



CAREER SERVICES ANNUAL REPORT

2015 – 2016

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* and other Career Services on-line resources.
3. Increase overall student participation in *TechWorks* database by 10%.
4. Increase student enrollment in the Experiential Education program by 5% through expanding cooperative education and internship opportunities for our students.
5. Establish an advisory board composed of members from each school and college, as well as industry professionals.

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ON-CAMPUS CAREER FAIR TOTALS: 381 EMPLOYERS AND 4,028 ATTENDEES

- **CAREER DAY 2015** – 128 registered employers, 1,854 attendees – 7.3% increase
- **ENGINEERING FAIR 2016** – 133 registered employers, 1,306 attendees – 30% increase
- **HEALTHCARE FAIR 2016** – 21 registered employers, 160 attendees – 6.7% increase
- **EDUCATION FAIR 2016** – 41 registered employers, 306 attendees – 12.8% decrease
- **SPRING FAIR 2016** – 58 registered employers, 402 attendees – 16.9% increase
- **NASHVILLE AREA COLLEGE TO CAREER FAIR AND TEACHER RECRUITMENT FAIR 2016**
– 316 employers – 915 attendees (130 from TTU) – 39% decrease. NOTE: this event is held in collaboration with 12 other universities: Athens State, Austin Peay State, Aquinas College, Belmont University, Cumberland University, Fisk University, Lipscomb University, Martin Methodist College, Middle Tennessee State University, Tennessee State University, Trevecca Nazarene University, and Vanderbilt University.



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INCREASE OFFICE AWARENESS TO FIRST-YEAR STUDENTS



TECHWORKS
Resume and Job Database

Let Career Services help you start planning your career **now**.

From freshman year to graduation, Career Services can help you.

Use TechWorks, your free online resume and job database, to:

- ! Explore career options
- ! Find a co-op/internship in your major
- ! Search, apply, and interview for career opportunities

How to log in to your TechWorks account:

- Go to www.tntech.edu/career/students
- Username: Type in the first part of your TTU email address:
e.g., AWEagle42
- Password: Type in your TTU email password

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Our first initiative to increase awareness of our services was to create an easily-identifiable TechWorks marketing piece. As shown on the left, this advertisement was placed on the front inside cover of 2,050 Student Success Planners distributed to all freshmen. Additionally, we had posters placed in every building on the university campus (where permitted) and on the university's digital board network.

Targeted emails were sent to students notifying them how to access their TechWorks account and of our upcoming events and workshops. **25%** of all freshmen have logged in to TechWorks which is an increase of **18.2%** over last year's total.

The percentage of Freshman Friendly employers (those willing to speak with freshmen about career planning) were: Career Day – 58%, Engineering Fair – 52%, Healthcare Fair – 81%, Education Fair – 56%, and Spring Fair – 52%. Active engagement by freshmen in events/workshops is 45% of the total freshman enrollment.

CAREER READINESS CERTIFICATION

This year, fifteen Career Readiness workshops were conducted with an overall attendance of 2,420 students and 317 certificate were awarded. This is a 3.9% increase from last year.

Fall Workshop presenters: Mike Moore, EFC Systems; Bill Carpenter, Rogers Group; Ashley Luna, Flowserve; Stephanie Matias, Asurion; Gene Crabtree, 21st Mortgage; Patricia Shelton, Noranda; Maria Turner, Jackson National Life; and Ryan Smithson, Enterprise Holdings. *Spring Workshop presenters:* Tammie Russell, Tenneco; Wynter Elder, Elliott Davis Decosimo; Katheryn Dunlap, Vanderbilt Mortgage; Zack Ballinger, author of “The Hot Seat.” We also partnered with Center Stage, Student Orientation, and the College of Business to provide additional workshop opportunities.

STUDENT USAGE OF ON-LINE RESOURCES

- TECHWORKS**
Student Logins: 15,238 - 82% increase over last year; 25% of log-ins were by freshmen. TechWorks is our university-branded resume and job database for all students and alumni.
- CAREER SPOTS – 2,206**
Career advice videos on resumes, cover letters, interviews, job search strategies, etc.
- SIGI 3 – 674**
Career Planning Software to set goals and plan next steps.
- GOINGGLOBAL – 1,028**
Country-specific career and employment information including worldwide internship and job postings, H1B employer listings, career resources for over 30 countries.
- PERFECT INTERVIEW – 1,840**
Enhances interview skills by creating a simulated interview experience answering questions as you would in a real job interview.
- WHAT CAN I DO WITH THIS MAJOR? – 1,667**
Connects majors to careers.



In partnership with the Volpe Library, we launched the **TypeFocus** career development software in January 2016 with 186 current users. TypeFocus provides students with an on-line personality and personalized career report. This program helps students learn more about themselves and use that knowledge to develop better relationships (teamwork/leadership), choose more satisfying careers, and become more effective personally. TypeFocus-personality type profile has been validated to the Myers-Briggs Type Indicator (MBTI). Site license fees for both TypeFocus and Perfect Interview will be covered by the Library at an estimated savings to our office of \$3,000 annually.

ADDITIONAL OUTREACH EFFORTS

This year's Career Readiness Certification program included the option for students to attend two Center Stage events: John Quinones, "What Would You Do? Changing Ethics in America" and the Common Book keynote address by "The Start-Up of You" author, Ben Casnocha. Career Services conducted a panel discussion after Mr. Casnocha's keynote address entitled "Take Charge of Your Career" with panelists, Domonique Townsend, TTU IE alumna, author, and industrial engineer at Ingram Group; Caleb Smith, TTU ME intern at Tesla Motors; Sarah Henning, entrepreneur and generational consultant, Ben Casnocha, and via Skype interview, Amy Elliott, TTU ME alumna, and participant in the Discovery Channel's *Big Brain Theory* reality show. Dr. Chester Goad of Disability Services was our moderator. A total of 550 students were in attendance at these events.



Career Services Common Book Panel: L to R: Caleb Smith, ME major, Tesla Motors intern; Domonique Townsend, IE alumna, author, activist, engineer; Ben Casnocha, keynote speaker; Sarah Henning, generational consultant.



- **STUDENT ORIENTATION, ADVISEMENT, AND REGISTRATION (SOAR)**
June – August 2015
Career Services representation at all ten events welcoming approximately 3,400 students and parents to the Tech community.
- **COMMUNITY DAY**
This event provided us with the opportunity to meet 418 prospective students and their guests totaling 1,176 in attendance.
- **GOOGLE VIRTUAL INFORMATION SESSION** – conducted by John Parker, TTU alumni, discussed career opportunities with 170 students from engineering, mathematics, and physics.
- **EASTMAN CHEMICAL INFORMATION SESSION** – 142 students participated in this group session to learn about intern, co-op, and full-time jobs.
- **SOUTHERN COMPANY** – in collaboration with Dr. Bharat Soni, we hosted an information session for 22 students; Lindsay Grissom, currently on co-op assignment at Southern, prepared a video of her experience to share with our students.
- **ADDITIONAL EVENTS** – Transfer Days, International Resource and Study Abroad Fairs, Co-op Engineering Eminence Awards, Accounting Boot Camp, Senior Salute, and COB Board of Trustee's Lecture Series - Daymond John of Shark Tank, Mike Lane, NY Yankees CFO, and "Leading from the Heart" with Rich Froning of CrossFit Mayhem.

3. Increase overall student participation in the TechWorks database by 10%.

As indicated in Goal 2, our outreach efforts to students has shown an increase in participation by students at events, workshops, and with students and alumni accessing the co-op, internship, and full-time job opportunities available in TechWorks. Current student logins of 15,238 is an **82%** increase over last year. YTD Job Postings: 1,530 and Student Resume Referrals: 6,537. We conducted 24 information sessions with various employers and hosted 623 on-campus interviews. Student/alumni appointments for job search assistance: 880 (does not include email or walk-in.)

4. Increase student enrollment in the Experiential Education program by 5% through expanding cooperative education and internship opportunities for our students

For the 2015-2016 academic year, 274 students participated in the Cooperative Education program which is an increase of 23.98% over last year. 182 co-op employers attended our fairs, posted job opportunities in TechWorks, and selected our students for intern/co-op opportunities during the past year. Average salary pay rate for engineering majors: \$17.79, non-engineering: \$10.75. The number of co-op job opportunities increased by 35% during 2015-2016 over the previous year.

5. Establish an advisory board composed of members from each school and college as well as industry professionals.

The inaugural meeting of the Career Services Advisory Board was held on April 28, 2016, in the Noble Cody Executive Suite. Discussion centered on three focus areas that provide a successful 21st century Career Services framework: strategic partnerships, student engagement, and talent development. A proposed update of the office's mission and vision were presented. Additionally, suggestions to rename the office to better reflect our mission were requested for consideration by the advisory board.

Career Services Advisory Board Members:

Dr. Chester Goad, Disability Services
 Allen Mullis, Student Orientation
 Gina Padgett, Advancement
 Dr. Scott Christen, Communications
 Dr. Julie Longmire, Advisement Services
 Dr. Melinda Anderson, Human Ecology
 Edith Duvier, Student Success Center
 Dr. Alice Camuti, College of Interdisciplinary Studies
 Dr. Dennis Fennewald, College of Agriculture
 Dr. Darrell Hoy, College of Engineering
 Michelle Huddleston, Service Learning
 Dr. Julie Baker, College of Education
 Dr. Judy Duvall, School of Nursing
 Patricia Smith, Counseling Center

Katie Gillman, Enterprise Holdings
 Brian Crawford, Denso Mfg.
 Wynter Elder, Elliott Davis Decosimo
 Tonya Shortt, Mahle
 Lynsey Nail, ATC
 Ashley Luna, Flowserve
 Tammie Russell, Tenneco
 Mitch Hagerman, Hoeganaes
 Barry Phillips, The Pictsweet Co.
 Shane Paul, Logan Aluminum
 Don Purdy, Hexpol
 Gene Crabtree, 21st Mortgage
 Robert Scarborough – BC/BS

First Destination

First Destination results are initially collected at the university's Senior Salute program where our graduating students pick up their graduation regalia. Our goal is to obtain a minimum 65% response rate to deem the data representative of the class.

Fall 2015 Response Rate – 99%

Employed (full-time, business start-up, military, etc.) – 41%

Attending Graduate School - 16%

Seeking Employment – 39%

Other – 4%

Spring 2016 Response Rate – 93%

Employed (full-time, business start-up, military, etc.) – 38%

Attending Graduate School - 20%

Seeking Employment – 40%

Other – 2%

Career Services Staff

LYNN HALEY DIRECTOR	KRISTY CUNNINGHAM ASSISTANT DIRECTOR	ASHLEY KABAKCI ASSOCIATE DIRECTOR	SARAH STARKEY ADMINISTRATIVE ASSISTANT
			

Career Services

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