

UNCW CAREER CENTER

2016-2017 Annual Report

Submitted July 2017

EXECUTIVE SUMMARY

This academic year, the Career Center was fully staffed, which allowed us to have a larger impact on the campus community. We continued to increase our focus on employer development, jobs and internships, which resulted in improved connections with local, regional and national employers and Alumni Relations. We revitalized our Employer Advisory Board and gained more quality job and internship opportunities for our students and alumni. The counseling staff continued 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 are the Career Center's successes, challenges and highlights for 2016-2017:

SUCCESSIONS:

- 1. Career Fairs / Programs:** This year the Career Center coordinated and collaborated on 46 fairs, programs and workshops with 4,900 student participants (up from 4,177 the previous year). This number represents 33% of the student population. Comments from student evaluations:
 - Career Fair – “Got an interview I have wanted to get. Even though I applied online, it’s about face to face relationships.” “Great employer turnout. I was really impressed the employers were there to talk to me.”
 - CareerFest – “Good variety of careers with not just majors, but specific representatives within the majors.” “Great career festival!! A lot of useful information.”
 - Nursing Career Fair – “I think this is a great fair and students can definitely benefit from this.” “Wonderful opportunity to come in contact with a variety of potential employers.”
- 2. Employer Development (see full report):** All year long we steadily grew our Fortune 500 base, which is up 34% (29 to 44 F500) from our last annual report. We also increased our employer participation by 116%. This success continues to drive home results as we continue to collaborate with our best and most strategic groups on campus: Advancement, Alumni Relations, Parent’s Council, and Military Affairs. The Athletics Career Fair was highlighted at <http://www.uncwsports.com/news/2017/3/30/academic-support-student-athletes-prep-for-future-with-career-fair.aspx>
- 3. Presentations and Student Appointments:** This year the Career Center conducted 271 presentations to 8,688 students. This is an increase from 243 presentations and 8,101 students last year. We reached 55% of the student population with these presentations. This includes a record number of outreach requests (70) from student organizations and resident assistants.

The Career Center counseling team was busy with 3,314 student appointments, compared to 3,161 the previous year. Student appointments include Express Hours, individual appointments in the Career Center, and appointments by phone, email or WebEx. Student evaluations show that 100% strongly agreed and agreed their appointments helped them with their career or job search needs (mean of 3.92/4.0).

CHALLENGES:

1. Even though the Career Fair is a success, two of our challenges continue to be securing a variety of employers from several industries and student attendance. Student feedback says we need more employers for STEM and liberal arts majors. The national trend for employer recruitment at career fairs is moving to the fall semester, even for spring graduates. We are moving our main Career Fair to the fall semester in hopes to increase employer participation.
2. Another challenge is reaching sophomores, juniors and graduate students. Of the 8,688 students in our presentations, 44.4% were seniors and 35.89% were freshmen. Transfer, Early College and graduate students are also a challenge to reach.

HIGHLIGHTS / KEY POINTS:

- 1. First Destination Survey (2015 - 2016)** – Data was collected for 2,517 alumni (76.3% knowledge rate); 1,950 were employed (77.5%), 229 were job seeking (9%), 437 were attending graduate school (17.4%), and 114 were seeking admission into graduate school (4.5%).
- 2. On-Campus Interviews** – 51 organizations, 102 recruiters, and 460 students interviewed. Industries represented are accounting, advertising/marketing, automotive, retail, banking, computer/IT, education, energy, government, military, nursing, and non-profit.
- 3. Career Success Week** – This week of programming included Financial Planning with Northwestern Mutual and BB&T (55 students, up from 25 previous year), Network Night with N2 Publishing and Enterprise Holdings (94 students, up from 85 previous year), Career Fair (301 students, down from 351 previous year), and On-Campus Interview Day with 10 organizations in retail, marketing, technology, federal government, and non-profit industries.

MAJOR INITIATIVES

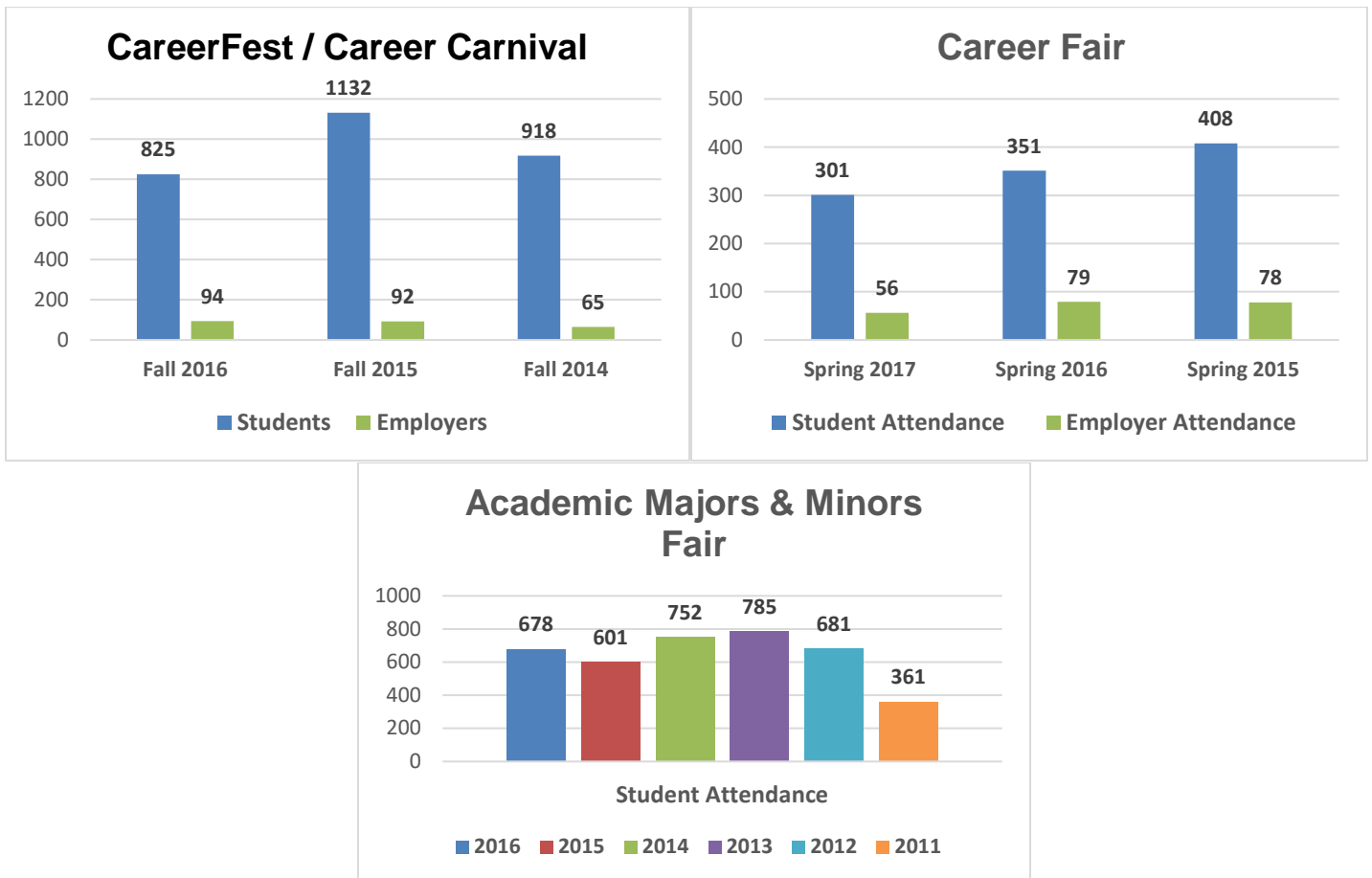
1. CAMPUS CAREER FAIRS

This year the Career Center hosted three major events marketed to students of all majors: CareerFest (formerly Career Carnival), Career Fair and Academic Majors & Minors Fair.

CareerFest is our major career exploration event for the past three years. It is a chance for students to conduct informational interviews in a fun and casual environment. 825 students and 94 employer organizations participated in this event. We believe the name change to CareerFest resulted in lower numbers; however, the employer number continues to increase each year.

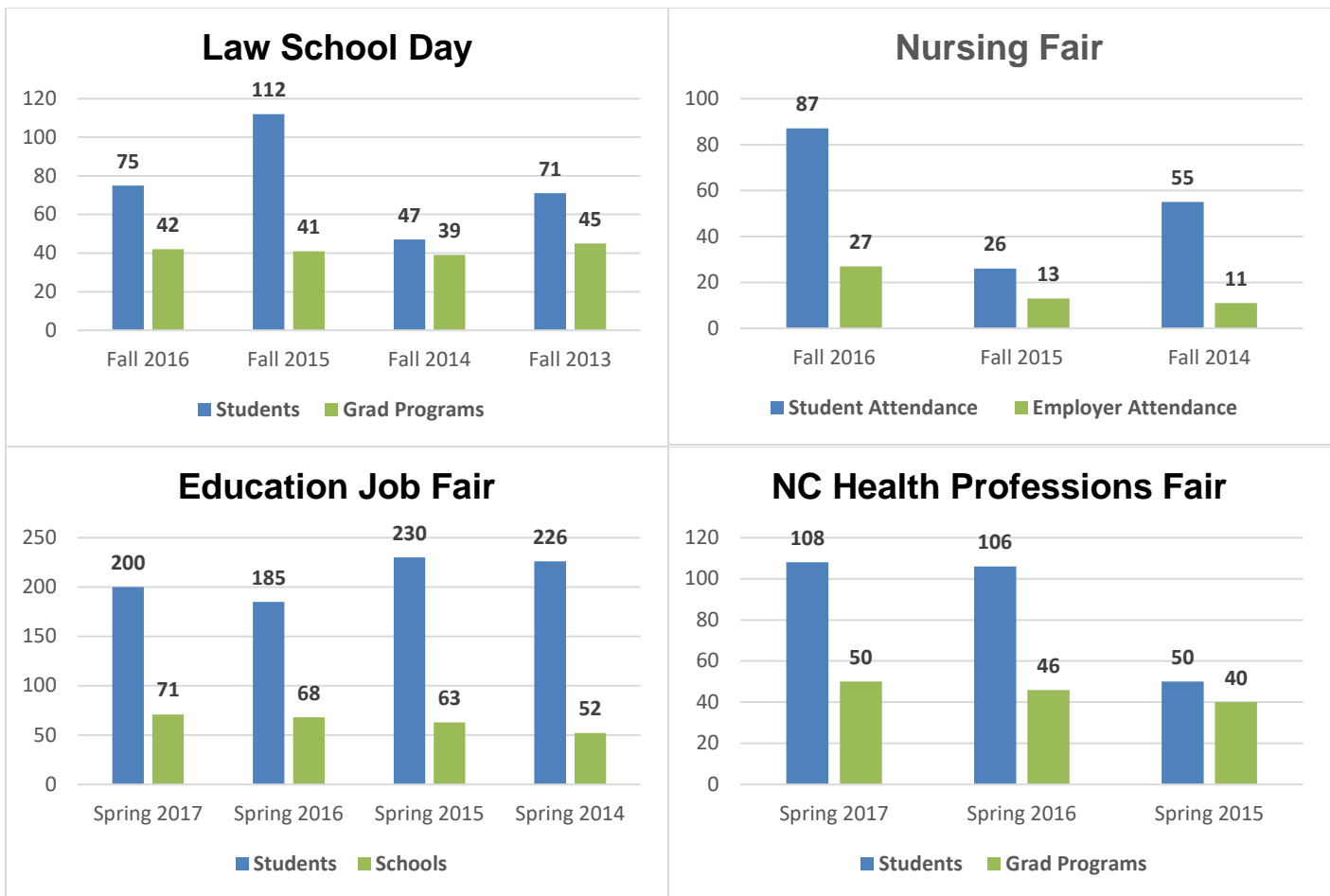
The Career Fair is our main career fair of the year and is open to students of all majors and alumni. It was part of Career Success Week in order to help feature the event. 301 students and 56 employers attended this event. The employer number is down from previous years due to the national recruiting trend moving to fall semesters at universities. We need to address the concern of lower student numbers.

Academic Majors & Minors Fair was held in September 2016, in collaboration with University College. 678 students attended the fair, and representatives from a majority of the academic departments attended to inform students on the academic requirements of each major, minor, and even some graduate programs. Student feedback shows that 95% of attendees surveyed felt either "somewhat confident" or "very confident" about choosing their major after attending the event.



2. INDUSTRY SPECIFIC / ADDITIONAL 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 NC Health Professions Fair in the spring semester. Staff also coordinated other fairs: Part-Time Jobs Fair (542 students, 19 employers), Athletics Career Fair (60 students, 15 employers), and the Just In Time Jobs Fair (159 students, 27 employers).



3. CAREER PROGRAMS, EVENTS AND WORKSHOPS

The Career Center team organized additional programs and workshops:

- | | | |
|----------------------------------|---------------------------------------|-------------------------------------|
| Upperman Mixer | Taking Flight | Network Night |
| Professional Etiquette Dinner | Major Mixer | Career Fair Prep Day |
| CIE Welcome Week | Black Friday Program | Multicultural Student Org Mixer |
| MED Week | Nursing Fair Prep | Employer Advisory Board meetings |
| Financial Planning Workshop | Searching for Shaniqua | Well Care site visit |
| Express on the Road in Upperman | Express on the Road in LGBTQIA | Express on the Road in the Library |
| English Studies Day | Peace Corp Info Session (2) | Resumania (2) |
| Hire Heroes | IT/OM Career Day | International Service Learning Fair |
| Getting Prepared for Grad School | Writing a Powerful Personal Statement | Little Bee to NC |
| Meaningful Majors Workshop | Prepping for Grad School | On-Campus Interview Day |

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 in order to carry forward UNCW values and Seahawk pride, and build affiliation with UNCW as future alumni.

- Week 1: Meaningful experiences at UNCW (social, academic, work, leadership) and how they fit into Skill Seeker
- Week 2: Career Success Week: Financial Planning, Network Night, Career Fair
- Week 3: StrengthsFinder
- Week 4: Your Career Path
- Week 5: Life leading to commencement and after – transitioning out of UNCW
- Week 6: Final celebration with local alumni in the Wise Alumni House

Taking Flight Student Participation	2017	2016	2015	2014
Nominations	217	173	137	118
Registrations	110	103	71	54
Completion	95	93	63	39

As a result of attending Taking Flight, I am . . .			
	Average Means		Statistically Significant?
	Pre	Post	
Aware of techniques useful to navigate the job market	3.31	4.33	Yes
Confident in my abilities to articulate my UNCW experiences	3.93	4.52	Yes
Aware of how the activities in which I've engaged while at UNCW can assist me after college	4.11	4.5	Yes
Able to demonstrate what I've learned in college	4.05	4.46	Yes
Prepared for life after UNCW	3.23	4.13	Yes
Aware of my connection to UNCW	3.8	4.59	Yes
Confident in my prospects on the job market or in my grad school search	3.5	4.02	Yes
Ready to graduate	3.81	4.33	Yes
Confident in my ability to connect specific skills I've gained at UNCW to potential jobs/careers	3.88	4.5	Yes
Aware of the various activities which I face as I approach graduation	3.43	4.54	Yes
Prepared for financial issues which will assist me in my career and life	2.69	4.09	Yes

Professional Etiquette Dinner is a bi-annual event (offered every two years). This year the event took place on March 20, 2017. We covered first impressions, general dining etiquette rules (place settings, table manners, and difficult eating situations), job interview dining etiquette, and professional etiquette in the workplace with an employer panel. A record 219 students registered for the event including students from all five colleges. Several departments and schools/colleges sponsored students for this event: University College, Transition Programs, Housing and Residence Life, Campus Recreation, Office of Student Leadership and Engagement, Campus Life, College of Arts and Science, Graduate School, Watson College of Education, College of Health and Human Services, and Cameron School of Business.

Student registration trend data: 219 (2017), 189 (2015) and 142 (2013)

4. PRESENTATIONS, OUTREACH AND APPOINTMENTS

Counseling Team Presentations & Evaluations: This year the counseling team made 271 presentations, reaching 8,688 students, which is 55% of the total student body. 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 70 outreach requests to student organizations, campus staff, and student workers in the Division of Student Affairs (61 the previous year). From the 2,836 students who completed surveys this year, 95.5% rated the presentations as Excellent or Good with an overall mean rating of 3.51/4.0.

PRESENTATIONS/OUTREACH	2016-2017	2015-2016
Number of Presentations	271	243
Number of Students	8,688	8,101
Campus Impact	55%	51%

First Year Seminar presentations:

There were 99 sections of First Year Seminar and Transfer Seminar in Fall 2016, and 97 of those sections received a presentation from the Career Center counseling team. University College introduced 20 pilot sections this year in which all of the presentations that were once required (Study Abroad, Library, and Career Center) became optional. Of the 20 pilot sections, there were only 2 sections in which the instructor opted not to have the Career Center present. All of the 69 traditional UNI 101, all 8 of the transfer UNI 201 classes, and the 2 Isaac Bear Early College UNI classes received a presentation from the Career Center.

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

Student Appointments & Evaluations: This year the Career Center counseling team had 3,314 student appointments, including students coming for Express services, resumes by email, phone calls and WebEx check-ins. From the 1,196 students who completed anonymous evaluations, 100% Strongly Agreed or Agreed with the statement, “My counselor helped me meet my career or job search needs.” (Mean=3.92/4.0).

STUDENT APPOINTMENTS	2016-2017	2015-2016	2014-2015	2013-2014
Student Appointments	3,314	3,161	3,125	3,000
Campus Impact	21%	20%	No data	No data

5. ONLINE RESOURCES AND SELF-ASSESSMENTS

SeaWork is the Career Center’s online jobs and resume database.

Activity Performed	Totals 16-17	Totals 15-16*	Totals 14-15	Totals 13-14
New Jobs Added	4,260	4,456	5,219	5,192
Student/Alumni Documents Uploaded	3,553	2,822	3,585	3,380
Jobs Viewed By Students/Alumni	249,654	264,368	297,747	268,126
Times Students/Alumni Logged In	72,412	77,591	88,340	102,640
Students/Alumni Completing Profiles	3,050	2,791	4,129	3,150
Employers Created	1,609	2,292	1,773	1,767
Times Employer Contacts Logged In	8,013	7,824	7,430	6,800
Times Employer Contacts Viewed Students	138	477	262	206

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, record, save and store correspondence history records automatically, and connect to LinkedIn.

Year	New Accounts	Total # Searches	Total # Logins
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
Total numbers since 2009 - accounts: 5,500; searches: 190,417			

InterviewStream was the Career Center’s online practice interview system. Due to continuous technical difficulties, we closed this account and started using BigInterview at the end of April 2017.

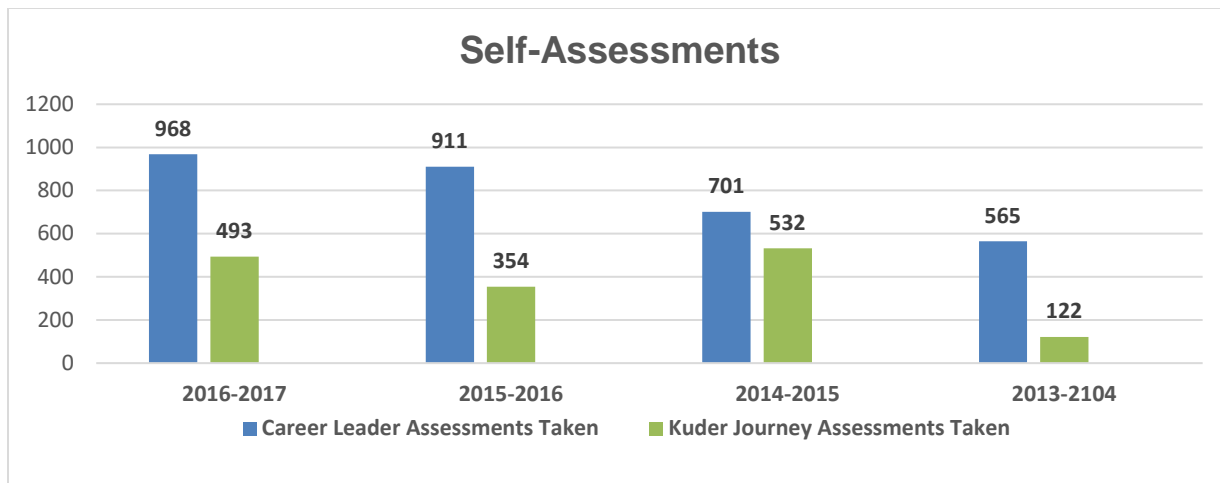
InterviewStream #'s	2016-2017	2015-2016	2014-2015	2013-2014
Total Interviews Conducted	668	266	337	228
New Registrations	1,294	601	656	408

BigInterview: Since April 2017, there are 106 users and 533 interviews. We can create customized question sets of 10 questions each, and when students complete these sets, the system counts each question answered as a separate video. Faculty can use this system for class assignments without the technical difficulties we had with InterviewStream.

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.

For the 8th 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.



Social Media:

There was growth across all social media platforms in comparison to last year's followers. We have started a #FridayFeature marketing campaign to highlight featured jobs or internships posted in SeaWork. Priority first goes to upcoming on-campus recruiting opportunities, then Soaring Partners opportunities, followed by any unique or interesting opportunities for students. We also started Facebook albums to share photos of our high profile events with employers, alumni, students, and family to offer some insight into the events.

Additionally, in the Spring semester we launched a marketing campaign on our Instagram feed based off feedback from our Employer Advisory Board. #DITLO (Day in the Life Of) is when a student intern or recent graduate takes over the Career Center Instagram feed for 24 hours to share what a typical day in their internship or work life looks like.

2016-2017 followers:

Twitter 2,048; Facebook 954; Instagram 417

6. EMPLOYER DEVELOPMENT HIGHLIGHTS (details in separate report)

Revamped Employer Advisory Board (EAB) LinkedIn site and expanded EAB. New Members include:

- Matt Reimer, BB&T (F500 #273) Group Manager, Parent of 2 Students, Spouse of Alumna
- Lindsay Stainback '07, Northwestern Mutual (F500 #100), Chief Recruiting Officer
- Saundra Lee, Verizon Wireless (F500 #13), HR Consultant
- Matt Piner/Kristin Isaacs, Aflac (F500 #135), Regional HR
- Lindsey O'Neal '11, nCino, Corporate Recruiter

Military Affiliated Program Hire Heroes USA

- 21 registered companies, 11 of which were F500 and increased our recruiting relationships by 5.
- Built strong relationship with Amazon (F500 #18) Veteran Recruitment Program.
- This resulted in one confirmed hire.
- Created an additional recruiting relationship with UNCW Alumna Heather Henry Parker who specifically works with Data roles. This resulted in a connection to Dr. Janicki and a commitment for Amazon to be at an additional event, the ITOM Career Fair in September.

Sponsorship Activity - Soaring Partners Program

- Further developed the program with key approvers on campus and successfully initiated solicitations of the program.
- \$10,000 in corporate sponsorships came in as a result, with an additional \$9,200 in-kind sponsorship from Cumulus Media.
- Developed the Soaring Partners wall in the Career Center to honor our Sponsors.
- Revamped our Soaring Partners program to include the Athletic Job Fair, which garnered more interest from employers, <http://www.uncwsports.com/news/2017/3/30/academic-support-student-athletes-prep-for-future-with-career-fair.aspx>
- Three deals in the pipeline: Red Ventures, The Select Group and First Command Financial.

Employer Site Visits

- The Select Group, NC State Ports Authority, NetSertive, NC Emergency Management, NetApp, Fidelity, Amazon, Starbucks, Red Ventures, Well Care

7. 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. Students achieve impactful learning 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!

Number of Students Who Have Completed the CIP by Term*

Term	Number of Students
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

*Summer 2017 is still in progress

PLANNING & ASSESSMENT REVIEW

1. PROGRAMS, EVENTS AND PRESENTATIONS (DVSA Goals 1, 2):

Career Center Objective is to offer career programs and services for current students and alumni.

We assess every counseling appointment and presentation through online and paper surveys. We have data showing what students learned in counseling appointments. All presentations use the same evaluation asking, "What was the most useful thing you learned from this presentation." Here are some learning outcomes we collected in 2016-2017:

- Career Center resources and how we can assist students with their career related needs and choosing a major
- Skills employers look for in candidates and how to develop those skills while at UNCW
- How to write a resume and cover letter for specific jobs and graduate programs; do's and don'ts of resume writing
- All the majors offered at UNCW and careers related to those majors; how some majors don't always align with career sectors; major doesn't always equal career
- How to find resources on the Career Center web site
- How to find a part-time or full-time job and internship
- How to network and utilize LinkedIn and other social media
- How to access and utilize SeaWork, CareerShift, GoinGlobal and Glassdoor
- Self-assessments offered and how to use them to help choose a major
- Learned about the Certified Internship Program and how to find internships
- How important applied learning and internships are in terms of skill development and finding full-time jobs
- Best practices for interviewing and dressing professionally; typical interview questions and what questions to ask employers
- Come to the Career Center early to start on the resume and learn about resources for finding internships
- It's okay to change your major
- Employers look at resumes for six seconds to make an initial decision; it's important to personalize the resume to the job description; format is important along with content
- You don't need to take a straight path to your career
- How part-time jobs and involvement can help you develop skills employers seek
- Include student projects, class assignments, research and DIS experiences on the resume as appropriate

2. FIRST-YEAR SEMINAR LEARNING OUTCOMES (DVSA Goals 2, 3):

First-Year Seminar falls under the goals of “foster the UNCW experience” and “develop students’ knowledge, skills and abilities.” This presentation reviewed Skill Seeker, showed how the major does not limit their career path, how to write a resume, and highlighted Career Center resources. Themes and learning outcomes are:

Resumes/Application Documents (Formatting, content, general tips)

- “The most important things I learned are the Do’s and Don’ts when writing a resume and when to start looking for internships.”
- “Going over what a proper resume should look like and how it should be presented.”
- “Help with a resume and knowing that what I choose now doesn’t always determine exactly what I will do forever.”
- “I learned that you should tweak your resume depending on what position you are applying for.”

Majors (UNCW majors, that average students change their major, that your major does not limit your career pathways)

- “A lot of times your major can lead to jobs you never even thought about.”
- “The most useful thing I learned from this presentation was seeing the different paths you can take in a major.”
- “Even though you may have one career in mind, there are still many different things you can do.”
- “It was comforting to hear that a major doesn’t define your career and that there are really SO many opportunities.”

Resources/Events (SeaWork, Express Hours, services and events offered through the Career Center)

- “How helpful the Career Center can really be, all of the resources I can utilize from them.”
- “The different resources and options I have that I did not know existed that will help me significantly when time to job search.”
- “The most useful thing I learned was all the services provided at the Career Center (i.e. – internships and resumes).”
- “The resources available in the Career Center to help me get on the right path.”
- “The most useful thing I learned were SeaWork to help find a job, UNCW’s certified internship program, and ‘What Can I do with a Major in’ website.”
- “There is a career counselor! I will for sure be visiting soon!”

Importance of Involvement/Hands-On Experience (Includes internships/varied experience outside the classroom)

- “Getting involved can influence the future of a student’s career.”
- “Grades are important, but work experience and extracurricular are just as important.”
- “I learned that I need to be active in my campus community.”
- “You should get involved as early and as much as possible.”

Skills (Skill Seeker, discussed importance of skills to employers)

- “How there really isn’t a specific major for a specific job. I should focus on developing different skills.”
- “Skill seeking tips and remember to stay open-minded when career searching.”
- “The most useful thing I learned is what employers look for.”

3. ORIENTATION SESSIONS (DVSA Goals 1, 2, 3):

The Office of Transition Programs changed how they evaluate each orientation session. We received the feedback from our Summer 2016 sessions at the beginning of this academic year, and it was not positive. In fact, we ranked as one of the least helpful sessions of the entire orientation session. Originally, we created our presentation for small groups and in recent years, we started presenting to large groups, and it was not effective. After meeting with the Director of Transition Programs, we changed it to a 30-minute session and added more direct involvement with Kahoot.it to highlight Skill Seeker. We also go over resources in the Career Center: how to find a part-time job, choosing a major, CIP, What Can I Do With a Major In, and more. We implemented this new session in June 2017.

Here are comments on why students ranked it the most helpful session:

- It helped show the skills you need
- Companies value these aspects in a person so it is important to keep those skills in mind while in college
- Helped explain the skills I should focus on
- Helped students learn about the resources that are available to them
- I found out more about internships and jobs
- It allowed me to see what skills my help me now and in the future
- Skill Seeker helped me understand how to be a good leader and all the different qualities
- Found it helpful because they explained how to find a part-time job

- It helped me realize what employers might be looking for
- Learned about different programs offered at UNCW and how to get involved
- Understand what college is truly meant for and how to achieve goals
- New ways to get involved and start a career

4. APPLIED LEARNING (DVSA Goal 4):

The Career Center objectives are to provide students access to and resources for applied learning opportunities, especially internships, to engage students in “explorations beyond the classroom” with CIP, and to engage employers in the provision of internships and applied learning.

Staff continuously update the Career Center web site with resources to find internships, including a current list of academic internship coordinators. The Certified Internship Program (CIP) enrolled 86 students, including this summer, and several of these students are doing their internships through the State Employees Credit Union program. Staff provided networking events, employer visits and career fairs open to all students. Student participation numbers for all events and programs increased by 17.3% this past year. Employer participation numbers increased by 116%.

5. DIVERSITY AND INCLUSION (DVSA Goal 5):

The Career Center objectives are to provide inclusive and targeted programs and services for students and to provide professional development of staff regarding cultural competencies.

The staff participated in two OIDI workshops: Creating an inclusive work environment and generational diversity. We have just begun to touch the surface on how to assist culturally diverse students with their career needs. Throughout the year, staff thoroughly engaged with students and staff in the Upperman African American Cultural Center, Centro Hispano, and LGBTQIA office. Programs included a Black Friday session with Verizon, a multicultural student organization mixer, assistance with the Upperman Mixer during Family and Alumni Weekend, Express on the Road in Upperman and the LGBTQIA offices, and co-hosting with the Upperman Center the showing and discussion of the documentary film “Searching for Shaniqua”.

STAFF PROFESSIONAL DEVELOPMENT

- North Carolina Association of Colleges & Employers (NCACE) membership
 - Conference and leadership participation: 7 participants, 3 presenters, 2 leadership roles
 - NCACE Leadership Institute: 1 participant
- Southern Association of Colleges & Employers membership
- NACE membership
 - Annual convention: 2 participants
- CSO / Grad Leaders annual conference: 1 participant
- Data Analytics Career Fair: 3 participants
- High Tech Corridor Conference in Florida: 1 participant
- North Carolina Career Development Association (NCCDA) membership
 - Annual conference: 1 participant
- American Association for Employment in Education (AAEE) membership
- American College Personnel Association (ACPA) membership
- Many webinars on wide variety of topics
- Diversity and Inclusion workshops – full staff
- Strengths Finder workshop – full staff
- Campus Committees:
 - Academic Advising Council Executive Board
 - SECU Public Fellows Committee
 - Campus Student Employment Committee
 - ETEAL Advisory Board
 - HIP & Student Success Group
 - DVSA Professional Development Committee
 - DVSA Assessment Committee
 - DVSA Diversity Committee
 - OSLE Cornerstone Awards selection committee
 - Violence Prevention Collaborative

CHALLENGES

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.

Challenge of assessment for all programs – need to set learning objectives and create evaluations for them.

RECOMMENDATIONS, CHANGES & FUTURE INITIATIVES

1. EMPLOYER DEVELOPMENT (Career Readiness):

We will continue to work towards the goal of 100 Fortune 500 companies to have a presence at UNCW. We continue to 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.

It is highly recommended to add an additional staff person to help coordinate employer recruitment efforts. One employer development employee is doing all of the traveling, connecting, and implementing of fairs. The counseling team has to assist with employer development on top of all of the student appointments, presentations and programs they coordinate.

2. EVENTS AND PROGRAMS:

It is 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. We need to discuss learning objectives for our programs and potentially change the evaluation surveys. With Taking Flight, we will attempt to gain longitudinal data from the graduating seniors by sending out surveys to their personal email addresses, which were collected at the time of registration. We hope to find out what kind of impact Taking Flight had on them after they graduated from UNCW.

Thank you to the College of Arts & Sciences, Cameron School of Business and the Graduate School for agreeing to be full partners in sponsoring the UNCW Fall 2017 Career Fair! The UNCW Career Center has traditionally held our annual Career Fair in the spring, and our more career exploratory event, CareerFest, in the fall. However, many regional and national employers have told us that they are now doing the majority of their recruiting for college graduates in the fall rather than spring. National data also strongly indicates that this earlier recruiting schedule is widespread. Therefore, this fall's event will be September 27, 2017, in Burney Center, with a Networking event the evening before.

Given the strong interest of students, their parents, and our Chancellor, for bringing a wide range of impressive hiring organizations to campus, we have initiated a large collaborative career event this fall. To do this, we need the active support and collaboration of our academic partners. This includes having CAS, CSB and Graduate School faculty and staff on the Executive Committee for the event, helping to identify appropriate employer contacts to invite, and suggesting impactful marketing strategies to encourage students to participate. UNCW students want this event to represent the broad internship and job interests of all of our students, so it is essential that CAS, CSB and the Graduate School be full partners to help create this historic event.

The new executive team includes faculty and staff from the following areas:

Public & International Affairs	Cameron School of Business Dean's Office
College of Arts & Sciences Dean's Office	World Languages & Cultures
Sociology & Criminology	Graduate School Dean's Office
Art and Art History	Economics and Finance
Chemistry and Biochemistry	Cameron School of Business Work Practice
Career Center	

There is an opportunity to do an online career event partnered with Alumni Relations that focuses on the clinical research industry. This will provide options for students that may be non-traditional or commuting to campus and have difficulty attending on-campus events. It will cater to our clinical research students, who are mostly attending online.

3. CAREER COMPETENCIES:

Two Career Center staff attended the NACE Competency Symposium at Clemson University. NACE is moving away from the word “skills” and moving towards career competencies. It is suggested that the Skill Seeker program be updated with this new information and be implemented in an on-campus student employment program.

One suggestion is to present these career competencies to student groups and on-campus student workers in the Division of Student Affairs. This presentation could include how to market these competencies in their new ePortfolio.

A future initiative is changing the Career Center presentation for First Year Seminar students. The trend is moving towards competencies and how to market them to employers, so we will have the students get into small groups and do an activity: “Who would you hire?” Each group will review several resumes, highlight career competencies in each one, and make a hiring decision based on a real job description. This allows us to follow-up on Skill Seeker / Career Competencies from orientation and place a continued emphasis on developing their competencies while at UNCW.

4. COLLABORATION:

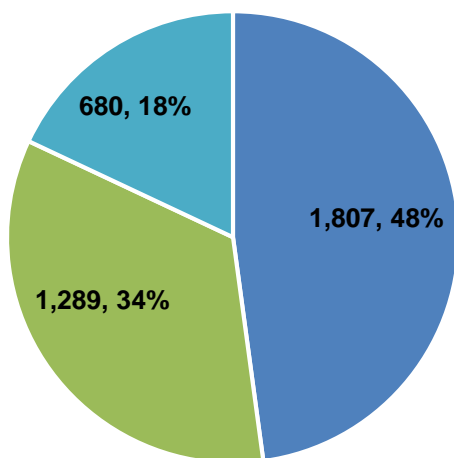
UNCW has committed to a new platform for ePortfolio: Digication. University Studies is coordinating the academic implementation, and the Career Center will be implementing the co-curricular side of ePortfolio. It will be piloted in 40 First Year Seminar courses, and Career Center staff will train the Seahawk Links. ePortfolio will continue to be used in the RA class curriculum. It is recommended to retain a graduate student in the Career Center to help market and present ePortfolio information to student workers, student leaders, and freshmen in the 40 pilot classes.

Another future collaboration will focus on the First Destination Surveys. Academic Colleges are getting more involved by conducting the surveys in capstone classes and at commencement. It is recommended that the Career Center get more volunteers from the colleges to assist with phone calls to increase our knowledge rate to 90%.

FRONT DESK SIGN-IN: DATA TRENDS

2016-2017 Total Office Visitors (as recorded in sign-in system) = 3,776, compared to 3,461 in 2015-2016

Total Office Visits 2016-2017

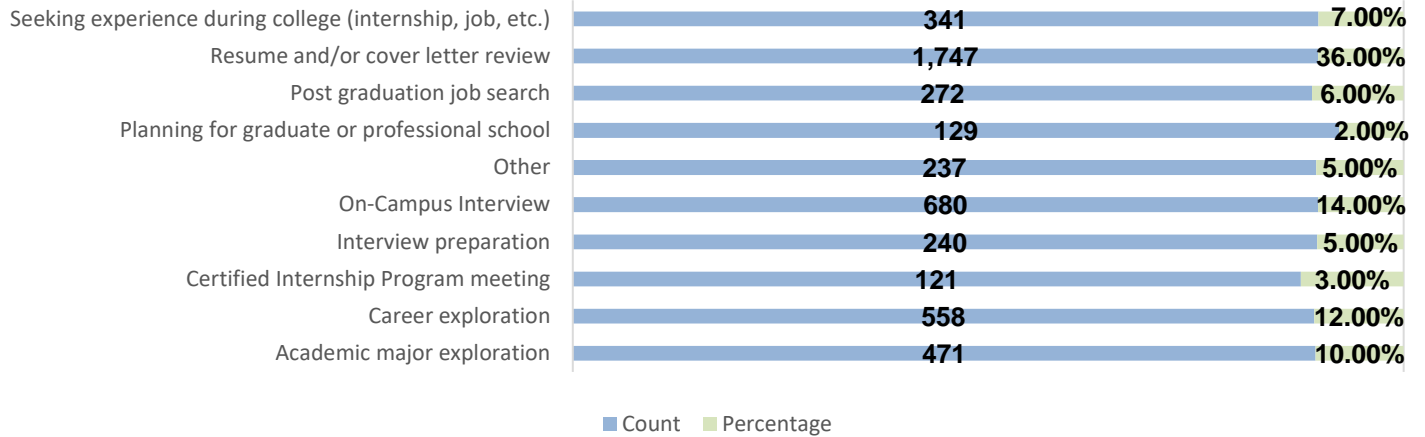


■ Appointment ■ Express Lane ■ On-Campus Interview

Visits Data Trends:

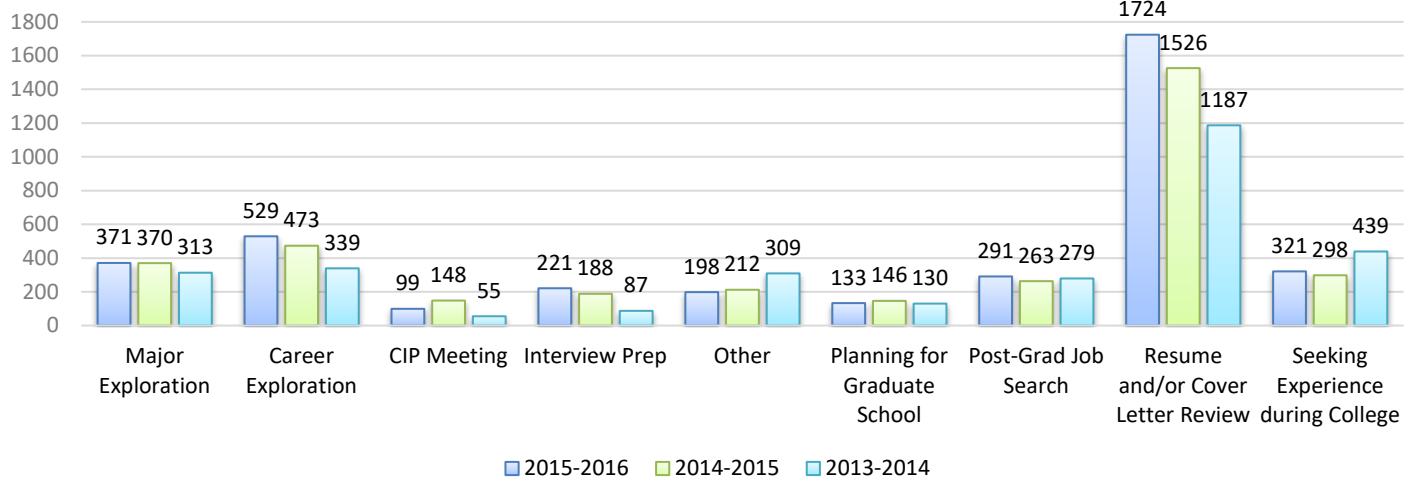
2016-2017: 58% Appointment, 42% Express
2015-2016: 55% Appointment, 45% Express
2014-2015: 50% Appointment, 50% Express
2013-2014: 56% Appointment, 44% Express

Purpose of Visit to the Career Center, 2016-2017

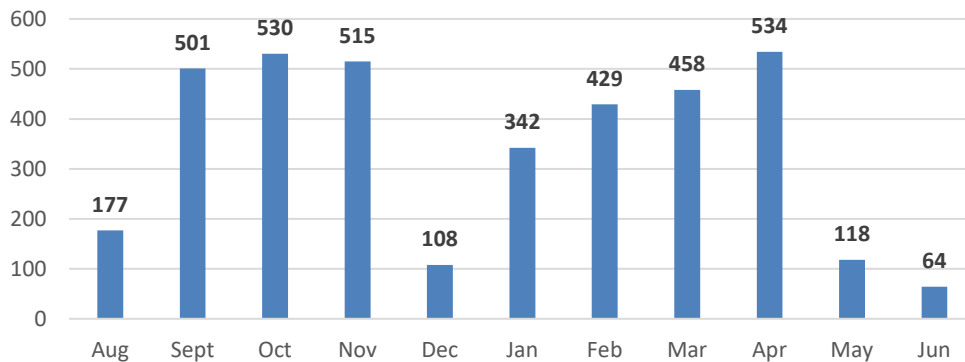


Purpose of Visit categories changed for 2016-2017; therefore data trends for 2013-2016 are included in the next chart.

Purpose of Visit to Career Center, 2013-2016 Trend Data



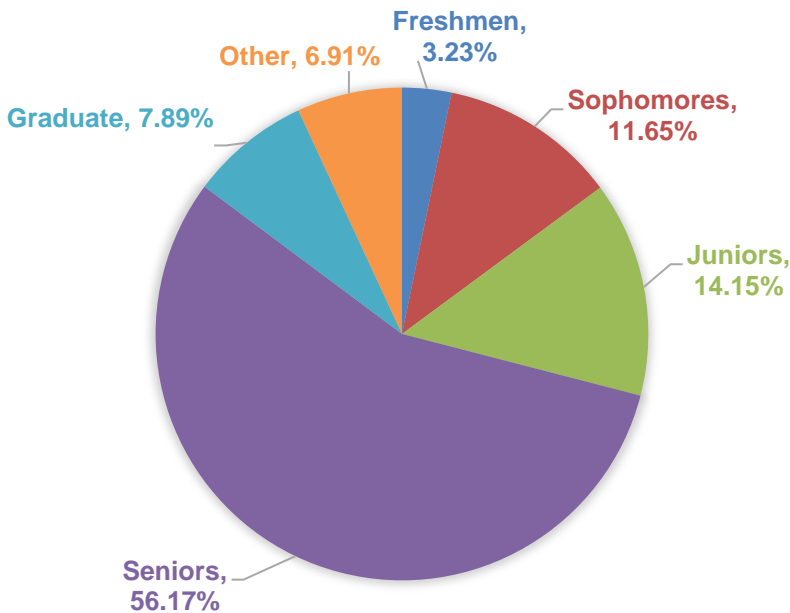
Sign-In Data: Visitors by Month, 2016-2017



Sign-In Total Numbers:

2016-2017: 3,776
 2015-2016: 3,461
 2014-2015: 2,744
 2013-2014: 2,845

CAREER CENTER VISITS BY CLASS CODE 2016-2017



Class Codes from 2015-2016:	
Freshmen:	2%
Sophomore:	11%
Junior:	14%
Senior:	58%
Graduate Student:	10%
Other:	5%

Sign-In Data: Majors of Students Visiting the Career Center

Anthropology	Engineering 2+2	Nursing
Art	English	Oceanography
Art History	Entrepreneurship	Permission - Undergraduate
Athletic Training	Environmental Sciences	Philosophy and Religion
Biology	Environmental Studies	Physical Education (Licensure)
Bus Admin-Accountancy	Exercise Science	Physics
Bus Admin-Finance	Film Studies	Political Science
Bus Admin-Management	French	Pre Physical Therapy
Bus Admin-Marketing	Geographic Information Science	Psychology
Bus Admin-MBA	Geography	Public Administration
Business Administration	Geology	Public Health Studies
Certification	Geoscience	Rec/Sport Leadership/Tourism Mgmt
Chemistry	German	Recreation Therapy
Clinical Laboratory Science	Gerontology	Science
Clinical Research	Higher Education	Secondary Education
Coastal and Ocean Policy	History	Social Work
Communication Studies	Information Technology	Sociology
Computer Science / Information Sys	International MBA	Sociology & Criminology
Computer Science	International Studies	Spanish
Conflict Management & Resolution	Isaac Bear Early College	Special Education
Creative Writing	Leadership in Curriculum Instruction	Statistics
Criminology	Liberal Studies	Studio Art
Deciding	Marine Biology	Theater
Economics	Marine Science	Theatre
Education Leadership	Math	Transition - Business
Education of Young Children	Mathematics	Transition-Health & Human Services
Education	Middle Grades Education	Visiting International
Elementary Education	Music	Other