



Annual Report Year 2000 Suzanne Martin, Director

KEY FINDINGS

- Since 1995 our students have completed **over 18,000 CAP experiences**.
- Over **70%** of seniors who graduated in the year 2000 had participated in CAP during their tenure at Old Dominion.
- Almost **1900** individual students have completed **5 or more** CAP experiences each and **21** students have completed more than **10**.
- The CMC web site received over **1/4 million hits** in 2000.
- Over **\$1,733,000 in tuition revenue** was generated by Co-op/Internships in 2000.
- Nearly **\$3 million** was generated in student wages through CAP.
- Almost **900** jobs were posted with part-time student employment.
- Career Advantage Program and off campus part-time positions had combined student earnings of **\$3,685, 440**.
- Over **2850** individual counseling/coaching sessions with students were conducted.
- **177** employers visited campus to interview students for specific job opportunities.
- The CMC received the highest number of "outstanding" rankings by students responding to the senior satisfaction survey, which covers every program and service on campus.
- In partnership with the Office of International Programs, the International Career Advantage Program (ICAP) was created.

INTRODUCTION

If the Career Management Center were to choose one word to describe the year 2000, that word would most certainly be change. Changes ranged from nomenclature, when workshops became professional seminars, to annual report dates, which now reflect the calendar rather than the academic year, to significant staff changes and a new program model. This report will detail these transformations, as well as provide program statistical data for the year 2000.

EXPLORE, EXPERIENCE, ENGAGE – THE MODEL

While appreciating the differences that rightly exist in the six Colleges that make up Old Dominion University, the CMC strives to serve all students in both an equitable and exemplary manner. In an effort to further standardize programs and services offered to students, and to enable the CMC to process large numbers of students while maintaining the high quality of customer service the office is noted for, a new program model was created and put in place this year. (Appendix 1)

The new model moves away from the four-year plan previously in use and replaces it with three stages - explore, experience, and engage. Recognizing that a large number of Old Dominion students do not follow the traditional four year model in their academic programs, including transfer and non traditional students, the stages are not tied to academic years, but rather to the developmental stage of the student. Students can enter at any point, making the model more flexible and responsive to the needs of our population. Each stage is designed to move the student through a set of steps and onto the next stage:

- Explore options - Use the tools provided in the Career Information Center to discover talents and skills. Choose a major. Build skills with a part-time job.
- Experience success - Gain exposure to possible careers with internships and co-operative education experiences.
- Engage your future - Choose a graduate school or find a permanent position after graduation.

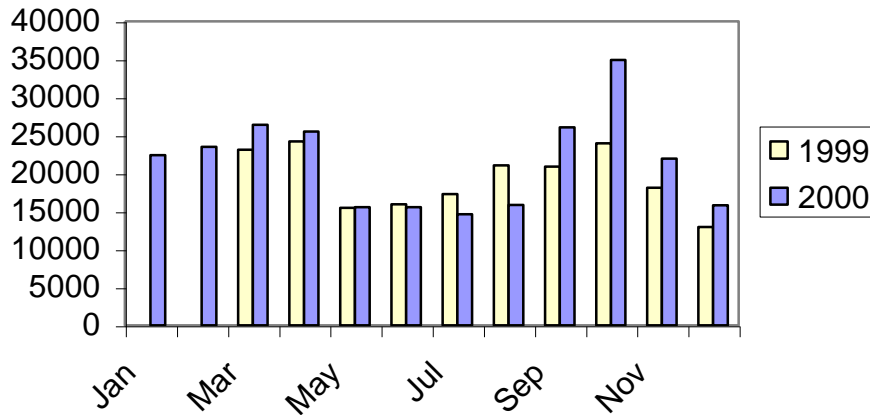
EXPLORE

Evolution of the Virtual Career Center

The CMC web site has experienced growth in traffic, with page views for the year 2000 numbering over 254,000, by 22,000 unique visitors. This figure represents an average increase of 1900 "hits" per month over 1999. Peak times were March/April and October, coinciding with the spring and fall job fairs. Visitors were from 57 countries, although the majority were from the United States. 42% were from the domain odu.edu, 15% from aol and the remainder from other commercial, government or private Internet service providers.

New to the site in 2000 are the results of the video streaming project started in 1999 in partnership with the College of Arts & Letters, Communication and Theatre Arts Department. This project gave real world experience to a class, which created 5 short videos with audio, now on the CMC web, covering the various stages of the explore, experience, engage model.

Web Visitors 1999 and 2000

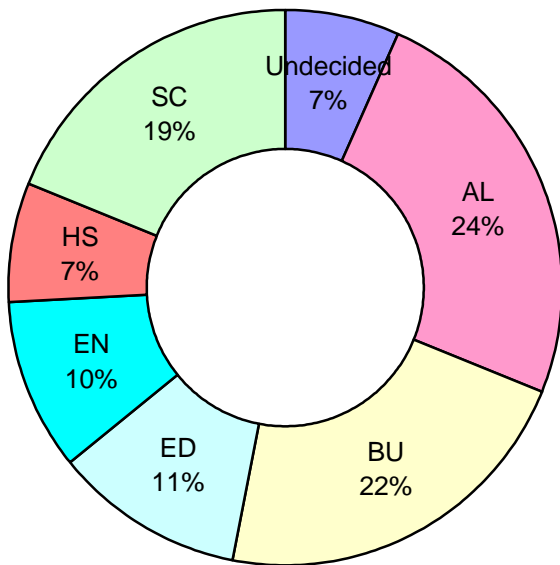


Student Participation

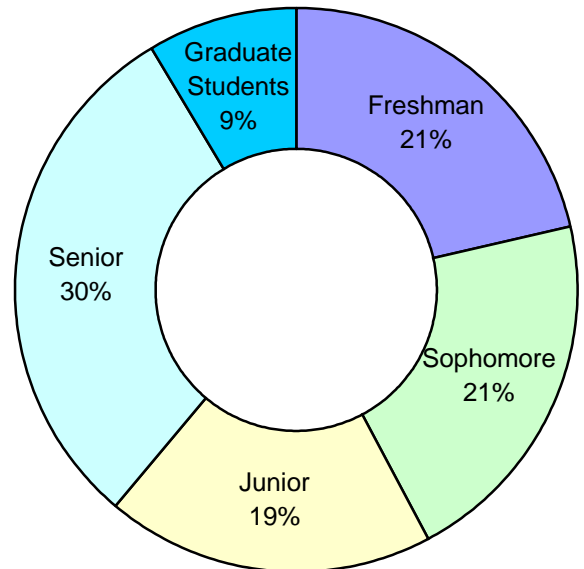
Participation in CMC programs continues to grow. In 2000 **16,465 individual student visits** were recorded for career or peer counseling and attendance at professional seminars or special presentations.

Students using the Career Information Center ranged in age from 17-45 and had an average gpa of 2.75. 61% were female and 57% were minority. Breakdown of students by college and year in school are presented visually below.

CIC Visitors by College



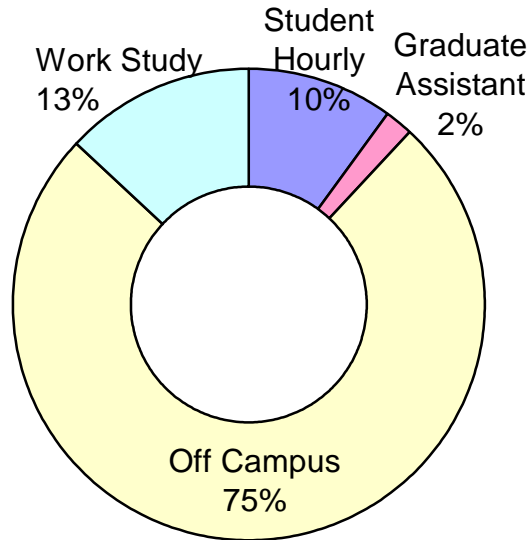
CIC Visitors by Year in School



Student Employment

870 jobs were posted with Student Employment. A breakdown of these positions by type follows.

Part-time Jobs by Type



Students working off campus, as a result of these postings, earned almost three-quarters of a million dollars.

Counseling Appointments

The CMC staff continues to work individually with students on their specific career issues. 2891 individual counseling appointments with students were conducted in the year 2000.

Professional Seminars

3968 students attended the 183 professional seminars sponsored by the CMC. Another 6181 students attended 105 outside presentations given by CMC staff to classes, student clubs, fraternities and sororities, athletic groups, etc. Seminars provided information on resume writing, interview skills, job search techniques and how to work a job fair, as well as on many other career related topics specific to particular majors or groups or requested by faculty or students.

EXPERIENCE

Career Advantage Program

Now in its sixth year, the Career Advantage Program continues to thrive. Since a significant number of students have now completed their degrees under the guaranteed practicum program, the Provost suggested that success is best measured in the year 2000 and beyond by the number of graduating seniors who have had at least one CAP experience. The CMC is very proud to announce that **70.3%** of

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students graduating with bachelors degrees in 2000 had taken advantage of the program during their tenure at Old Dominion by completing one or more CAP experiences.

Participation Rates in the Career Advantage Program

The total number of CAP experiences since the program began in 1995 is **18,312**.

Placements

4,018 CAP experiences occurred in 2000, generating **\$1,733,249** in tuition paid to the university and representing student earnings of **\$2,938,117.43**.

ENGAGE

Job Fairs

General job fairs were held in the spring and fall of 2000. These networking opportunities attracted 258 companies and thousands of students of all colleges, majors and levels. Employers continue to rate Old Dominion's job fair among the best they attend.

A specialized fair was held for teachers. 80 School Districts were represented and the event was attended by 125 students. The CMC sponsored a bus trip to the University of Virginia Minority Career Fair. 52 students took advantage of that opportunity. Additionally, the CMC assisted with an Engineering Open House, Counseling Internship Fair and Health Care Career Fair.

On-campus Recruiting Program

177 employers conducted 1310 student interviews on campus during 191 separate interview schedules in the spring and fall recruiting seasons.

Resume Referral

In addition to the employers who participated in on-campus interviews, 396 employers received 11,740 resumes of students from the Resume Referral Unit in response to 1663 postings for full time professional positions.

Etiquette Dinner

A special event, "Eat Your Way to the Top," was held for students in fall 2000. This included a dinner and business etiquette presentation and was attended by 40 students. Two employers co-sponsored the event with the CMC and each table was hosted by an employer representative and a faculty or staff member. The event received outstanding evaluations from all in attendance.

OFFICE/STAFFING ISSUES

Satellite Offices

The Colleges of Engineering and Technology and Business and Public Administration continue to operate full time, fully staffed offices in their respective departments, co-located with Advising Services.

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The Engineering Office moved in 2000 from the Engineering Learning Center to the Kaufman Engineering Building and CBPA looks forward to moving into the newly renovated Constant Hall in 2001.

A new Dean in the College of Sciences resulted this year in a renewed partnership between that College and the CMC. The Liaison to the college has a full time office in the Oceanography and Physics Building and is considered a member of the Dean's staff. This provides expanded access to resources and information as well as a greater opportunities to meet with students and parents earlier in the students' career decision making process.

Staffing

Associate Directors Penny Pickel, Liaison to the College of Business and Public Administration and Ladd Flock, Liaison to the College of Sciences and Health Sciences and Student Employment Manager Tom Tortamasi all tendered their resignations late in 2000. Ms. Pickel's duties were taken on by James Tallmudge, who was already working in CBPA, and Janis Smith transferred from Arts & Letters to Sciences.

The Student Employment Manager and Liaison to the College of Arts & Letters positions will be filled early in 2001. The second AD position in CBPA was re-written as an Employer Relations position, which will be filled in 2001 by Judith White, who is currently Information Technology Career Coordinator. The Liaison to the College of Health Sciences will be an added responsibility of the new IT Coordinator.

NATIONAL, REGIONAL, AND LOCAL RECOGNITION

- Tom Wunderlich co-presented a Communication Skills workshop at the College Industry Education Conference in San Diego, CA in January.
- Ladd Flock chaired the Program Committee of the Virginia Association of Colleges and Employers (VACE) conference in May. James Tallmudge was also a committee member.
- Janis Smith gave a training presentation for Project Inclusion, a minority initiative of the Hampton Roads United Way in February and presented a program called "Peer Counselors to the Rescue" at the state meeting of the VACE. The presentation was well received and initiated a number of phone calls and requests for information on how the CMC established the Peer Counseling program, how the Peers are selected, trained and evaluated, and on how the Peers contribute to the CMC's ability to provide exceptional service for students. This particular program component continues to attract a highly selective student population and to be a source of pride for the CMC.
- Tom Tortamosi wrote and presented a paper to the Southern Association of Student Employment Administrators, which was subsequently published in the association journal.
- Nash Montgomery, Assistant Director and Operations Manager, delivered the commencement speech in June at ITT Technical Institute, Norfolk.
- Sue Martin was the Program Chair for the SACE 2000 conference in Tampa, FL in December.
- A team from the University of Akron visited the CMC in December for a tour and extensive meetings with staff. This resulted in their modeling a "Career Advantage Network" program after our Career Advantage Program.

STRATEGIC PLAN

Much of what was accomplished in 2000 was directly in line with the objectives in the University Strategic Plan. Senior Staff reviewed the plan during a staff retreat in the spring and a series of working meetings

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throughout the summer of 2000. Committees were identified to explore and make recommendations on how to achieve objectives under the following broad headings:

- Advising
- Assessment
- Benchmarking
- Marketing
- Employer Relations
- Student Relations
- Technology

Developments related to the Strategic Planning process include:

- The establishment of a new model which provides a flexible framework for students.
- Establishment of the International Career Advantage Program to increase International Internships and enhance interaction with the Office of International Programs and International students.
- Creation of an Employer Relations position to enhance relationships with employers.
- Selection of a new vendor to provide the web based electronic technology necessary to support the new model developed.
- Development of a Marketing Plan for the office and all CMC programs including the development of a consistent "look" for all marketing materials produced by the CMC, whether electronic or paper.

In addition, CMC representatives participated in several Assessment, Benchmarking and Advising planning groups, surveys and sessions in keeping with the Strategic Planning Objectives.

FUTURE OUTLOOK

The Career Management Center expects to be challenged in 2001 by the downturn in the economy and is preparing to meet this challenge in an aggressive, positive, and creative manner. Two initiatives already in motion are the creation of the Employer Relations Manager position, and upgrading to a fully web driven database system, eRecruiting.

The Employer Relations Manager will build on the positive relationships already established by the CMC and develop and maintain advantageous partnerships with new employers as well as organizations such as Economic Development Agencies and the Chamber of Commerce and other departments on campus, including the Development Office and Alumni Relations. Additional functions for employers, designed to enhance their commitment to Old Dominion, are planned for 2001. These will include events such as a President's Employer Appreciation Lunch.

The eRecruiting system integrates our student, employer, and job functions with new emphasis on development and tracking, marketing and communication, and reporting and statistics. CMC Peer Counselors, Graduate Assistants and student workers will beta test the system early in 2001 to ensure that all the bugs are worked out before introducing the system to the student body at large.

Students and employers will be empowered to make new connections through self-referral and resume search capabilities. The Career Management Center can focus on complete tracking of students throughout their CAP experience, building a comprehensive record of student benchmarks and participation.

The new system easily extends our Virtual Career Information Center by encouraging increased interactivity. The CMC can individually target students and employers through automated

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announcements, surveys, email, and calendars. Students and employers can engage in online registration and documents, job posting and referral, and placement reporting and feedback.

In conjunction with eRecruiting, the CMC web site will undergo a facelift in 2001: inactive pages will be removed, content will be rewritten to reflect the latest information about the Career Advantage Program, and a significant amount of content targeted to employers will be added. Included on the site will be "real presentations" allowing students to see and hear all professional seminars offered by the CMC via the web.

Finally, the CMC has plans for a major renovation of the Career Information Center and adjacent Williamsburg Room, adding a Cyber Café and upgrading the meeting/presentation area and waiting/work room. With the support of President Runte and in partnership with the Development Office, the CMC will solicit funds from the private sector to complete these projects.