



# Old Dominion University Career Management Center 1999/2000 Annual Report Suzanne Martin, Director

## KEY FINDINGS

- Since 1995, **over 16,000 CAP experiences** have been registered.
- **52% of eligible students** (2,889 unduplicated students) participated in CAP in 1999/2000.
- Over **\$1,466,000 in tuition revenue** generated by Co-op/Internships in 1999-2000.
- Over **\$2.3 million** was generated in student wages through CAP and Student Employment.
- CMC recorded a **38% increase in student visitors**.
- Recognized in *US News & World Report* education website for an innovative, outstanding internship program.
- Career Management Center web site recorded almost **¼ million hits**.
- Job fairs attracted **4,000 students** and **254 organizations**.
- **2,610** counseling appointments were conducted.
- **8,043** students attended CMC-sponsored workshops.
- The **Fisher Report** recognized that “the major success in the services that Old Dominion provides students is its Career Advantage Program...[it] provides undergraduates with a variety of services designed to prepare them for job markets and to help find a job.”

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## INTRODUCTION

The Career Management Center staff knows from experience that one of the greatest challenges for graduates is the transition from school to work. The Career Advantage Program has been credited with helping graduates to make this transition into the world of work. The 1999/2000 academic year yielded a dramatic increase in students' awareness of the CAP, employers' requests for interns, co-ops and new full-time hires, and national recognition for the Career Advantage Program. This report highlights some of the most outstanding events of the past year in light of the Career Management Center's mission to provide students with exceptional academic and professionally related career services.

## STRATEGIC PLANNING

When the University Strategic Plan 2000-2005 was published, the Career Management Center recognized the critical role the office and its programs in helping achieve broad Strategic Initiatives and Objectives; particularly in areas of distinctive undergraduate experience (Initiative 1), enhanced graduate programs (Initiative 2), increased international opportunities (Initiative 6), and enhanced cooperative relationships with external partners (Initiative 10).

In accordance with the University's Strategic Planning objectives for the Career Management Center, several objectives fall into the categories of: Assessment, Benchmarking, Employer Relations, Marketing, Liaisons with Faculty and Professional Advisors, Student Relations, and Technology. Preparation for achieving these objectives has been incorporated in the planning process for the 2000/2001 academic year.

## STUDENT PARTICIPATION

The Career Management Center 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.

During the 1999/2000 academic year we witnessed the continued trend of increased student participation in all of our services due to aggressive marketing and programming strategies. **14,123 individual student visits** were recorded for career counseling, peer counselor advising or attendance at workshops. This is a **38 percent** increase over the previous year. Additionally, we met with **4,452 prospective students and parents** during campus outreach events.

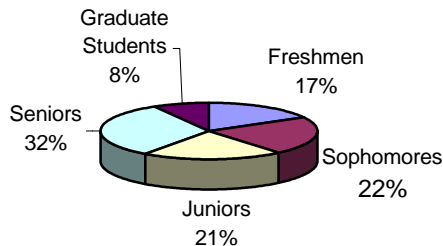
Our student peer counseling advisors continue to provide quality service to all Career Information Center (CIC) users. Students at all levels of career development are referred to these peer counselors for resume reviews, interview feedback, salary and other job search information. This year we implemented an electronic method of

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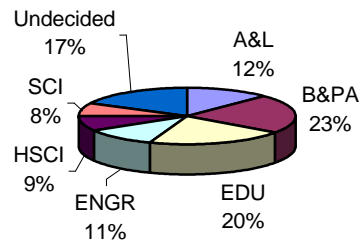
identifying student visitors in the CIC and were able to identify some interesting demographics about these visitors. Students who visited the CIC **ranged in age from 17 to 54** and held an **average GPA of 2.76**. The large majority of those visitors (**63%**) were **female**.

Clearly, the most significant groups of CIC visitors are the Juniors and Seniors, comprising **53%** of the total visitors this year. With the new, more accurate method of collecting visitor information, we expect to see an increase in Freshmen and Sophomores next year. Due to extensive marketing, the number of **“Undecided” students** visiting the CIC increased this year and is expected to increase next year as well.

**CIC Visitors by Year in School**



**CIC Visitors by College**



## CAREER ADVANTAGE PROGRAM

Our office continues to administer a strong, nationally recognized internship/co-op program, with a total of **3,938 placements** for the 1999/2000 academic year. From August 1995 to the close of the Spring 2000 semester, there have been over **16,000 placements** under the Career Advantage Program. In fact, several peer institutions have visited our office to learn more about our Career Advantage Program (CAP).

The positive impact of related experience for students through the Career Advantage Program continues to be very strong. The following highlights are excellent examples of experiences that have enhanced the academic careers of the students involved.

**Jennifer Cook-Donovan. BA, English May 2000.** Jennifer is a member of the University's Honors College. She interned one semester with *The Virginian-Pilot* and discovered she was not motivated to pursue journalism. She then had a co-op with Norfolk Southern in Public Relations and an internship with LifeNet. She has just been offered a full time Public Relations position with LifeNet upon graduation.

**Kevin O'Keefe. BA, Marketing August 2000.** Kevin is an Honors student in the College of Business and Public Administration. He interned with Advantis Real Estate Services in the Retail Division. Kevin will join Advantis as an Industrial Specialist after his graduation in August.

**Art Whittaker. BS, Electrical Engineering May 2000.** Art served 5 terms as a cooperative education student with Newport News Shipbuilding in the Combat Systems Engineering Division. While a student, he developed a training procedure used to train

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fellow employees. He was offered full-time employment with Newport News and three other organizations, and has recently accepted a position with Naval Surface Warfare.

**Shawn Frierson. BS, Physics May 2001.** Shawn had an internship at the Thomas Jefferson National Accelerator Facility programming giant magnets. Shawn also maintains the LAN for the Nuclear Physics Department here on campus. In addition he has developed his communications and presentation skills by serving as a tour guide and trainer for the University's orientation program.

### Participation Rates in Career Advantage Program Courses

This year, the Office of Institutional Planning and Research provided our office with the details to calculate CAP statistics. This new in-house calculation will allow the Career Management Center flexibility in monitoring student placements, benchmarking participation goals, and maintaining consistency with previous reporting years.

The table on page 3 provides an explanation of the data gathered on students participating in CAP in 1999/2000. We continue to make an important distinction between the number of student participants, **2,889** (column 1) and the number of student placements, **3,938** (column 14). Further, we account for individuals who have already taken advantage of the CAP program in previous years, **1,004** (column 2), adjusting for an unduplicated number of CAP participants for a total of **1,885** in 1999/2000 (column 3). According to this data, of the 3,625 students eligible to participate, **52% participated**.

	1	2	3	4	5	6	7
<b>Old Dominion University Colleges</b>	Gross No. of CAP Participants in 1999-2000	No. of 1999-2000 Participants who participated in previous years	Adjusted No. of CAP Participants in 1999-2000	Percent of Participants in Guaranteed Placements in 1999-2000	Jr & 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 12			
Arts & Letters	227	42	185	21%	1,382	10	1
Business & PA	652	113	539	77%	1,116	53	81
Education	710	187	523	75%	1,283	93	116
Engineering	288	116	172	50%	635	37	3
Sciences	363	68	295	36%	1,029	52	74
Health Sciences	649	478	171	91%	485	31	256
<b>TOTAL</b>	<b>2,889</b>	<b>1,004</b>	<b>1,885</b>	<b>52%</b>	<b>5,930</b>	<b>276</b>	<b>531</b>
	8	9	10	11	12	13	14
<b>Old Dominion University Colleges</b>	Gross No. Eligible to Participate	Estimated Percent of Students Working Full-Time	Estimated Number of Students Working Full-Time	No. of Students in Eligible Population who participated in previous years	Net No. Eligible to Participate	No. of Eligible Students who did not Participate	Number of Placements for 1999-2000
	Col 5 + 6 + 7		Col 5 * 9		Col 8 - (Col 10 + 11)	Col 12 - Col 3	
Arts & Letters	1,393	20%	276	225	892	707	246
Business & PA	1,250	28%	312	239	699	160	800
Education	1,492	16%	205	594	693	170	807
Engineering	675	24%	152	179	344	172	396
Sciences	1,155	20%	206	138	811	516	413
Health Sciences	772	N/A	0	585	187	16	1,276
<b>TOTAL</b>	<b>6,737</b>		<b>947</b>	<b>1,960</b>	<b>3,625</b>	<b>1,740</b>	<b>3,938</b>

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Students targeted for CAP placement are juniors and seniors who have declared a major and maintain a 2.0 GPA or above (column 5). This past year witnessed a growing number of freshman, sophomore, graduate, and distance learning students who also participated in CAP and were added to the eligible population (columns 6 and 7). In fact, the number of these participants has more than doubled since last year. Although the CAP Guarantee clearly serves the needs of undergraduates in good academic standing, this points to a need to enhance office services in order to better serve all types of students who are interested in CAP participation.

Based on individual college surveys, columns 9 and 10 account for the University's non-traditional student population and represent students already working full-time. Column 13 indicates the number of eligible students who did not participate in a CAP placement this academic year.

As we complete the fifth year of CAP, the number of eligible students who have fulfilled multiple CAP placements continues to increase. 7,285 students are in their second placement or above.

# Placements	# Students	# Placements	# Students
2	3230	8	187
3	1472	9	204
4	943	10	129
5	542	11	8
6	334	12	3
7	231	13	2

The cumulative total of **3,938** guaranteed placements made under the Career Advantage Program for the 1999-2000 academic year represents multiple placement activity of all eligible students.

### EVOLUTION OF A VIRTUAL CAREER CENTER

As part of the University Strategic Plan, the Career Management Center has been working toward the development of a "virtual career center," that is, a career center that can provide service and assistance to all Old Dominion students regardless of their physical locations.

The internet is our primary resource to provide virtual career services. Following a re-design of the web site in 1998-1999, we have witnessed a steady increase in its utilization. During this academic year, **75,000 visitors** hit our web site **almost ¼ million times**, an average of approximately **205 visitors per day** and **663 hits per day**.

This year our in-house resume referral service was centralized and upgraded from a DOS to a Windows platform. This upgrade enabled students to use our internet services in a more convenient and user-friendly manner. We further extended our services to students by offering access to a national database called **thePavement.com**. Due to numerous industry changes including software mergers and web-based non-proprietary solutions, and review of our peer universities, we made a strategic decision not to activate the employer on-line access features of our current resume referral software. Service to employers remained the same this year with full-time referrals being made from a central office.

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With space available in the Engineering satellite office, we were able to establish a 6-computer mini-lab mirroring services provided in our main Career Information Center lab. These computerized information centers provide students with access to internet job search resources and career assessment software not currently available in other University labs. Plans for the newly renovated Constant Hall will also include space for such a career-related mini-lab.

### SATELLITE OFFICES

In an effort to continue our collaboration with the colleges and in conjunction with our mission to be a resource for the students, we maintain two full-service satellite offices in Business & Public Administration and Engineering and two part-time satellite offices in Arts & Letters and Sciences.

The College of Arts and Letters satellite continues to function effectively with the Associate Director for the College of Arts and Letters and two Graduate Assistants who maintain regular office hours in the Batten Arts and Letters building. The Sciences satellite office located in the Oceanography and Physical Sciences Building continues to offer service on a part-time basis. Regular office hours were increased this year and are being maintained by the Assistant Director and one graduate student, to provide coverage 5 days per week.

The College of Engineering and Technology satellite office is located in the Engineering Learning Center. This fully functioning satellite office is staffed by the Senior Associate Director, a Graduate Assistant, an Office Services Specialist and one student worker. The office serves students and employers 5 days a week and also houses Engineering advising functions.

The College of Business and Public Administration continues to be a Career Management Center satellite office that is fully integrated with undergraduate advising in the college and serves students and employers 5 days a week. This year the office was relocated from Constant Hall to the Technology building where it will remain until the expected completion of the Constant Hall renovation, expected in fall 2001. The productivity of this satellite office continues to increase dramatically through the continued cooperation and coordination with faculty and advising staff as well as the efforts of the CBPA Associate Director, a Career Counselor, a Graduate Assistant, and a part-time Office Services Specialist provided by the College.

### STAFFING ISSUES

The Career Management Center experienced numerous personnel changes over the past year; three senior staff members left CMC for other positions. This created an opportunity to coordinate our resources more effectively. Dianne Bryan, who was responsible for Student Employment, College of Education and College of Health Science, left CMC for a part-time position on campus. Arlisa Hagan left her position as Liaison for College of Sciences to work in private industry.

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With those staffing changes Ladd Flock was assigned to work with College of Sciences and Health Sciences. Under his guidance, the College of Sciences CAP participation increased from 24% in 1998/99 to 36% in 1999/2000. Flock's move created an opportunity to recruit and hire an experienced Operations Manager, Nash Montgomery. Montgomery is responsible for coordinating all CMC business operations, CMC involvement in five annual job fairs, and Liaison to College of Education.

Tom Tortomasi has recently joined us and is now responsible for Student Employment. A student-marketing component has been added to Tortomasi's area of responsibility. He is in the process of developing a marketing plan for CMC as it relates to current students.

We were fortunate to have 1.5 new positions this year from the Governor's Technology funding. James Tallmadge has joined our staff as a Career Counselor working with students and faculty in the College of Business and Public Administration. This college experienced increased CAP participation from 56% in 1998/99 to 77% in 1999/2000. Finally, with the additional Governor's Technology funding, our part-time web site administrator position was upgraded to full time with responsibilities expanded to include student resume data base maintenance.

The Career Management Center relies heavily on the part-time students that work for the CMC. Our graduate students enable the professional staff to increase the scope and number of students and employers we work with. The peer counselors assume a substantial portion of responsibility for resume guidance and initial direction in career counseling. The staff of CMC has been able to triple the number of students we see on a monthly basis because of the strong support we receive from students.

### EMPLOYER RELATIONS

As part of the University's Strategic Plan, we must expand the number of job fairs, number of international internship opportunities, and develop additional corporate contacts. We have already begun to achieve some of these objectives.

#### Job Fairs

Two of our major recruiting events each year are the Fall and Spring Job Fairs. These two events continued to be a tremendous success this year. A total of **254 employers** attended our Fall 1999 and Spring 2000 job fairs. This is a **30% increase** over last year and the highest ever attended. The Career Management Center also hosted a Teacher Recruiting Fair with **70 school systems** present. In addition to these three major recruiting events the Center assisted with a Counseling Internship Fair, a Health Care Career Fair and an Engineering Open House.

#### Additional Employer Services

The Career Management Center hosted **1150 On Campus Interviews** with **335 individual recruiters** who visited the campus.

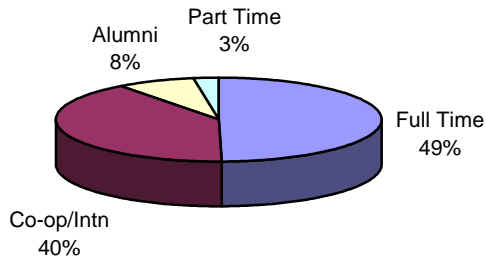
**On-line Services** is used to manage thousands of student resumes intended for employers seeking to fill full-time, internship and co-op opportunities. We referred **16,380** copies of student resumes to **643** employers for internship/co-ops and full-time

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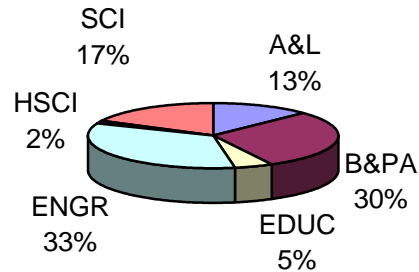
job opportunities. In August of 1999, the Career Management Center centralized our full-time resume referral services to eliminate duplication of effort and to improve the quality of referrals. This model is proving to be extremely successful.

We maintained an average of **1,713 student resumes** in our database. As shown in the pie chart below, **49% of those students were seeking full-time employment** and **40% were seeking internships and/or co-op opportunities.**

Students Using On-Line Service by Activity



Students Using On-Line Services by College



This year the proportions by college of students using the On-line Service remained the same as the previous year.

### **Part-Time Employment and Student Earnings**

The \$50,000 Federal Work-Study Job Location and Development grant has resulted in **student earnings of \$243,360** for the 1999/2000 academic year. A total of **836 jobs** were posted through this Part Time Employment Service this year. This part-time employment data, combined with our CAP earnings data, yields a total of over **\$2.3 million** in Old Dominion University student income.

## NATIONAL, REGIONAL & LOCAL RECOGNITION

During the 1999/2000 academic year The Career Advantage Program continued to receive excellent media coverage. Articles were published locally, regionally and nationally.

Senior engineering major Paul Salomonsky has worked at the US Army Training Center at Ft. Eustis building Web pages, setting up networks and working with systems engineers. He was quoted on the value of his experience in Inside Business, The Hampton Roads Business Journal, November 15-21, 1999.

On the regional level, the Richmond Times-Dispatch, October 3, 1999 offered a feature piece on schools in the Commonwealth which offer experience prior to graduation. In the section about Old Dominion, senior Ray Price describes his experience as an intern at Bank of America, "It's more than an internship. I was given a lot of responsibility and I was glad (the client manager) gave it to me."

Finally, on the national level Old Dominion University was one of three institutions of higher education mentioned in a U.S. News and World Report Education article about

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the value of internships. Provost Gora was quoted as saying, "We're going to help you plan not just the next four years of your life but the next 20." Quoted in the same article, senior Communications major DuRon Bell (the only student quoted in the article), a summer 1999 intern at Black Entertainment Television said, "I feel like I can go anywhere with this experience." Duron is currently an intern with Good Morning America in New York City.

### FUTURE OUTLOOK

The next year offers continued growth opportunities for the Career Management Center based on the assumption that the economy will remain healthy. Increased internet usage, including the internet as a job search tool, necessitates that we continue to adapt our on-line services to our user's needs, possibly even branching out to include a "virtual job fair." Additionally, the challenge of the immediate future will be to identify more effective ways to manage large amounts of data using current technology and possibly vendor supported software.

Companies will continue to have a need for well-educated, technically skilled workers. We will align resources across majors to give students a greater awareness of their technical skills. This interdisciplinary approach will effectively increase the pool of technically skilled candidates to meet employer demand.

In light of a booming economy and the Career Management Centers' recognition of the demands of technology, we will continue to study our organizational structure to seek ways to become more cost effective and more able to adapt to increasing requirements for accurate, measurable outcomes. As we strive for efficiency we create increased opportunities to serve students through the Career Advantage Program. Our goal is to contribute to student development and lifelong learning.