

## **UNCW Career Center 2017-2018 Annual Report**

This academic year has been an eventful, productive and challenging year for the Career Center. Our challenges have included technology updates, rapidly evolving work world, employer development support, and staffing transitions.

Today's modern career center must have up-to-date and productive technology for use by our students, our employers, and our staff. To be relevant and useful to all of our constituents, we must provide technology-based services that are user friendly and that support our users' career and employment goals. The largest challenge this year was our online job and internship platform, SeaWork. Through this platform we manage all job and internship listings for students and alumni, all employer contacts, all student resumes, all career events, and all on-campus recruiting. Our vendor was purchased by another company and promised that they were creating a new product based on the best aspects of our vendor's product and the product of the new owner. As we began the transition to this new merged product this past fall, it became obvious that their solution was actually not a new-and-improved platform, but rather they were dropping our previous product and substituting the product of the new owner. And this product did not meet our needs, and in fact, provided less functionality than the product we had been using the past couple of years.

Our staff then spent several months exploring the other significant options that were in the marketplace. We gathered information from vendors, worked through demonstrations, and interviewed other campus users of those products throughout the region. By mid-spring we made our decision for a new vendor and began planning for our transition by the end of our current vendor contract in June. We believe we have made the right decision, and are happy with what we see in the new platform. However, sales folks can always make new products seem so much simpler and easy to use than they really are. Within the past few weeks we have launched our new platform, Handshake, to employers and to students. Soon we will extend the launch to our alumni. We continue to learn new aspects of the software, and will be on a learning curve for the fall semester if not longer. While it has been challenging for our staff, our feedback from students and employers has been very positive. All like the more modern look and feel of the product, its ease of use, and helpful use of elements of artificial intelligence to make their work easier and more productive. Most of the challenges are with the administrative and back-end of the system that our staff works with each day.

Other technology updates are happening as well. Our vendor's product for online e-portfolios for students, faculty and staff was not very user friendly. This fall we were able to partner with Academic

Affairs to join them on their new e-portfolio platform, Digication. Again, not totally intuitive for users, but a big improvement in use and service.

Another needed technology change was our online practice interview program. We, and our users, continued to have more and more challenges with the software. Again, we explored the options in the marketplace, interviewed career center users around the region, and selected a new vendor. We launched BigInterview this past fall, and have been very happy with it.

Our vendor for our online career interest assessment announced that they needed to triple the contact cost of their software. For 2017-2018 we moved to the free online career assessment, O\*NET, but kept looking for other options. This spring we discovered Jobzology, and field tested it with staff and students. After rave reviews, we have just contracted with that vendor for 2018-2019.

All of this technology change has created a lot of required learning for our staff, but we believe will provide our constituents on and off campus a more user-friendly and helpful service.

While the changes in technology add to the challenge of being a contemporary and productive collegiate career center, the world of work itself is rapidly changing. This creates new challenges for our students and alumni, who now have to struggle with issues such as: What careers will be viable when I graduate? What skills will be needed in this new work world? What academic major is best for the future job market? How can I prepare for employment that won't be taken away by robots? It doesn't seem enough to just have a college degree anymore, so what do I really want to do? How can I manage my future life in this rapidly changing and complex world? Yes, these have been questions that have been asked over the years, but today's environment makes these concerns even more stressful and confusing. The Career Center has been working to increasingly infuse more information in our programs and services to help students address these questions.

One approach is to help students recognize that while none of us have a crystal ball to see the future of work, we can explore ourselves to better understand our own interests, values, skills, strengths and preferences. The basic purpose of a college education always has been to help individuals better understand themselves and how to use that knowledge to plan for their place in the world. Our support includes career assessments and opportunities for students to explore their needs and wants, and discover how those can be used to make meaningful decisions. Career assessments such as Jobzology, CareerLeader, 16 Personalities and the StrengthsFinder help students become more aware of their own attributes for success. Our updated Skill Seeker 2.0 is helping students become more aware of, and able to articulate, the skills they are developing in and out of the classroom that are desired by employers and graduate programs. And our staff can help students infuse that knowledge in their career

exploration and planning. These concepts are being used to help students discover more about themselves through campus activities and leadership. student employment, internships, and other applied learning opportunities. Our work with faculty and staff have helped create a campus awareness of these core skills and attributes, and these ideas are being used in many campus settings to help educate students. Programs and services that support these efforts include Orientation sessions; First Year Seminar and Transfer Seminar presentations; over 400 classroom and student organization presentations each year; the Certified Internship Program (CIP); e-Portfolios; preparation sessions for U.S. and international internships; support for resume, cover letter and personal statement writing; practice job and graduate school interviews; etc.

The amazing work of our new Associate Director for Employer Development, hired just over a year ago, has been able to create exponentially more employer engagement activities. This has resulting in not only expanded employer relationships with UNCW, but also increased job and internship postings, career event attendance, and requests for additional connections with our students, alumni and faculty. While this is a wonderful problem to have, it severely taxed our staff and resources. It became evident that we need to add an Employer Development Coordinator to our team to be the on-campus connection as the Associate Director spent more time out of the office connecting directly with employers. With support from the Vice Chancellor of Student Affairs, we were able to get funding to recruit and hire for this position in January. This position now is the home-base for our employer development activities, managing daily employer contacts, travel arrangements and budget processes, employer support for our technologies, marketing efforts for employers and students, etc. In addition, the VCSA's support provided funding for unique employer and student development efforts such as the Career Treks - taking students into employer facilities to learn more about those career areas and making valuable contacts for internships and jobs.

Other challenges this year have come through staff transitions. Early in the year, two of our Career Development Counselors accepted new jobs outside Wilmington. While we were able to bring onto the team two temporary, part-time counselors to work with students, it put quite a burden on the permanent staff members to manage additional projects, services and events. Late this spring an Assistant Director resigned and our Jobs & Internship Specialist accepted a promotional job on campus. Not only has all this transition added to the workload of our remaining staff, but requires the added effort to work with extensive recruitment and selection processes for each of these positions. The positive conclusion of all this transition is that the staff searches have identified impressive

candidates who will help the team become fully staffed again early this fall semester.

### **Employer Engagement**

A number of unique strategies have contributed to an impressive expansion of employer relationships, and engagement of those employers with UNCW students, faculty, alumni and staff. Those strategies included:

- Growth and involvement of our Employer Advisory Board
- Launch of a Career Treks program, taking students to visit specific employer sites for career exploration and networking.
- Extensive military-affiliated programs and initiatives, especially through our U.S. Chamber's Hiring Our Heroes Partnership. This partnership resulted in:
  - national research and presentations on military-spouse under-employment and unemployment
  - launch of first ever university-based Military Spouse Professional Network
  - Hiring events with Fortune 500 companies
  - Membership and engagement with Veteran and Spouse Employment Advisory Council at events hosted at Microsoft and Facebook
  - Partnership with North Carolina Defense Business Association, their Women's Innovation and Leadership Forum, and the NC Southeastern Regional Economic Development Partnership
  - UNC System initiatives including UNC Veterans Summit and new partnerships with Fort Bragg leadership

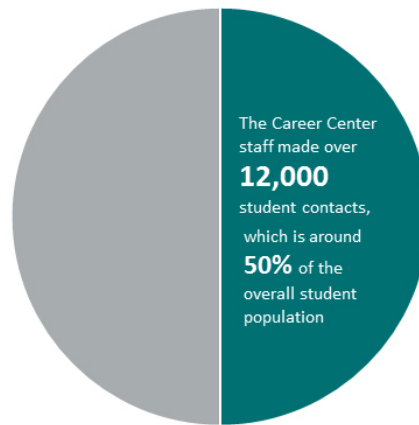
Employer development efforts also have resulted in increased financial support for Career Center activities, including our Soaring Partners program and event sponsorships.

## Featured Metrics

- **Fortune 500 Employer Development** - We continue to steadily grow our Fortune 500 base - up from 50 to 58 (16% increase) from our last annual report.

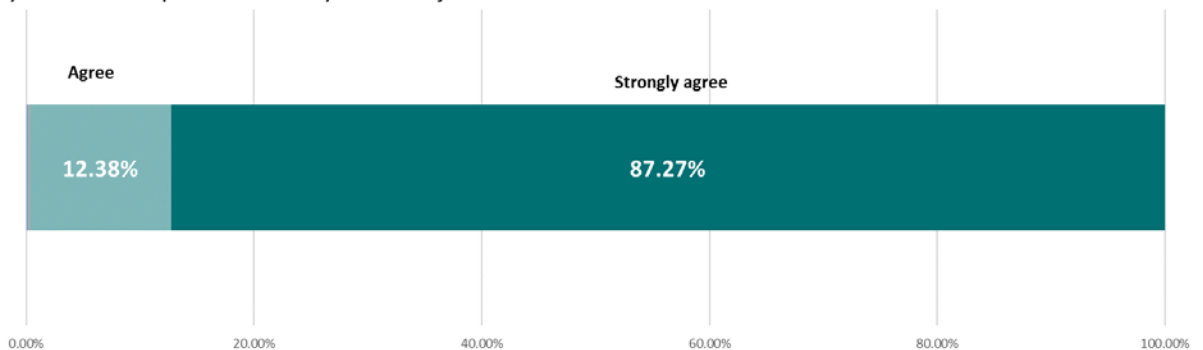
**8** Fortune 500  
companies added this year

- **The Career Center staff made over 12,000 student contacts during the 2017-2018 academic year, around 50% of the overall student population.**



- **Student Appointments & Evaluations –**

Of the 864 students who completed anonymous evaluations, 99.7% strongly agreed or agreed with the statement, "My counselor helped me meet my career or job search needs."



- **Career Fair Student Participation** –Increase of nearly 250% student attendance from the previous year (301 to 733).

## Other Data

### STUDENT CAREER COUNSELING APPOINTMENTS

<b>STUDENT APPOINTMENTS</b>	<b>2017-2018</b>	<b>2016-2017</b>	<b>2015-2016</b>	<b>2014-2015</b>	<b>2013-2014</b>
# of Student Appointments	3,948	3,314	3,161	3,125	3,000
Campus Impact	24%	21%	20%	21%	21%

### CLASSIFICATION OF STUDENT CLIENTS

	<b>2017-2018</b>	<b>2016-2017</b>	<b>2015-2016</b>
Freshman	2.8%	3.2%	2.0%
Sophomore	13.3%	11.7%	11.2%
Junior	14.0%	14.2%	14.3%
Senior	57.3%	56.2%	58.1%
Graduate Student	7.4%	7.9%	10.1%
Other	5.2%	6.9%	4.3%

### PURPOSE OF VISITS TO CAREER CENTER

	<b>2017-2018</b>	<b>2016-2017</b>
Career Exploration	19.8%	22.6%
Choosing an Academic Major	9.1%	10.5%
Certified Internship Program (CIP)	1.9%	2.4%
Resume or Cover Letter Review	40.8%	37.3%
Seeking an Internship	8.1%	7.8%
Job Interviewing Prep	4.6%	4.9%
Job Search Strategies	9.6%	8.9%
Preparing for Grad School	3.4%	2.7%
Other	2.7%	2.9%

## ACADEMIC MAJORS OF STUDENT CLIENTS

Academic Majors	# of Student Clients	Academic Majors	# of Student Clients
Accountancy	99	Film Studies	72
Anthropology	33	French	4
Art History	4	Geography/Geology/Geoscience	19
Athletic Training	7	German	1
Biology	113	Gerontology	2
Business Admin-Accountancy	308	Higher Education	31
Business Admin-Business Analytics	6	History	29
Business Admin-Economics	30	Information Technology	60
Business Admin-Entrepreneurship	24	International Business Admin	18
Business Admin-Finance	168	International Studies	55
Business Admin-HR Mgmt	27	Marine Biology	72
Business Admin-Info Systems	28	Mathematics	25
Business Admin-International	29	Middle Grades Education	7
Business Admin-Management	36	Music	6
Business Admin-Marketing	170	Nursing	60
Business Admin-Operations Mgmt	29	Oceanography	5
Business Admin-Supply Chain Mgmt	14	Philosophy and Religion	17
Chemistry	34	Physical Education	5
Clinical Research	20	Physics	5
Communication Studies	173	Political Science	69
Computer Science	47	Psychology	219
Computer Science-Digital Arts	48	Public Administration	5
Computer Science-Systems	51	Public Health Studies	62
Conflict Management & Resolution	5	Sport Leadership/Tourism Mgmt	103
Creative Writing	28	Recreation Therapy	129
Criminology-Criminal Justice	61	Social Work	48
Criminology	23	Sociology	12
Data Science	17	Spanish	15
Digital Arts	5	Special Education	4
Economics	4	Statistics	11
Elementary Education	15	Studio Art	11
English	43	Theatre	4
Environmental Sciences	139	University College & Pre-Majors	626
Environmental Studies	32	Visiting International	11
Exercise Science	52		

## CAMPUS PRESENTATIONS

<b>PRESENTATIONS/OUTREACH</b>	<b>2017-2018</b>	<b>2016-2017</b>	<b>2015-2016</b>
Number of Presentations	255	271	243
Number of Students	8,283	8,688	8,101
Campus Impact	50%	55%	51%

## 2017-2018 PROGRAMMING AND EVENTS

<b>Career Presentations &amp; Events</b>	<b>Dates</b>
Part-Time Job & Seahawk Services Fairs	Aug. 16
Nursing Career & Networking Fair	Aug. 28
Career Express on the Road	Sept. 19
Academic Majors & Minors Fair	Sept. 20
LinkedIn Day	Sept. 25
Network Night	Sept. 26
Career Fair	Sept. 27
Prepping for Grad School	Oct. 11
Resumania ®	Oct. 25
Writing a Powerful Personal Statement	Oct. 25
Law School Day	Nov. 6
ePortfolio Review Day	Nov. 15
Tips for Applying to Grad School	Feb. 7
Career Express on the Road	Feb. 13
Meaningful Majors Workshop	Feb. 13
CareerFest	Feb. 21
Education Job Fair	Mar. 5
Women in Media Networking Night	Mar. 20
NC Health Grad Programs Expo	Mar. 26
Resumania ®	Apr. 4
LinkedIn Day	Apr. 9
Just In Time Job Fair	Apr. 11

- NOTE: From the 2,595 students who completed surveys this year from programming, 97.2% responded Strongly Agree or Agree with the statement “This presentation will help me in my career/job search.”



## FIRST YEAR SEMINAR PRESENTATIONS

	2017	2016	2015	2014	2013
Sections	99	99	89	94	86
Students	2,475	2,475	2,225	2,162	2,050

## ON-CAMPUS INTERVIEWING

	On-Campus Recruiting		Mock Interviews (CEN & Accounting)		Totals
	Fall 2017	Spring 2018	Fall 2017	Spring 2018	
<b>Organizations</b>	21	15	8	3	47
<b>Recruiters</b>	55	33	38	25	151
<b>Students</b>	261	174	167	97	439

## CAREERFEST EVENT

	Spring 2018	Fall 2016	Fall 2015	Fall 2014
<b>Students</b>	335	825	1132	918
<b>Employers</b>	94	94	92	65

- NOTE: This year we moved this event to the spring to accommodate rescheduling the Career Fair to the fall, based on our employers' earlier recruitment schedules for internships and jobs. This move lost us our heavy draw on the fall First Year Seminar classes, so our attendance was dramatically less. However, we did have the highest employer participation since beginning this event in 2014, with 94 employer representatives from a wide range of industries. Freshmen still represented 30% of student attendees, with sophomores at 21%, juniors at 19%, seniors at 25%, and graduate students at 4%.
- NOTE: Employers represented seven career sectors, including Arts, Media, & Communication; Education & Human Services; Business; Sciences & Technology; Hospitality, Recreation, & Tourism; Public Sector-Non Profit & Government; and Healthcare.

## UNCW CAREER FAIRS

	Fall 2018	Spring 2017	Spring 2016	Spring 2015
<b>Students</b>	733	301	351	408
<b>Employers</b>	76	56	79	78

- NOTE: We moved the Career Fair to the fall based on NACE guidelines and employer feedback. We also partnered with Alumni Relations, CSB, CAS and the Graduate School by

creating an Executive Planning Committee. In addition to partnerships, we increased our marketing to include neon yellow shirts. This yielded an increase of nearly 250% student attendance from the previous year (301 to 733). We had 76 employers which was down from 83 employers from the previous semester. An item to note: App State's career fair was the same day.

### ACADEMIC MAJORS & MINORS FAIRS

	2017	2016	2015	2014	2013	2012	2011
Student Attendance	759	678	601	752	785	681	361

### INTERNSHIP & JOB POSTINGS IN SEAWORK

Activity Performed	Totals 17-18	Totals 16-17	Totals 15-16*
New Jobs & Internships Added	4,874	4,260	4,456

- Given the national reach of our new Handshake jobs platform, we anticipate an increase in posted opportunities for our students and alumni this coming year.

### USE OF CAREER SHIFT JOB SEARCH ENGINE

Year	New Accounts	Total # Searches	Total # Logins
2017-2018	929	25,831	7,181
2016-2017	1,057	33,096	8,365
2015-2016	973	40,943	11,270
2014-2015	716	23,963	5,910
2013-2014	885	12,888	4,493

### USE OF BIG-INTERVIEW FOR PRACTICE JOB INTERVIEWING

Interview #'s	2017-2018	2016-2017	2015-2016	2014-2015	2013-2014
Total Interviews Conducted	10,201	668	266	337	228
New Registrations	1,603	1,294	601	656	408

- Our switch from former product vendor to Big Interview has made a dramatic increase in student usage.

## CERTIFIED INTERNSHIP PROGRAM (CIP) PARTICIPATION

Term	Number of Students
Summer 2018	42* (in progress)
Spring 2018	16
Fall 2017	18
Summer 2017	60
Spring 2017	16
Fall 2016	10
Summer 2016	66
Spring 2016	14
Fall 2015	13
Summer 2015	44
Spring 2015	19
Fall 2014	13
Summer 2014	20
Spring 2014	18
Summer 2013	4

## CAREER CENTER SOCIAL MEDIA FOLLOWERS

	2017-2018	2016-2017
Twitter	2134	2048
Facebook	1056	954
Instagram	610	417

### **Grant-Funded Summer Internship Programs**

#### **State Employee's Credit Union Fellowship Program**

Student fellowship interns with area non-profit and government employers in partnership with QENO.

	2018	2017	2016
Student Interns	20	20	20

#### **Duke Energy Internship Program**

Student interns with area employers in partnership with SBTDC.

	2018	2017	2016	2015
Student Interns	9	9	4	2

## OTHER CAREER EVENTS

Program	Student Attendance		Employer Attendance	
	2017-2018	2016-2017	2017-2018	2016-2017
LinkedIn Day	89	36	11	5
Part time Job and Networking Fair	470	542	30	19
Nursing Career & Networking Fair	102	87	28	27
Education Job Fair	193	206	71	71
Resumania ®	344	226	20	12
FBI Info Session	107	98	1	1
Career Express On The Road-Randall	25	36	n/a	n/a
NC Health Professions Fair	78	108	48	50
Law School Day	64	75	48	42
Tips for Grad School/Personal Statements	93	126	n/a	n/a
Just In Time Job Fair	174	159	40	27