

ANNUAL REPORT

2012-2013

Office of Career Services
Tennessee Tech University

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Executive Summary

The Office of Career Services has had another amazing year. Technology played a key part in our strategic plan for the office as we implemented a card-scan program that allowed us to capture business analytics on career fair and workshop attendance. We also implemented two career advice software platforms that were viewed by over 840 students. Additionally, student participation was at an all time high as we tracked over 3,500 students at career fairs and another 600 students at workshops.

Employer attendance was strong with over 280 employers attending fairs and another 130 organizations conducting over 500 on-campus interviews.

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 participation increased
- Student skills improved
- Employer to student connections were facilitated

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

Alice K. 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 2012-2013 Hiring Environment

According to the National Association of Colleges and Employers (NACE) for the class of 2013, two thirds of companies surveyed planned to increase hiring over 2012.

The top five academic disciplines in demand for 2013 were as follows:

- Business
- Engineering
- Computer Science
- Accounting
- Economics

The top hiring industries for 2013, bachelor's degree graduates:

- Educational Services
- Professional Scientific, and Technical Services
- Healthcare and Social Services
- Federal, state and local government
- Finance and Insurance

Top paying industries for 2013, bachelor's degree graduates:

- Mining, Quarrying and Oil and Gas Extraction
- Management of Companies and Enterprises
- Construction
- Manufacturing
- Finance and Insurance

2012-2013 Goals

The following goals were established for 2012-2013 in the Career Services strategic plan:

1. Conduct on-campus career fairs.
2. Conduct relevant student skill-building workshops.
3. Support the TBR employer survey.
4. Monitor and, when possible, implement additional revenue streams.
5. Increase employer, student, and faculty communication.
6. Support student retention efforts.
7. Support Univ1020 programming.

The following pages will highlight the results and outcomes relative to these goals.

Goal Accomplishments

Goal 1: Conduct on-campus career fairs

- Four career fairs were held on-campus during the year. In addition, two fairs were held in Nashville for the May graduates and Education majors. Student attendance was at an all time high.
- Student attendance at all fairs: 3,593
- Revenues generated from career fairs and career fair sponsorship opportunities: \$84,250

Goal 2: Conduct innovative and relevant student workshops.

- Thirteen workshops were held in the fall and spring semesters
- Over 560 students attended skill-building workshops, a significant increase over the previous year.
- Relevant topics included interviewing, resume creation and review, career fair pointers, LinkedIn, and using the internet for the job search.

Goal 3: Support the TBR Employer Survey.

- The TRB survey was distributed in April 2013. Results are reported by the Office of Assessment.

Accomplishments (continued)

Goal 4: Monitor, and where possible, implement new revenue streams.

- Overall Career Fair revenues increased over the previous year. Several factors contributed to this increase including: an increase in demand for graduates, increases in career fair attendance; career fair sponsorships; and the fast-pass program.
- Through grant-writing efforts, two grant applications were awarded to our operation: John Deere Foundation: \$5,000; Enterprise Holdings Foundation: \$2,500.

Goal 5: Increase employer, student and faculty communication.

- Semester newsletters were printed and mailed to each campus department.
- All events were posted in the student and faculty editions of Tech Times.
- Emails were sent directly to department chairs and faculty regarding specific job openings and career fairs.
- Targeted emails were sent to students notifying them of events and recruiting efforts.
- Employers were invited to on-campus events.

Accomplishments (continued)

Goal 6: Support student retention efforts.

- Assisted advisors with career assessment services through the 'refer a student' feature on our website.
- Implemented Candid Career and Career Spots career advice videos to help students understand jobs in their career field. Over 840 video's were viewed by our students.
- Hired two 'career ambassadors' to help students connect to the services offered by our office. The ambassadors scheduled over 100 student appointments.

Goal 7: Support Univ1020 programs by providing tools and workshops to instructors.

- All Univ1020 instructors received access to career-development PowerPoint presentations.
- Univ1020 instructors participated in office tours.
- CashCourse resources were provided to instructors via the Univ1020 website.

New Initiatives

Several new initiatives were undertaken in this reporting period.

1. Career Advice videos: Subscribed to Candid Career and Career Spots services. Over 840 students viewed the on-line videos.
2. Career Ambassadors: Two seniors were hired to act as peer mentors to all students. Over 100 appointments were scheduled along with over 100 walk-in sessions.
3. Career Readiness Certification: Created a certification program that when completed, student receives a certificate of completion and planner. Program is designed to address key elements in career planning success. Over 110 students participated in this program.
3. Card-reader event tracking: Facilitated the use of the card-reader feature in the Experience eRecruiting system to track student career fair and workshop attendance and provide business analytics to management.
4. Student Career Outcomes/First destination survey. New survey monkey tool was implemented with the May graduate group to provide more detailed information on student career outcomes.

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 held during the fall and spring semesters:

Event	Student Attendance
Workshops (13)	568
Career Day (October)	1,836
Engineering Fair (Feb.)	859
Healthcare Fair (Feb.)	115
Spring Fair (March)	464
Nashville Teacher and May Graduates Career Fairs (Feb.)	193

Student Participation

Student and alumni participation with Career Services includes the following:

Activity	Participation
Number of students registered with Experience eRecruiting	9,057
Number of active Alumni registered with Experience eRecruiting	290
Number of mock interviews conducted by staff and ambassadors	183
Skype Interviews	2
Number of mock interviews conducted using the Perfect Interview	392
Number of students registered with the Perfect Interview	1,700
Number of classroom presentations and tours	112
Number of one-on-one career advisement sessions conducted	1,092
Number of walk-in students (manually signed in)	381
Number of students receiving 'Career Readiness Certification'	114

Student Participation – Experiential Education

Participation in the experiential education program at TTU as a cooperative education (co-op) or internship student is voluntary and participation is open to students in all majors. Career Services provides advisement and assistance in connecting students to employers.

While co-op students are registered and monitored by Career Services, internship students have the option to register as a co-op student, or to seek approval for academic credit through their academic advisor. If academic credit is authorized, the student is monitored by their academic advisor while on the assignment.

Student co-op assignments are tracked by Career Services. On the following page, statistics provide insight into the strength of this strong and well-regarded program at TTU.

Co-op Participation Statistics 2012-2013

Statistic	Participation
Number of co-op work assignments	268
Number of co-op employers	64
Number of new co-op employers	86
Number of co-op graduates	145
Number of states where co-ops are working	16
Number of co-op students on international assignments	10
Number of academic majors participating in co-op	17
Average hourly pay rate: Engineering	\$18.16
Average hourly pay rate: Non-engineering	\$11.50

Preliminary Career Outcomes/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 requests for first destination information. We employ several methods to obtain this valuable information. In May we implemented a new survey to probe deeper into the career outcome. The results below reflect responses as of May 15 from 30% of the May graduating class:

Destination	Percentage
Plan to attend graduate school	29.3%
Plan to attend 'other' education	2.6%
Plan to volunteer/Peace Corps	2.2%
Joining Military	1.6%
Plan to travel in the Fall	4.9%
Have accepted a position	44.9%
Offered a position but refused it	2.0%
Considering one or more positions	5.0%
Waiting to hear from employer	13.0%
Not planning to work	1.3%

Destination: Grad School

In an effort to provide information regarding where our students will be obtaining their graduate degrees, we added additional information to the new May graduate survey. The following provides a summary of their responses:

University	Percentage
Tennessee Tech	37.7%
University of Tennessee	13.0%
Vanderbilt	1.6%
Other - Out of State	39.3%
Other – In State	8.2%

Employer 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 reporting year:

Activity	Participation
On-campus interviews	534
On-campus job fairs	4
Number of employers at TTU job fairs	281
Number of employers at Nashville job fairs	265
Number of employers conducting Career Services workshops	5
Job Opportunities	
Number of jobs posted on-line	1,155
Number of resumes viewed on-line by employers	5,222
Number of on-line resumes sent to employers	2,372
Alumni Involvement	
Number of alumni mentors	196
LinkedIn alumni members	2,894

Student Retention Efforts

Tennessee Tech University is committed to increasing student retention. The following are the activities that Career Services has implemented and participated in this year:

1. Freshmen Awareness of Services:
 - SOAR: 'Parent Career Development' handout
 - SOAR: 'What can I do with this major?' handout – for undeclared students.
 - SOAR: Part-time job information sheet
2. Univ1020:
 - Workshops, tours, events
 - Majors fair booth with handouts
 - CashCourse – on line resource page
3. Career Advising:
 - Sigi3 interpretation and promotion
 - 'Refer a Student' portion of the website
 - Sigi3 advisor instruction page
4. Job Fairs:
 - Freshmen students are invited to participate
5. Internship/co-op information dissemination:
 - Conduct workshops specifically focusing on the benefits of real-world experience.

Staff Development

- Career Services leadership is committed to representing TTU in a positive and professional manner within our career field. Staff members attend training and participate in professional activities in order to maintain expertise in the field. Our goal is to be subject matter experts and leaders within our profession.
- The department holds national, regional, and state membership in the Association of Colleges and Employers (NACE, SoACE, and TACE). Membership is also held in the American Association for Employment in Education (AAEE) and the local Society for Human Resources Management (SHRM). Membership in these organizations provides our staff with access to the latest information in the career field.
- Alice Camuti, Lynn Haley, and Don Foster attended the SoACE conference held in St. Petersburg, FL in December. Alice facilitated a workshop on Consulting Services.
- Alice Camuti attended the AAEE conference in Salt Lake City, UT in October.
- Don Foster and Lynn Haley attended the TACE conference in Memphis, TN in April.
- Alice Camuti presented at the International Congress in Qualitative Inquiry (ICQI) at the University of Illinois in May.
- Alice Camuti and Lynn Haley attended the NACE conference in Orlando, FL in June.
- Lynn Haley served as the communication chair for TACE.
- Alice Camuti served as the Consulting Chair for SoACE.
- Alice Camuti received Coach Certification from World Coach Institute in June.

Recruiting Expectations for 2013-2014

NACE reports that the Fall 2013 recruiting season looks promising for new graduates as nearly 30% of the employer survey respondents plan to hire more students in the fall while about half expect to keep their hiring levels even.

Career Services

2013-2014 Goals

1. Conduct on-campus career fairs.
2. Conduct relevant student workshops.
3. Monitor and implement new revenue streams.
4. Implement student career assessment program by training advisors on Sigi3
5. Actively promote student viewing of career advice videos to contribute to student career exploration and student retention.
6. Support Univ1020 programming.