 253,795 sessions with 484,765 page views and 133,968 users. What Can I Do With A Major In continues to be the top site with 16.43% of the page views, with SeaWork next at 12.65%. The homepage is third at 9.78%, and For Students & Alumni fourth at 5.62% of the page views.



STAFF PROFESSIONAL DEVELOPMENT

- North Carolina Association of Colleges & Employers conference: 6 participants, 2 presenters, 4 leadership roles
- Southern Association of Colleges & Employers conference: 1 participant
- SoACE Employer Relations Institute: 1 participant
- NCACE Leadership Institute: 1 participant
- NACE annual convention: 2 participants
- CSO annual conference: 3 participants
- American Association for Employment in Education annual conference: 1 participant
- Many webinars on wide variety of topics
- MBTI training, Elon University: 5 participants

CHALLENGES

An inordinate amount of time and energy was spent this year for the recruitment and selection of our new Associate Director for Employer Relations, a Jobs & Credentials Coordinator, and three career counselors. We are very pleased that the searches were successful, and we are now fully staffed as of June 1, 2016. Throughout this time, the staff still provided programs, a record number of individual appointments, Express, and presentations. It was very challenging finding time to reach out to faculty to schedule classroom presentations, resulting in lower numbers this past year. In Spring 2016, we hired a temporary part-time career counselor to work with deciding students and RN to BSN resumes, and utilized a graduate student intern for Express.

Student attendance at our annual Career Fair is becoming more challenging. With CSB offering two career fairs (one new this year for marketing and management careers), it may be time to review our fair and research ways we can collaborate with CSB, provide niche fairs, such as a STEM career fair or Health Careers Fair, and look at learning objectives for these events.

Another challenge has been set by the Chancellor for the Career Center, and campus community, to bring in 100+ Fortune 500 companies. With the new Associate Director for Employer Relations, this will be a main task, working alongside the counseling team.

RECOMMENDATIONS, CHANGES & FUTURE INITIATIVES

1. Employer Development (Career Readiness):

Going forward, we will increase our number of Fortune 500 employers from 29 to 100+, increase the number of high performing organizations and non-profits with strong ties to North Carolina, as well as increase the overall outreach efforts in the pockets where our alumni live outside of North Carolina. We aim to increase the quality of our Employer

Advisory Board and work on a business plan to include term limits. In the Military Affiliated space, we have our first ever Veteran recruiting event planned for August 23rd that major players are attending.

In terms of site visits, we aim to include two per geographical location and the site visits will include either Fortune 500 organizations or those listed in the Business Journal's "Best Places to Work". The Career Center also is actively engaged in building its relationship with Alumni Relations and is planning a virtual Career Fair as a test pilot in Spring 2017. We intend to roll out a referral form so that Faculty/Staff, Parents, Friends of UNCW, etc. can refer a Hiring Manager or Decision Maker on our website. This will go live online July 21, 2016.

Lastly, we aim to increase sponsorship from our employer partners by focusing on our Soaring Partners program. In addition to the increased sponsorship, we are in the development phase of a mentorship program as found in demand by current employers. Lastly, we are laser focused on the needs of the business world and look to utilize an 'Adopt an Employer' model to maximize our education as we transition to the Industry Sector Model. These 'extras' would include webinars, lunch & learns, the opportunity to sit in on interviews with candidates, etc.

2. Academic Liaison and Industry Expert Model (Career Readiness):

The Career Center staff will continue to provide support to all academic areas, with each counselor assigned as the main liaison to academic departments. Starting in 2016-2017, the career counselors also will become industry specialists most closely related to the majors with whom they work. This will help with employer development and assist students who are looking for careers that may not be directly related to their majors.

3. Jobs Café Bar (Career Readiness):

The Career Center will now have an area with laptops and charging stations for students to use any time during business hours. Students can come in and conduct their job search, work on resumes and cover letters, and take assessments without making an appointment. This area will also be used for Career Express Hours.

4. Events / Programs:

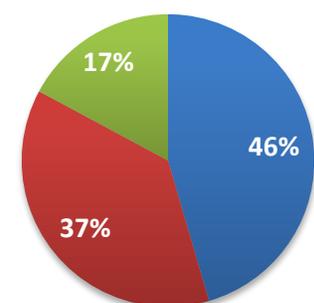
It's time to review the programs and the impact of these programs at UNCW. We will look at trends, and re-evaluate what works and what needs to change or be improved. Learning objectives need to be discussed for our programs and potentially change the evaluation surveys. With Taking Flight, we will explore how to get longitudinal data from the graduating seniors – what kind of impact did Taking Flight have on them after they graduated from UNCW. One way to do this is to collect personal email addresses from all the participants to conduct follow-up studies.

FRONT DESK SIGN-IN: DATA TRENDS

2015-2016 Total Office Visitors (as recorded in sign-in system) = 3461

2015-2016 Total Unique Office Visitors (as recorded in sign-in system) = 2237

Type of Visit (2015-2016)*



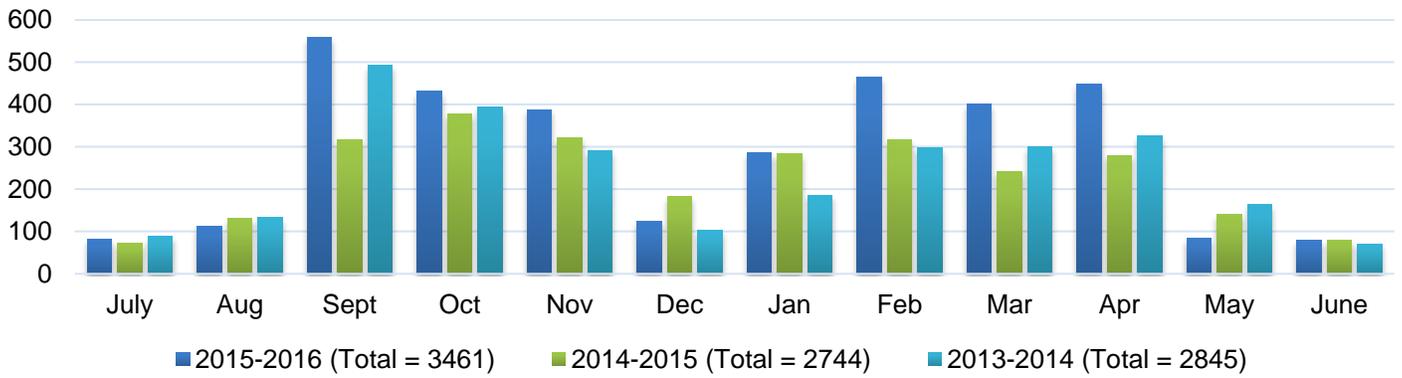
- Appointment (1,574)
- Express Lane (1,293)
- On-Campus Interview (594)

*2015-2016 was the first year we added On-Campus Interviews to the type of visit to the Career Center.

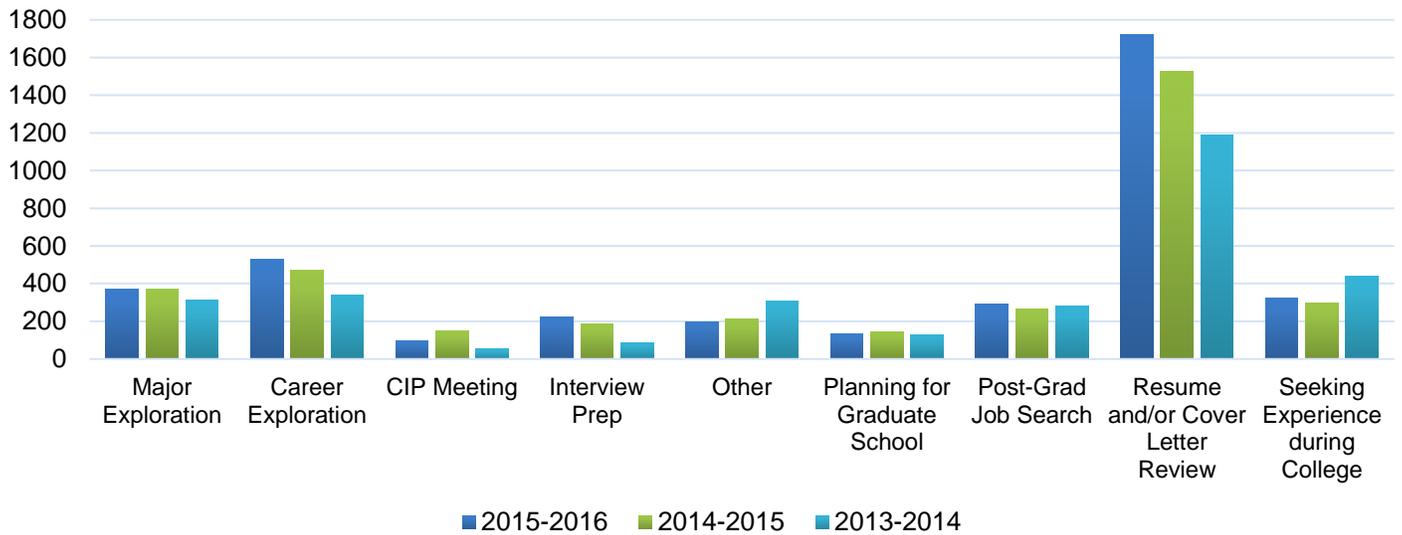
Visits Data Trends:

2015-2016: 55% Appointment, 45% Express
2014-2015: 50% Appointment, 50% Express
2013-2014: 56% Appointment, 44% Express

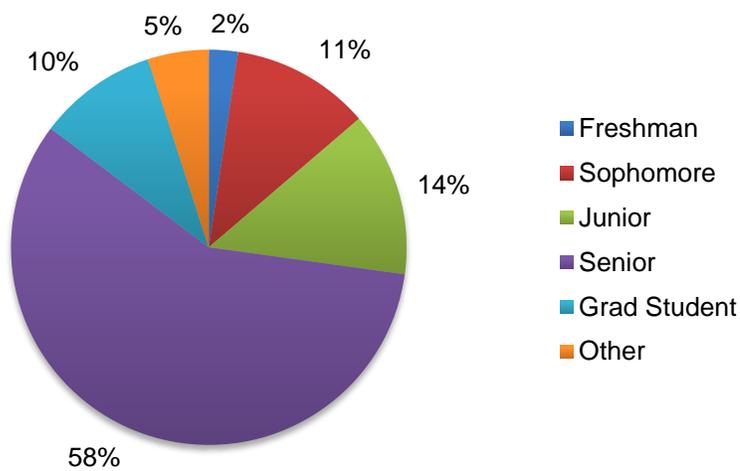
Visitors to the Career Center (as recorded): By Month



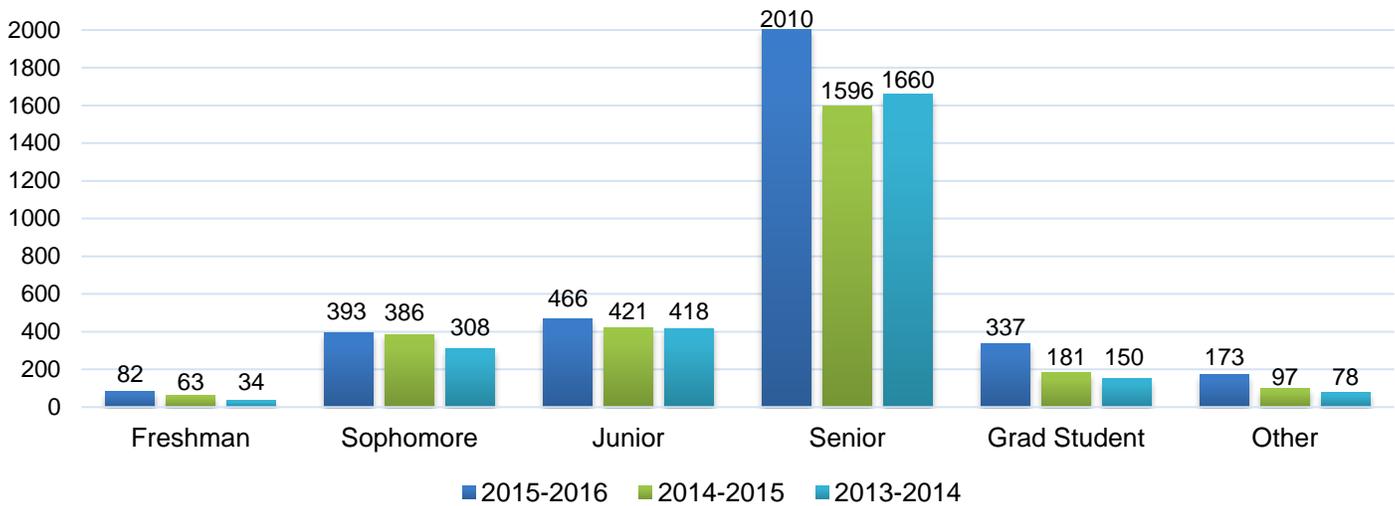
Appointments & Express Lane (as recorded): Reason for Visit



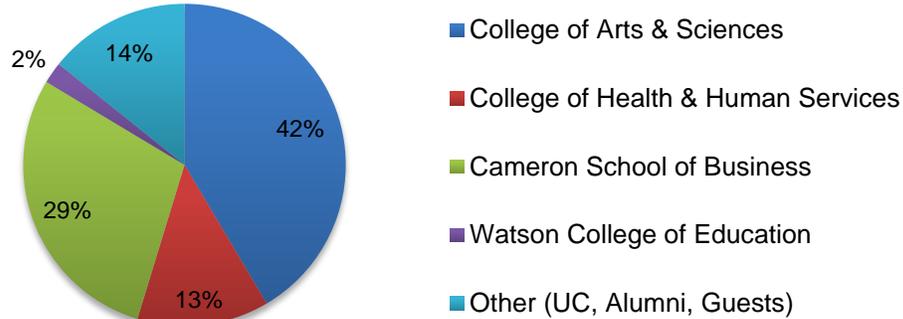
2015-2016 Appointments & Express Lane (as recorded): Class Code



Appointments & Express Lane (as recorded): Class Code



2015-2016 Visitors to the Career Center (as recorded): By College



Majors of Students Visiting the Career Center:

Major	#	Major	#	Major	#
Accountancy	184	Environmental Sciences	105	Nursing	68
Anthropology	7	Environmental Studies	41	Oceanography	11
Art	1	ESL Add-on-Licensure	1	Permission - Undergraduate	1
Art History	8	Exercise Science	77	Philosophy and Religion	10
Athletic Training	6	Film Studies	70	Physical Education (Licensure)	4
Audit - Undergraduate	1	French	4	Physics	14
Biology	102	Geography	3	Political Science	65
Business Administration	740	Geology	3	Psychology	235
Business Foundations	4	Geoscience	6	Public Administration	2
Certification	3	Gerontology	1	Public Health Studies	27
Chemistry	40	Higher Education	36	Rec/Sport Leadership/Tourism Mgt	74
Clg Arts & Sciences (Arts)	2	History	21	Recreation Therapy	113
Clinical Research	50	Information Technology	57	Secondary Education	5
Coastal and Ocean Policy	5	International Business Admin	10	Social Work	40
Communication Studies	171	International Studies	31	Sociology	42
Community Health Ed	2	Liberal Studies	2	Spanish	24
Computer Science	86	Marine Biology	71	Special Education	13
Conflict Mgt & Res	16	Marine Science	1	Statistics	12

Creative Writing	54	Mathematics	35	Studio Art	9
Criminology	60	Middle Grades Education	1	Theatre	8
Economics	5	Music	7	University College	352
Education	1	Music Education	2	Visiting International	4
Elementary Education	36	Music Performance	2	Other	109
English	48				