



Annual Report 2010-2011



Office of Career Services
Tennessee Tech University

Table of Contents

▶ Executive Summary	3
▶ Mission Statement	4
▶ Status of 2010-2011	
Hiring Environment	5
▶ How Employers View Candidates	6
▶ 2010-2011 Goals	7
▶ Results, Goal 1, 2, and 3	8
▶ Results, Goal 4, 5, 6, and 7	9
▶ Student Participation – Events	10
▶ Student Participation – Registration	11
▶ Student Participation – Experiential Ed.	12
▶ Student First Destination Results	13
▶ Student Destination: Grad School	14
▶ Employer/Alumni Participation	15
▶ Staff Activity/Development	16
▶ Retention Efforts	17
▶ Recruiting Expectations for 2011-2012	18

Executive Summary

It is a pleasure to report that the job market was strong for the 2010-2011 recruiting year. Employer attendance at career fairs signaled a market turnaround for our college grads. In addition to full-time jobs, co-op and internship opportunities were also plentiful.

We were pleased with student participation as over 2,200 students attended the university-wide fall career fair.

To summarize our successes we can say:

- ▶ We experienced very healthy and vibrant career fairs.
- ▶ Student attendance at career fairs was higher than ever
- ▶ Job postings increased
- ▶ Student usage increased
- ▶ Student skills improved

This annual report will highlight those activities that make up our strategic plan.

Alice Camuti

Director-Career Services

Mission Statement

The Office of Career Services strives to assist students and alumni plan, organize, and conduct a successful job search. Our primary objective is to provide students with the skills they need to gain full-time, part-time, or experiential employment. Objectives to meet our goals include:

1. To assist students in evaluating career options that are compatible with their interests and strengths and to encourage students to begin early career exploration through programs such as internships and cooperative education.
2. To provide opportunities for hiring employers and students to meet through career fairs and other special events including seminars, workshops, and classroom presentations.
3. Provide the necessary tools to help students and alumni meet their career objectives.
4. Utilize state-of-the-art technology to maximize the effectiveness of the candidate's job search process.
5. Develop Career Services staff members such that they are aware of the latest trends within their career field.

Status of the 2010-2011 Hiring Environment

According to the National Association of Colleges and Employers (NACE), for the class of 2011 employers planned to hire 13.5% more new bachelor's graduates from the Class of 2011 than they did from the Class of 2010.

The top undergraduate degrees in demand, 2010-2011:

- ▶ Accounting
- ▶ Finance
- ▶ Electrical Engineering
- ▶ Computer Science
- ▶ Mechanical Engineering
- ▶ Business Administration/Management
- ▶ Information sciences/systems
- ▶ Computer Engineering
- ▶ Management Information Systems
- ▶ Logistics/Materials Management

Top Employers for 2010-2011, Bachelor's Degree Graduates:

- ▶ Accounting Services
- ▶ Engineering Services
- ▶ Retail/Wholesale Trade
- ▶ Consulting Services
- ▶ Banking (Investment)
- ▶ Financial Services
- ▶ Petroleum & Coal Products
- ▶ Computer systems design/consulting/programming
- ▶ Transportation services

How Employers View Candidates

Employers rank the importance of candidate skills/qualities:

1. Communication skills (verbal)
2. Strong work ethic
3. Teamwork skills
4. Analytical skills
5. Initiative
6. Problem-solving skills
7. Communications skills (written)

Where candidates fall short:

1. Strong work ethic
2. Communications skills (written)
3. Flexibility/adaptability
4. Communications skills (verbal)
5. Initiative
6. Problem-solving skills
7. Detail-oriented

Where is the biggest gap between what employers want and what new college grads bring to the workplace? Number one this year is work ethic. Employers rate it high but their new employees are not bringing in the commitment that employers desire in their employees - graduates want to work 40 hours per week. Source: NACE

2010-2011 Goals

The following goals were established for 2010-2011 in the Career Services unit strategic plan:

1. Conduct four on-campus career fairs. Participate in coordinating two off-site fairs.
2. Conduct innovative student workshops.
3. Monitor and implement additional revenue streams.
4. Increase communication to faculty regarding services – newsletter and through Tech Times.
5. Develop professionally, stay abreast of new trends in recruiting and first destination programs.
6. Integrate Sigi3 with advisement centers allowing advisors access to student profiles.
7. Support UNIV1020 programs – provide tools and workshops to instructors.

The following pages will highlight the results associated with meeting these goals.

Goal Accomplishments

- ▶ **Goal 1: Conduct four on-campus career fairs. Participate in coordinating two off-site fairs.**
 - ▶ Four career fairs were held on-campus during the year. In addition, two fairs were held in Nashville during the spring semester. Student attendance was at an all time high.
 - ▶ Student attendance: 3,612, 31% of the student base
 - ▶ Revenues generated from all career fair and sponsorship opportunities exceeded \$49,000 a 16% increase over 2009-2010 revenues.

- ▶ **Goal 2: Conduct innovative student workshops.**
 - ▶ Fifteen workshops were held in the fall and spring semesters
 - ▶ Over 360 students attended the workshops. Topics included resumes, career fair attendance, interview success, informal drop-in clinics
 - ▶ “Resume ER,” “Accounting Boot-Camp,” and “Career Services Happy-Hour” were several innovative workshop titles

- ▶ **Goal 3: Monitor and Implement New Revenue Streams**
 - ▶ Career Fair revenues were increased (16%) with sponsorship and ‘fast-pass’ options
 - ▶ Perfect Interview sponsorship contributed to \$1,000 in new revenue
 - ▶ Continuation of Business Majors Career Fair contributed to \$6,000 in revenue

Goal Accomplishments

▶ **Goal 4: Increase communication to faculty regarding services through a newsletter and Tech Times**

- ▶ Two newsletters were issued, one at the start of each semester – distributed to all faculty members
- ▶ All events were posted in the Tech Times for students and for Faculty
- ▶ Emails were sent to departments regarding job openings and career fairs
- ▶ Full page ad placed in the student newspaper for the fall career fair

▶ **Goal 5: Develop professionally, stay abreast of new trends in recruiting and first destination programs.**

- ▶ Professional staff members attended the regional and state conferences this year
- ▶ Memberships were maintained in state, regional, and national associations along with the American Association of Employment in Education (AAEE)

▶ **Goal 6: Integrate Sigi3 with advisement centers allowing advisors access to student profiles**

- ▶ Instructional material created and disseminated to all advising centers on how to access student profiles
- ▶ Material provided to UNIV1020 instructors

▶ **Goal 7: Support UNIV1020 programs – provide tools and workshops to instructors**

- ▶ Workshops and PowerPoint presentations were made available to instructors
- ▶ Flyer emailed to instructors
- ▶ Conducted office tours

Student Participation - Events

Career Services provides opportunities for students to build their skills as they prepare to enter the world of work or enter an experiential education program. In addition, students are also provided with opportunities to meet prospective employers through career fairs. The following are student attendance results for major events:

<u>Event</u>	<u>Student Attendance</u>
All Workshops (15)	359
Career Day	2,200
Engineering Career Fair	757
Healthcare Fair	145
Business & Non-Technical Career Fair	272
Nashville Career & Teacher Fairs	238

Student Participation - Registration

Student participation in using the services of Career Services is voluntary.
Key indicators of student involvement include:

Number of students registered with Career Services	1,432
Number of May graduates registered with Career Services	555
Number of alumni registered and active	256
Number of mock interviews using The Perfect Interview	900
Number of classroom presentations	69
One-On-One scheduled counseling sessions	611

Student Participation – Experiential Education

Participation in a cooperative education or internship program is voluntary. Experiential education is available to students in all majors. Overall, the number of students on assignment has increased this year representing an upturn in the job market.

All of our staff members are able to assist students in experiential program assignment. While co-op students are registered and monitored by Career Services, internship students register via their academic advisor. The following statistics include only registered co-op students and not internship students.

Number of co-op student work assignments	234
Number of co-op employers	84
Number of new co-op employers	22
Number of co-op graduates	94
Number of states where co-ops are working	12
Number on International Assign.	3
Number of majors participating in the program	18
Average Hourly Pay – Engineering Majors	\$16.30
Average Hourly Pay – All other majors	\$10.50

First Destination Results

Career Services works very hard to track where the graduates go after they leave TTU. Unfortunately, many students do not respond to our requests for first destination information. We currently employ many methods to obtain this valuable information. For first destination reporting purposes, we track students from the May senior salute event and request feedback from them prior to graduation, immediately after graduation and one month following graduation. The following are the results from the May 2011 senior salute student sample at one and one half months after graduation:

Full Time Job	33.0%
Graduate School	35.5% ¹
Military	1.3%
Other	3.4% ²
Still Looking (active)	26.8% ³
Overall First Destination Rate:	73.2%*

1. *Students attending graduate school increased by 8.9% over last year*
2. *Other includes: Not looking, Hiking the A.T., Staying at Home, Maternity leave, traveling Europe*
3. *Students actively seeking full-time employment decreased by 6.8% over last year*

**Sample size: 650 May graduates, of which 213 did not respond to our requests for information. Of the 437 respondents, 26.8% were still looking for career employment as of June 19, 2011.*

Destination: Grad School

In an effort to provide information regarding where our students will be obtaining their graduate degree, we asked our grad school respondents to provide us with the names of the universities they were planning to attend. The following is a sample of the locations provided by our graduates:

TTU (43.3% of respondents)	Clemson
UT Law School	Virginia Tech
UT Vet	UT MBA
U Memphis Law & Pharm & PT	U of SC
Belmont Law & PT & OT	TSU OT & PT
UNC Greensboro	UAB
South College	MTSU
ETSU, Pharm & Actg	Lipscomb Pharmacy School
Stevens IT	Vanderbilt

Based upon 31 responses received.

Employer/Alumni Participation

A primary responsibility of Career Services is to host on-campus events to attract employers to campus. The following highlights employer involvement for the year:

On campus interviews	583
On campus job fairs	4
Number of employers at TTU job fairs	229
Number of employers at Nashville job fairs	189
Number of employers making presentations	5
Job Opportunities	
Number of jobs posted in eRecruiting by TTU employers	902
Number of jobs in the national network	107,741
Number of resumes viewed by employers on-line	3,636
Number of resumes sent to employers by C.S. staff	4,494
Alumni Involvement	
Number of Alumni Mentors	155

Staff Activity - Development

Career Services leadership is committed to representing TTU in a positive and favorable manner within our profession. Staff members receive training and participate in association activities in order to maintain our knowledge level. Our goal is to be subject matter experts and leaders in our profession.

The department holds national, regional and state memberships in the Association of Colleges and Employers (NACE, SoACE, TACE), The American Association for Employment in Education (AAEE) and the local Society for Human Resource Management (SHRM). Membership in these organizations provides our staff with access to the latest information in the career field.

Alice Camuti presented at the annual SoACE conference in December and the TACE conference in April. The topic of the presentations were campus collaboration and partnerships. Alice holds the office of student-liaison for the local SHRM chapter.

Don Foster and Lynn Haley attended the Southern regional and Tennessee state association conferences.

Retention Efforts

- ▶ **Freshmen Awareness**
 - ▶ Soar – Parent Career Development handout
 - ▶ UNIV1020 workshops/tours/events
 - ▶ Great Move-in Day
- ▶ **Career Advising**
 - ▶ Sigi3 interpretation
 - ▶ Sigi3 promotion – via UNIV1020 instructors
 - ▶ ‘Refer a Student’ portion of the website
- ▶ **Job Fairs**
 - ▶ Freshmen Participation
- ▶ **Internships/Co-op Experience**
 - ▶ Career focus
 - ▶ Real-world experience

Recruiting Expectations for 2011-2012

The job market for new college graduates was strong throughout 2011 and we expect it to continue into the new year. NACE reported that 13.5 percent of employers planned to hire more new bachelor's degree graduates in May 2011 than in 2010. The NACE report for 2012 has not been issued, yet we believe 2012 will be stronger than 2011. Indicators for this positive stance are the increase in job postings, interviews, and career fair applicants in the last sixty days.

The future outlook for Career Services will focus on delivering innovative skill-building workshops and connecting employers to students. We will continue to emphasize customer service and be responsive to all stakeholder needs.

We look forward to providing a valuable service to our customers!