

ANNUAL REPORT

2014-2015

Office of Career Services
Tennessee Technological
University



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Mission Statement

The mission of Career Services is to assist students and alumni in planning, organizing, and conducting 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. We connect employers with students and graduates through a state-of-the-art recruiting platform to assist in the transition from college to the world of work.

Career Services is a division of Academic Affairs. The unit fully supports the mission of Tennessee Technological University by our commitment to the life-long success of our students. Through a comprehensive Experiential Education program and a focus on career outcomes (assisting students in securing their first destination after college), Career Services is aligned to contribute to the professional success of our graduates. Our office is committed to student retention initiatives that support the Flight Plan and correlate directly to the university's Vision Statement: "producing practical, **ready-to-work** graduates from a broad range of academic disciplines prepared to compete in a technologically driven world."

Executive Summary

The Office of Career Services had a highly productive and record breaking year. The university's Flight Plan played a key role in the strategic vision for our office as we concentrated on two focus areas: (1) improving the undergraduate student experience and (2) transforming technology.

Student engagement with our programs and resources continued to grow with 4,067 participants attending seven career fairs; 1,042 students attending our career development workshops; and 305 students receiving Career Readiness certification. On March 17, we conducted our first on-campus Education Fair.

Our customized career management software, *TechWorks*, was launched in November 2014. *TechWorks* interfaces with our Banner system and, for the first time, all currently enrolled students have immediate web access to co-op, internship, and full-time job opportunities. Additionally, we added What Can I Do With This Major and GoinGlobal to our suite of online programs to help students develop their college to career plan.

Financial support for our programs was received from Enterprise Holdings, Parker Hannifin, the Nashville Area Career Fairs Consortium, the John Deere Foundation and 21st Mortgage in excess of \$10,000.

This report will highlight the accomplishments and initiatives that make up our strategic plan.

M. Lynn Haley
Director-Career Services

Status of the 2014-2015 Hiring Environment

According to the National Association of Colleges and Employers (NACE), employers plan to hire 9.6 percent more new college graduates from the Class of 2015 for their U.S. operations than they did from the Class of 2014.

The top ten degrees most in demand for 2015:

1. Finance
2. Accounting
3. Computer Science
4. Mechanical Engineering
5. Business Administration
6. Electrical Engineering
7. Computer Engineering
8. Marketing
9. Logistics
10. Management Information Systems

The top hiring industries for 2015, 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 2015, bachelor's degree graduates:

- Oil and Gas Extraction
- Motor Vehicle Manufacturing
- Chemical (Pharmaceutical) Manufacturing
- Food and Beverage Manufacturing
- Computer and Electronics Manufacturing

2014-2015 Goals

The following goals were established for 2014-2015 in the Career Services strategic plan:

1. Conduct five on-campus career fairs with the establishment of a new Education Fair in 2015.
2. Partner with academic units to develop workshop programs to ensure there is no duplication of efforts and resources.
3. Begin implementation of grant-funded initiative to increase awareness of programs to first-year students.
4. Augment web-based suite of career development and exploration software with the integration of GoinGlobal and CSO Research.
5. Increase participation by students and employers in the Experiential Education program by 5%.

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

GOAL 1:

Conduct five on-campus career fairs and two off-site career fairs.



- **Career Day 2014** – Largest event on record with 134 registered employers and over 2,000 participants.
- **Healthcare Fair 2015** – 20 registered employers with 150 participants.
- **Engineering Fair 2015** – 133 employers registered with 1,000 participants.
- **Education Fair 2015** – 45 employers registered with 350 participants. Plans are underway to incorporate this event into our annual career fair roster.
- **Spring Fair 2015** – 49 registered employers with 354 participants.
- **Nashville Area College to Career Fair and Teacher Recruitment Fair** (Williamson County Ag Expo Park, Franklin, TN) – 303 employers registered with 1,123 students in attendance representing 13 schools and colleges. This year, 213 TTU students attended which is an increase from last year's event. Additionally, Career Services received funding from the Nashville Area Career Fairs Consortium to charter a 52-passenger bus to transport students to the event.

These activities offered co-op/internship and full-time job opportunities for students and generated \$102,690 in revenue.

GOAL 2:

Partner with academic units to develop workshops/programs to ensure there is no duplication of efforts and resources.



Career Services staff engaged in the following outreach efforts:

- Student Orientation, Advisement and Registration - SOAR (11 events from June - Aug. 2014) - 2,200+ participants
- Workshop for Student Success Center Advisors
- Study Abroad Fair
- Meet the Firms Student Resume Books
- Community Day
- Workshop for Human Ecology and Agriculture Ambassadors
- Workshop for University Athletics
- Resume Workshop for Panhellenic - 500 students
- Collaborated with the College of Education to conduct our inaugural on-campus Education Fair
- Engineering Eminence Awards - Four recipients of the Experiential Education Meritorious Award (representing Civil, Chemical, and Mechanical Engineering)
- German Symposium Committee (partnered with College of Business, Engineering, and Foreign Languages)
- Engineering Technology Advisory Board
- Resume Workshop for the Society of Women Engineers
- College of Education Freshman Information Fair

GOAL 3: Begin implementation of grant-funded initiative to increase awareness of programs to first-year students.

The objective of Career Services' 2014-2015 Provost's Micro-Grant project was to accurately identify and target first-year students, increasing the use of career development and planning resources offered through Career Services by 5% within a two-year period to aid retention and persistence to graduation rates.

As of February 1, 2015, Career Services had increased its first-year student engagement rate from 0.04% to 3.9% as measured by first-year student logins into the *TechWorks* system.

As of May 1, 2015, first-year student engagement had further increased to 6.8% using the same measurement method. Career Services has exceeded its 5% increase target by 1.8% in less than one year.

GOAL 4: Augment web-based suite of career development and exploration software with the integration of GoInGlobal and CSO Research (*TechWorks*).

TECHWORKS
Resume and Job Database

Students, alumni, and employers have quickly acclimated to our new career management software system. Currently, the system houses information from 1,191 employers who have provided our students with 1,420 job postings. Career Services has provided 4,037 resume referrals to employers.



GoInGlobal provides country-specific career and employment information including worldwide internship and job postings, H1B employer listings, corporate profiles, and career resources for 30 countries. During our first year of providing this resource to students and faculty, 869 individuals have logged in to the system.

GOAL 5:

Increase participation by students and employers in the Experiential Education program by 5%.



In mid-January 2015, the Experiential Education program showed a participation rate of 230 students, which is a decrease from last year's 261 reported enrollment.

Given those figures, it was decided to concentrate on not only growing the program, but also providing more comprehensive information to our faculty regarding co-op students on assignment. At the end of January 2015, a new report was sent to all faculty members with students enrolled in the program that provided the student's name, major, and co-op location. At the end of the semester, a second report was generated which provided a list of all co-op students along with the Employer's Evaluation rating for each student. We will continue to be proactive in providing faculty with this information each semester.

Sparked with the challenge to build enrollment, and with a new Associate Director in place, we have shown an *increase in co-op enrollment for Summer 2015 (93 students) of 34.8% over Summer 2014 enrollment figures (69 students)*.

2015 Engineering Experiential Education Meritorious Awards



L to R: Emily Gawel - ChE; Matthew Schaller - CEE; Blake Berry - ME; William Gaetjens - ME

Experiential Education Statistics

Participation in the experiential education program 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 assignment.

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

STATISTICS	PARTICIPATION
# of Co-op Work Assignments	230
# of Co-op Employers	130
# of New Co-op Employers	25
# of States Where Co-ops Are Working	11
# of Academic Majors Participating in Co-op	14
Average Hourly Pay Rate: Engineering	\$17.23
Average Hourly Pay Rate: Non-Engineering	\$13.75

Student Engagement

Career Services provides opportunities for students to engage in skill building as they prepare to enter the world of work or the experiential education program. Students are also provided with opportunities to meet prospective employers through seven annual career fairs. Student and alumni participation for fall and spring semesters are illustrated below:

2014 – 2015 Activities	Participation
Workshops (10)	1,042
Career Day (October 2014)	2,005
Engineering Fair (Feb. 2015)	1,004
Healthcare Fair (Feb. 2015)	150
Spring Fair (March 2015)	344
Education Fair (March 2015)	351
Nashville College to Career Fair and Teacher Recruitment Fair (March 2015)	213
Career Readiness Certification	305
Individual Perfect Interview Usage	2,110
SIGI Users (career exploration web-based software)	1,165
Career Spots Users (career development and career exploration web-based software)	838
GoinGlobal Users	869
Individual Student/Alumni Appointments	898

Employer/Alumni Participation

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

Activity	Participation
On-campus interviews	907
On-campus job fairs	5
Number of employers at TTU job fairs	381
Number of employers at Nashville job fairs	303
Number of employers conducting Career Services workshops	10
Hosted 24 employer information sessions and 16 virtual career fairs providing information for veterans, agriculture, law school admission, communications, government, non-profit, and teaching.	
Job Opportunities	
Number of jobs posted in <i>TechWorks</i>	1,420
Number of resumes sent to employers	4,037
Alumni Involvement	
Active alumni using <i>TechWorks</i>	226
LinkedIn alumni members	651

First Destination Results

Career Services works diligently to track First Destination activity for graduates. Past survey methods have only yielded a 30% response rate. This rate is well below the 65% standard guideline which is recommended by the National Association of Colleges and Employers (NACE). At the fall and spring Senior Salute, we implemented a new, abbreviated survey which provided a **92%** response rate. The results of this survey are listed below. Follow-up split surveys were then developed to target respondents still in need of job search assistance. These surveys will be deployed within 90 days, 6 months, and 12 months after graduation. All surveys include the exact verbiage used by U.S. News and World Report to collect student data.

Destination	Percentage
Plan to Attend Graduate School	17.7%
Joining Military	.7%
Starting My Own Business	.4%
Employed Full-Time In My Career Field	25.8%
Still Seeking Employment In My Career Field	48.2%
Employed But Not In My Career Field	7.1%

Initiatives

Several initiatives were introduced and others expanded in this reporting period.

Peer-To-Peer Teaching: Two seniors were hired as Career Ambassadors, and seven student workers were trained as Peer Mentors. Serving as a knowledgeable point-of-contact for students visiting our office, they provide resources and schedule appointments, confirm appointments via email, and provide web-based resources prior to appointments. Peer Mentors send a follow-up email reminding students we are available to assist them at any time. Career Ambassadors conducted 190 resume reviews, mock interviews, and classroom presentations.



Career Readiness Certification: This program is designed to address key elements in career planning success. 305 certificates were awarded from seven university departments. This is an increase of 48% over last year.



Nashville Area College to Career Fair and Teacher Recruitment Fair: Received funding from the Nashville Area Career Fairs Consortium to charter a 52-passenger bus to transport students to the March 31, 2015 Nashville recruiting events held at the Williamson County Ag Expo Park in Franklin, TN.

Staff Development

Career Services leadership is committed to representing the university 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 and to be subject matter experts and leaders within our profession. The department holds memberships in national, regional, state, and other professional organizations. Membership in these organizations provides our staff with access to the latest information in the career field.

Lynn Haley – Director

Awards:

Tennessee Association of Colleges and Employers (TACE) –
June Q. Moore Award for Cooperative Education

Memberships:

National Association of Colleges and Employers (NACE)
Nashville Area College to Career Fair Consortium - President
Tennessee Association of Colleges and Employers (TACE)
- Vice President of Colleges - Annual Conference Chairperson
Southeastern Association of Colleges and Employers (SoACE)
Society of Human Resource Managers (SHRM)
Tennessee Association of Career Development

Presentations:

Spring 2015 Student Success Colloquium – “Explore, Experience, Excel:
Increase First-Year Student Engagement & Enhance the Career Planning
Process through Targeted Marketing and Technology Upgrade”

Conferences:

November 2 - 4, 2014 - American Association of Employment in Education
(AAEE) - Annual Conference - Raleigh, NC
December 7 – 9, 2014 – Southeastern Association of Colleges and Employers
(SoACE) – Annual Conference - New Orleans, LA
April 23 - 24, 2015 – Tennessee Association of Colleges and Employers –
Annual Conference – Nashville, TN
May 14, 2015 – TACE Lunch and Learn – “The Consumer Candidate:
Understanding the Consumer Mentality of Today’s Job Seeker” - Franklin, TN
June 2 – 5, 2015 – National Association of Colleges and Employers – Annual
Conference – Anaheim, CA
June 12, 2015 – CSO Research Roundtable – Atlanta, GA
June 23, 2015 – TACE Lunch and Learn – “Speaking Millennial” – Crossville, TN

Committees:

Southeastern Association of Colleges and Employers (SoACE) External Review
SACSCOC Compliance Certification Committee – Student Achievement Team



Staff Development (continued)

Kristy Cunningham – Assistant Director

Memberships:

National Association of Colleges and Employers (NACE)

Tennessee Association of Colleges and Employers (TACE)

Southeastern Association of Colleges and Employers (SoACE)

Conferences:

April 23-24, 2015 – Tennessee Association of Colleges and Employers – Annual Conference – Nashville, TN

May 14, 2015 – TACE Lunch and Learn – “The Consumer Candidate: Understanding the Consumer Mentality of Today’s Job Seeker” – Franklin, TN

June 2-5, 2015 – National Association of Colleges and Employers – Annual Conference – Anaheim, CA

June 12, 2015 – CSO Research Roundtable – Atlanta, GA



Ashley Kabakci – Associate Director

Memberships:

National Association of Colleges and Employers (NACE)

Tennessee Association of Colleges and Employers (TACE)

Southeastern Association of Colleges and Employers (SoACE)

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Spring 2015 Student Success Colloquium – “Explore, Experience, Excel: Increase First-Year Student Engagement & Enhance the Career Planning Process through Targeted Marketing and Technology Upgrade”

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May 14, 2015 – TACE Lunch and Learn – “The Consumer Candidate: Understanding the Consumer Mentality of Today’s Job Seeker” – Franklin, TN

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Career Services

2015-2016 Goals

In support of Flight Plan's focus areas to improve the undergraduate experience, reduce time-to-degree, and transform technology, Career Services will endeavor to:

1. Conduct five on-campus career fairs and one combined career fair as part of the Nashville Area Career Fairs Consortium.
2. Continue outreach efforts to first-year students to increase awareness of office services and programs by 5% as measured by the new "Freshman Friendly" initiative at career fairs, tracking number of visits by freshmen to our office, as well as tabulating log-in rates to *TechWorks*, Sigi 3, and other Career Services on-line resources.
3. Increase overall student participation in the *TechWorks* database by 10%.
4. Increase student enrollment in the Experiential Education program by 5%.