

Old Dominion University Career Management Center 1998/99 Annual Report

Suzanne Martin, Director

KEY FINDINGS:

- There have been almost 12,000 placements under the Guaranteed Internship program since August 1995.
- 50% of eligible students (2,137 students) participated in Guaranteed Internships in 1998/99.
- The Career Management Center forwarded 18,866 student resumes.
- 91% of surveyed Seniors have used the Career Management Center.
- 70% of surveyed Freshmen and Sophomores knew about the Career Advantage Program.
- 80% of those Freshmen and Sophomores planned to take advantage of the CAP guarantee.
- \$2 million in wages and stipends were generated by Old Dominion University students on assignment.
- Last year our web site received over 44,000 hits. This year, we received almost 42,000 hits during the last two months of the Spring semester!
- Job Fairs attracted over 4,000 students and 213 organizations.
- 2,568 career counseling appointments were conducted.

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INTRODUCTION

The Career Advantage Program has enjoyed four years of substantial growth. This year the Career Management Center continues to enjoy returns on investments in the form of increased student and employer participation. We have seen marked increases in student visitors to the office and to our web site. There has also been a tremendous increase in employer interest, much of it derived from former Career Advantage Program (CAP) participants (alumni) who are now able to offer internships to our students. This report quantifies the events of the past year in light of our mission to provide students with exceptional academic and professionally related employment services.

CAREER ADVANTAGE PROGRAM

We know from experience that one of the greatest challenges for graduates is the transition from school to work. Our employer participants are increasingly crediting activities such as internships and cooperative education programs with helping graduates make smoother transitions to the world of work. We continue to promote the Career Advantage Program's Guaranteed Internship as meaningful, major-related, credit-bearing experience.

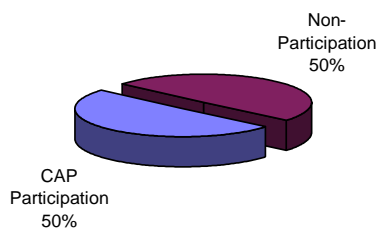
According to the Center for Labor Market Studies in a study of ten large colleges across the United States, *during the first year after graduation, students whose majors have strong career potential and who had co-ops related to their majors earn 11 percent more than their non-co-op counterparts.*

Our office continues to administer a strong, nationally known internship/co-op program, with a total of **4,126 placements** (2,137 unduplicated) for the 1998/99 academic year. From August 1995 to the close of the Spring 1999 semester, there have been almost **12,000 placements** under the Guarantee. In fact, several peer institutions have visited our office in hopes of learning more about our Career Advantage Program.

Participation Rates

This year, the Office of Institutional Planning and Research assisted in determining accurate CAP Guaranteed Internship data. Our methodology is consistent with last year's collection activity. We identified total number of placement events as well as the number of unduplicated CAP participants.

Participation of Eligible Students
(excluding Full-Time Workers and Previous Participants)



The table on page two provides an explanation of the data gathered by the Office of Institutional Research. Column 3 shows the actual number of students who participated in the Career Advantage Program during the 1998/99 academic year. The percentage reflects the ratio of students who took advantage of the Guaranteed Internship from the Eligible Population in Column 10. According to this data, of the **4,254 Eligible Students, 50% participated.**

The gross number of eligible students for the CAP Guaranteed Internship (column 7) includes: undergraduates who have declared a major and maintain 2.0 or above GPA (column 4), students who participated in the program but either had not declared a major or are graduate students (column 5), and TELETECHNET students who participated (column 6).

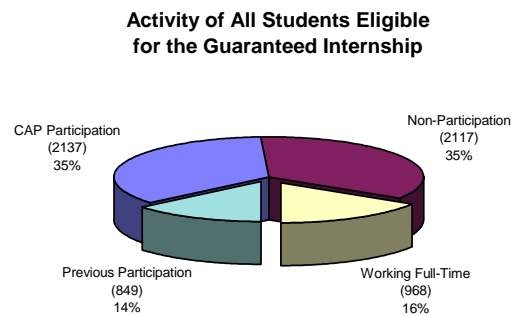
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	1	2	3	4	5	6
Old Dominion University Colleges	Gross No. of CAP Participants in 1998/99	No. of 1998/99 Participants who have participated in previous years	Adjusted No. of Participants in Guaranteed Internships 1998/99	JR and SR with 2.0 or above who are Eligible to Participate	Non JR & SR Students added to Eligible Population	TELETECHNET Students added to Eligible Population
			Col 1 – Col 2 % = Col 3/Col 10			
Arts & Letters	297	28	269 (25%)	1502	4	3
Business & PA	469	34	435 (56%)	1158	0	3
Education	884	207	677 (95%)	932	62	38
Engineering	285	81	204 (44%)	817	4	2
Sciences	239	43	196 (24%)	1051	2	0
Health Sciences	812	456	356 (86%)	584	11	225
All Colleges	2986	849	2137 (50%)	6044	83	271

	7	8	9	10	11	12
Old Dominion University Colleges	Gross No. Eligible to Participate in Guaranteed Internships	Number of Students Working Full-Time (Estimated)	No. of Students in Eligible Population who participated in previous years	Net No. Eligible to Participate in Guaranteed Internships	No. of Eligible Students who did not Participate	Number of Placements for Guaranteed Internships
	Cols 4 + 5 + 6			Col 7 – (Cols 8 + 9)	Col 10 – Col 3	
Arts & Letters	1509	300	140	1069	800	296
Business & PA	1161	324	65	772	337	558
Education	1032	N/A	316	716	39	932
Engineering	823	196	164	463	259	391
Sciences	1053	147	84	822	626	1618
Health Sciences	820	N/A	408	412	56	331
All Colleges	6398	968	1177	4254	2117	4126

The population of students which can take advantage of the Guaranteed Internship (column 10) is calculated by subtracting the estimated number of students who work full-time as determined by the individual college surveys (column 8) and the number of students who participated in the Guaranteed Internship previously (columns 9) from the Gross Number of Eligible Students (column 7).

Column 11 lists the number of eligible students who did not take advantage of their Guaranteed Internship opportunity during 1998/99. Column 12 is the actual number of placements that were made under the Career Advantage Program during the 1998/99 academic year and represents the multiple placement activity of some students.



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Supervisor and Participant Satisfaction

Last year we reported that over **90 percent** of all supervisors valued student contributions at internship sites as “good” or “excellent” and **over half** of student participants felt the prospects for future employment at their sites were “good” to “excellent.” As the Career Advantage Program cultivates more and more success stories, we see increased interest among freshmen, sophomores, prospective students and their parents. In fact, in a recent survey conducted by the University’s assessment office, **70 percent** of all freshman and sophomore respondents knew about the Career Advantage Program and **80 percent** of those freshmen and sophomores planned to take advantage to the CAP guarantee.

Not only do students receive valuable experiences and course credit, but many obtain financial benefits as well. An estimated **\$2 million in wages** and stipends was generated by Old Dominion University students on assignment during this reporting period.

REORGANIZATION AND RESOURCE MANAGEMENT

Support staff continue to provide services in functional areas and to handle a high level of telephone and walk-in traffic at the front desk. To streamline supervision of the support staff, an Operations Manager has been hired who will report to the Senior Associate Director. This reorganization will provide continuity and consistency at the office support level.

At the professional level, a number of resources have been employed to ensure that quality service is maintained. The office utilized three practicum students from the College of Education to help support professional programs. Eight students from the College of Education each provided 20 hours of service to meet their class requirements. Four Virginia Student Recruitment and Retention Program students were enlisted last summer to help prepare for upcoming office programs.

Satellite Offices

In an effort to better penetrate our student markets, we have continued our collaboration with several colleges hosting Career Management Center satellite offices.

The **College of Engineering and Technology** satellite office was relocated from the Career Management Center to the Engineering Learning Center at the request of the College. This full-service office, staffed by the Associate Director of Engineering and Technology, a graduate assistant, and an Office Services Specialist, serves students and employers 5 days a week. This new arrangement has resulted in a 23% increase in student appointments over last year. General student traffic has also increased, resulting in the largest number of engineering students seeking co-operative education assignments (over 130 in the Spring 1999 semester) in the past ten years.

For the past two years, the **New Oceanography and Physical Sciences Building** satellite office has been staffed 30 hours a week by the Assistant Director for the College of Sciences and a graduate assistant. Student traffic has increased by 11% in this new location.

Our **Business and Public Administration** satellite office, adjacent to the undergraduate advising office, has continued to experience high student traffic. This office is a full-service center staffed 5 days a week. The productivity of this office has continued to increase through the efforts of the College of Business and Public Administration Associate Director, a graduate assistant, and an Office Services Specialist provided by the College.

The satellite office in the **College of Arts and Letters** continues to function effectively with the Associate Director for the College of Arts and Letters and a Graduate Assistant maintaining

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regular office hours (4 hours a day) in Batten Arts and Letters. This year office hours were expanded during the registration periods to facilitate contact with faculty registering students for internships.

Office Assessment

In accordance with last year's goals, several assessment instruments were implemented to measure student usage and perception of the Career Management Center and the Career Advantage Program. Ed Smith, the University's Assessment Officer, surveyed students and found that:

- 91% of Seniors have used the Career Management Center's services
- 60% of all students knew about the Guaranteed Internship (70% of Freshmen and Sophomores)
- 1/3 of all Seniors had an internship experience related to their major
- 2/3 of all students plan to have a major-related internship before graduation (80% of Freshmen and Sophomores plan to)
- 40% of student referrals for the Guaranteed Internship came from University faculty

Additionally, internal office surveys were administered to hundreds of student users. These surveys were based on recommendations from the National Association of Colleges and Employers and endorsed by Ed Smith. Significant findings include:

- 99% of students found our staff knowledgeable and would return for assistance
- 96% of employers found our office staff helpful when on campus
- 96% of students found office programs and workshops useful to their career search
- 84% of office users took advantage of Peer Counselor assistance

INNOVATIONS

For the 1998/99 fiscal year, the Career Management Center purchased 23 computers and upgraded 12 additional computers. These 35 computers are running Windows NT and are Y2K compliant. All student lab computers in our Career Information Center will be Y2K compliant by mid-1999.

Another advancement was the transition of all users to the Lotus Notes e-mail and calendaring program. This has added the ability to check e-mail through a web browser from anywhere in the world, and for the first time, to have a truly functional and "sharable" calendar and scheduling program. This enhances the team orientation of the staff of the Career Management Center.

To better track student visitors, a student ID card reader was installed at the front desk to collect data into a centralized database. Statistics generated from this data enable us to determine client demographics and to identify peak business periods throughout the year.

Our new computers and NT operating system gave us the ability to upgrade to a Y2K compliant database (1stPlace!). This upgraded product is more flexible and powerful, allowing us greater control in data querying, report generation, and improved ease of use by students. Students can now upload their resumes in Microsoft Word and access company information via the web. This summer, a module will be installed to allow selected employers access to students' resumes across the web. Employers will enjoy the same benefits as our student

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users of round-the-clock access to our data. Our on-line presence in Hampton Roads and beyond continues to be enhanced.

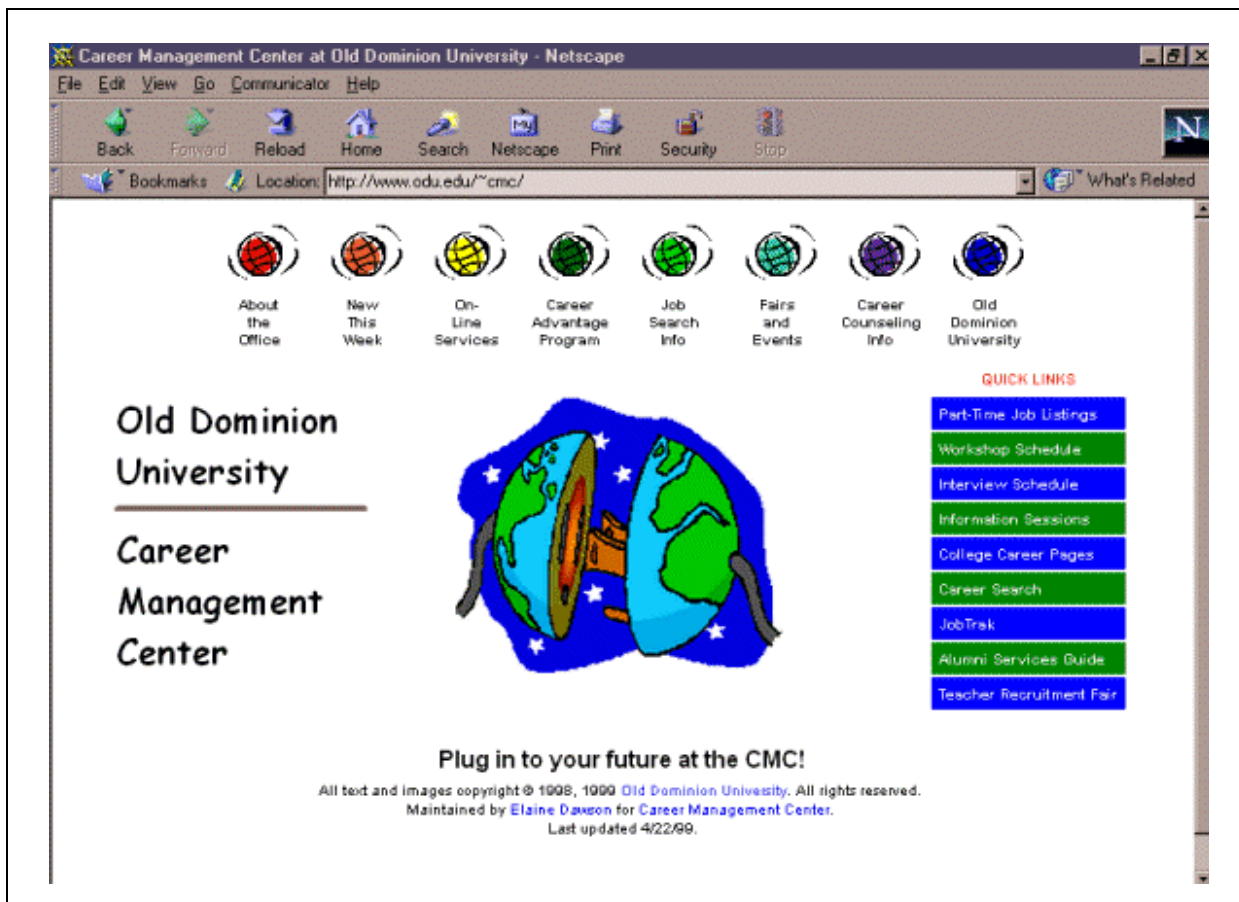
THE VIRTUAL CAREER CENTER

As technology continues to be a focal point for office planning, and as our service populations become increasingly computer savvy, our use of web-based services expands. We continue to update our web presence and existing services with the goal of providing a Virtual Career Center for our students. We have created a "second front door" to the Career Management Center by incorporating new technology into our existing web services.

During the past year, office staff collaborated with faculty and students from the Communications & Theatre Arts and Art Departments to develop "streaming media" to give students insight into our office services via the Internet. Selected student-produced media clips will be placed on the Career Management Center web site on an on-going basis.

Career Management Center Web Site

Last summer, our web site (www.odu.edu/~cmc) underwent a complete redesign to improve its usability and update its content. The current web site presently numbers approximately 110 pages and is updated on a daily basis.



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Last year we reported that our web site received 44,472 total hits. This year, we received a total of 41,810 visits in the last two months of the semester!

Web Site Usage	
• Average "Hits" (page views) Per Day	846 hits
• Highest hits in one day (April)	2,729 hits
• Average unique visitors per day (April)	439 users
• Highest unique visitors per day (April)	1,307 users

About 5% of our site visitors get to the site using search engines, and approximately 20% of visitors actually have our site "bookmarked." The remainder of our site visitors access the site by using links from other web sites, typing the URL, or enter through the University's web site.

NOTEWORTHY ACTIVITIES

In keeping with our Vision Statement "... to gain regional and national recognition by providing the best academic and professionally related employment services for Old Dominion University students," we participated in the following:

National Activities

In November 1998, the National Society for Experiential Education (NSEE) held its national meeting in Norfolk. Old Dominion faculty, Career Management Center staff, graduate assistants, and peer counselors participated in two workshops and two poster sessions. Provost Jo Ann Gora, Suzanne Martin, and Arlisa Hagan also presented a session on the Career Advantage Program and the future of experiential education in the next millennium. Finally, office staff coordinated a site visit to NASA-Langley for conference participants.

Office staff presented at a number of other national conferences.

- Tom Wunderlich presented at the 1999 American Society for Engineering Education Conference for Industry and Education Collaboration: Powerful Partnerships -- From Good, to Better, to Best.
- Dianne Bryan, Ladd Flock and Penny Craig-Pickel attended the National Association of Colleges and Employers conference where they presented a Best Practices poster session on the Career Advantage Program.
- Dianne Bryan attended the National Student Employment Association Conference and the American Association for Employment in Education Conference.
- Penny Pickel presented a Best Practices session for National Academic Advising Association on the College of Business and Public Administration's Futures Office at their national conference.

Regional Activities

Our office staff made an impact on the Virginia region as well:

- Career Management staff hosted and participated in the annual conference of the Virginia Association of Colleges and Employers. Ladd Flock presented a program entitled Beyond Behavioral Interviewing.
- Our office coordinated the University's application for the Governor's Fellows Program, resulting in hiring of Criminal Justice student Michaela Miller as an intern. Additionally, English Master's student, Edwin Consolvo, was named a Governor's Fellow.

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Local Activities

The Career Advantage Program continues to gain attention with the local media.

- Arlisa Hagan was interviewed by Channel 13 during May 1998 regarding job opportunities for graduates and “hot” job areas.
- Suzanne Martin was interviewed by WHRO for “News at Noon” regarding jobs for the new millennium.
- Janis Smith was quoted in an article in *The Virginian-Pilot*, “Graduating into the Big Leagues, Job Prospects, Pay Scales Across the Nation Look Good for College Graduates,” January 2, 1999.
- Old Dominion students Eric Miller (PhD, International Studies) and Travis Pittman (BS, Criminal Justice) were quoted in a story about internships with the Coast Guard in *The Virginian-Pilot*, February 4, 1999.
- A March 18, 1999 article in *The Virginian-Pilot* quoted a German business firm about its new [Chesapeake] location and its proximity “to well-reputed universities.” The first student to be hired was Wyatt Greene, an Old Dominion Computer Engineering graduate.
- Career Management Center staff met with various employers considering relocation to the Hampton Roads area through meetings with Hampton Roads Economic Development Council and the Chambers of Commerce.
- Career Management Center partnered with the MacArthur Center in coordinating its hiring efforts for the new businesses in the Center. Several of these employers scheduled campus visits to recruit students.

University Recognition

The Career Management Center has been recognized on campus for its work as well.

- In the January 15, 1999 issue of *The Courier*, we received notice in an office staff picture with the Provost and a representative from Household Credit as they officially awarded us with a grant. Grant funds were also received from Union Camp Corporation and Lowe’s.
- In the February 16, 1999 issue of *The Mace and Crown* we were featured in an article about collaboration between our office and the new MacArthur Center to help fill over 200 jobs.

EMPLOYER DEVELOPMENT

Virginia’s unemployment is reported to be at its lowest rate in 30 years, as a result of recent job growth in the state. Governor Jim Gilmore declared that this low unemployment rate “reflects the prosperous economic conditions the Commonwealth is currently enjoying.” These thriving economic conditions also contributed to another solid year for the Career Management Center.

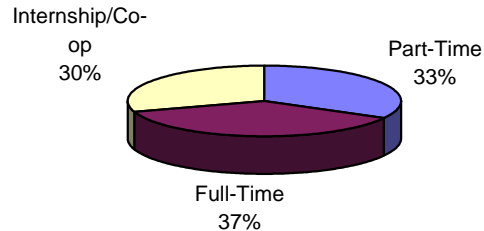
During the course of the year we gained more than 1,300 new employers. Each staff member spends several hours a day contacting employers who recruit students for internships and full-time positions. Our employer numbers remain high, but we experienced a flattening of the number of jobs posted and new employers listed.

Additionally, we have followed up on referrals from the President’s Office, the Provost’s Office, the Vice President for Administration and Finance, Alumni Relations, and the Development Office to successfully market Old Dominion University. (See Appendix)

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Throughout the 1998/99 academic year, the Career Management Center maintained a database of **3,344** active employers, **up 6%** from the 1997/98 academic year. Over the course of the year, **1,324** new employers were added to the database, an increase of **8%** over last year. We expect a slight increase in employer activity for the upcoming year as we concentrate on building strong relationships with Hampton Roads and national employers. It remains our mission to cultivate productive relationships with a core of employers and to maintain them even when the economy slows.

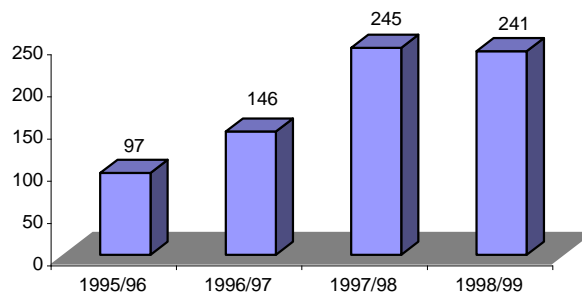
Employers Requesting Service from the Career Management Center



On-Campus Recruiting

On-Campus Recruiting is often one of the primary indicators of market activity. This year, **241 employers** conducted on-campus recruitment and a total of **1,934 individual interviews** were conducted on campus with Old Dominion University students.

On-Campus Interviews



Job Fairs

Several job fairs are organized each semester to provide a convenient forum for organizations and students to meet and discuss career issues and job opportunities. Our Fall and Spring Job Fairs attracted over 4,000 students and **213 organizations**, a **15% increase** from last year. Many of these organizations took part in both fairs.

The **Graduate School Fair** each year has helped establish the office as a campus resource where students can find in-depth information on graduate and professional school opportunities. This year's Graduate School Fair enabled students to meet with representatives from **55 graduate programs** including 11 Old Dominion University graduate programs.

Students graduating in the College of Education met and interviewed with representatives from **75** Virginia, North Carolina, New Jersey, Pennsylvania, and Maryland school systems at the **Teacher Recruitment Day** in May.

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Off-Campus Recruiting

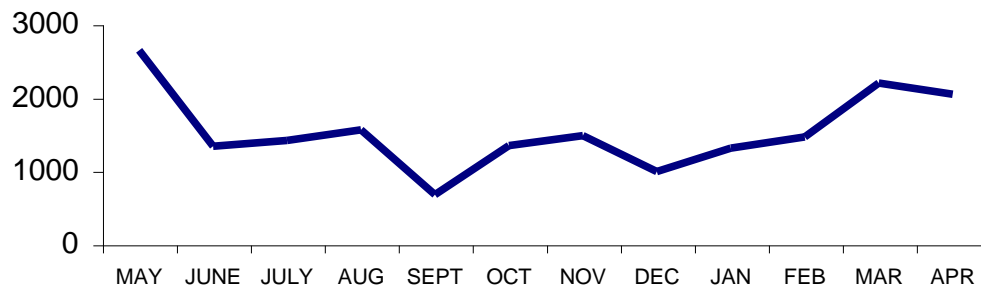
Many of the companies that recruit through our office are located in the Hampton Roads area and interview candidates at their corporate facilities rather than during University-sponsored events. Therefore, resume referrals continue to play a large role within the Career Management Center.

In the 1998/99 academic year, the Career Management Center sourced **18,866** student resumes, an increase of **20%** over last year's referrals. **Seven hundred seventy-two organizations** received resume packets from our office with an average of 24 resumes per referral package.

Resume Referrals by Month

Total Referrals: 18,866

Total Employers: 772



Job Listings

Thousands of job openings are mailed, faxed, e-mailed and called in to the Career Management Center every semester and are posted on the website via On-line Services. **2,109 postings** were listed by our staff during the 1998/99 academic year. An additional **7,890 nationwide positions** were listed specifically for our students via JobTrak, a corporate partner with the Career Management Center.

Part Time Jobs and Student Earnings

The \$50,000 Federal Work-Study Job Location and Development grant has resulted in **student earnings of \$1,237,734** for the 1998-99 academic year. This is quite a return on investment and represents a 64% increase over the previous year. Many factors contributed to this increase, including: the opening of MacArthur Center in downtown Norfolk, a strong regional economy, and the diligence of our staff in conducting employer follow up. This earnings data, combined with our Guaranteed Internship earnings, yields a total of over **\$2 million** in Old Dominion University undergraduate student income.

STUDENT PARTICIPATION

The Career Advantage Program continues to provide comprehensive services for students as they map out career strategies. Thousands of students take advantage of our services each month. Students place their resumes on file using On-line Services, meet with career counselors and peer counselors, attend outreach presentations and workshops, interview on campus, attend job fairs, and use the resources of the Career Information Center to plan their career strategies.

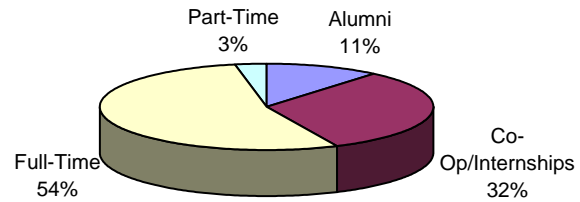
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On-line Services

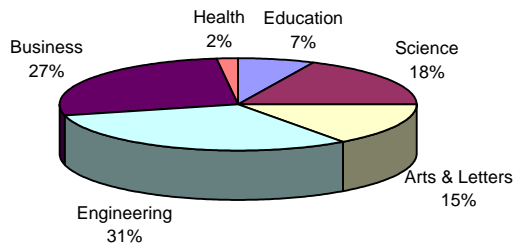
On-line Services is used to manage thousands of student resumes intended for employers seeking students for both on-campus recruiting and on-site interviews.

During the 1998/99 academic year, we maintained an average of **1,696 student resumes** in our database. As noted previously, 18,866 copies of these resumes were sent to 772 employers for internship/co-ops and full-time job opportunities.

Students Using On-Line Service by Activity



Students Using On-Line Services by College



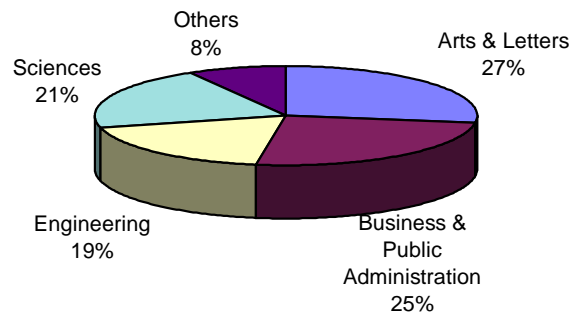
As has been the case in previous years, the majority of students (54%) use On-line Services to search for full-time employment. However, this year there was a **26% increase** in the number of students seeking Internships and Co-ops and a significant jump in the number of Alumni using the On-line Services to change jobs or careers.

Career Counseling Appointments

A total of **2,568 career counseling appointments** were conducted during the past year. Over 90% of these appointments were conducted with students from the Colleges of Arts and Letters, Business & Public Administration, Engineering & Technology and Sciences. As a result of marketing and the presence of the satellite offices, the number of individual appointments this year represents approximately a **20% increase** from last year.

Students Seeking Career Counseling by College

Total: 2,568

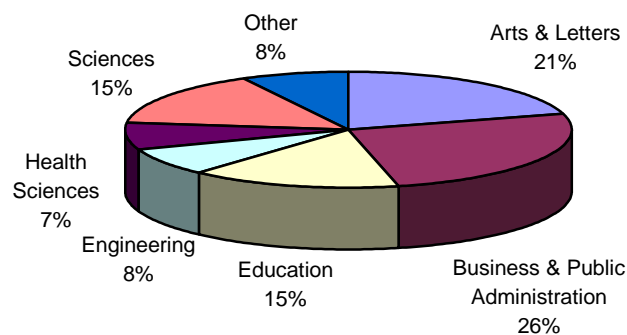


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Career Information Center

To manage the increase in individual appointments it was necessary to place greater emphasis on students working with Peer Counselors in the Career Information Center. Our eight peer counselors continue to provide quality service to all Career Information Center users. Students at all levels of career development are referred to these peer counselors for resume reviews, interview feedback, salary and other job search information. These student employees are well-trained and conduct guided tours and make class presentations upon request. The additional personal services they offer to our customers are invaluable.

Student Seeking Peer Counselor Help by Major



Workshops and Outreach Presentations

In an effort to conserve professional staff time, the total number of scheduled programs and workshops was reduced to eliminate duplication of effort. The majority of scheduled workshops took place in buildings where satellite offices are located. Attendance at these workshops totaled **5,149** students. Additionally, the office participated in recruiting and orientation functions including Previews and Bus Tours, for a total of **161** presentations. Members of our staff spoke with more than **5,325 prospective students and parents**.

FUTURE OUTLOOK

To increase students' awareness of and participation in the CAP Guaranteed Internship, we have identified several action items for the upcoming year. We will examine the promotion and delivery of services and collaborate with Pi Sigma Epsilon Marketing Fraternity to revise the Career Management Center marketing plan. We have targeted the Colleges of Arts & Letters and Sciences for potential growth in student participation in Guaranteed Internships. Our client base will further expand with the addition of a career counselor in our College of Business and Public Administration satellite office. Finally, we plan to enhance our internal performance by focusing on staff training as we bring on-line a new client database and fill vacant positions.