



ANNUAL REPORT 2001
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Executive Director

To start, stop here!

INTRODUCTION

The graphic and motto on the cover of this report, selected in early 2001 by the Career Management Center to serve as a new student marketing tool, became representative of the entire year. Stop, change, caution, go!

2001 was a year of change and challenge for the CMC. Most of the changes were both planned and positive, including the launch of several new initiatives, the hiring of new staff, and the implementation of new technology. Challenges beyond our control, including the economic downturn, were responded to by keeping the mission and goals of the CMC clearly in mind.



REPORT HIGHLIGHTS

- **76%** of students graduating with a bachelor's degree in 2001 had completed at least one CAP experience.
- Over **5200** CAP experiences took place in 2001, representing a 31% increase over 2000.
- Tuition dollars for these classes generated almost **\$3,000,000** in income for the university.
- Student wages for paid CAP positions and off-campus part-time jobs made an estimated **\$3,800,000.00** impact on the local economy.
- Alumni Advantage Program and Recruiting Advantage Partnership were created and implemented, re-packaging services for alumni and employers.
- Two new Federal Work-study programs were initiated, the Community Service Internship Program and the Student Temporary Assist Team.
- CMC staff gave **230** presentations, attended by over **6400** people.
- **420** companies made visits to campus for job fairs, recruiting tables and on-campus recruiting.
- Over **2500** individual counseling sessions with students took place.
- Over **3600** individual visits were made by students to the Career Information Center.
- New web based technology, eRecruiting was fully implemented and the fee to students was removed, more than doubling the number of participants in the database.
- The CMC web site experienced a **20%** increase in traffic.
- The number of full time job opportunities posted increased **35%**.

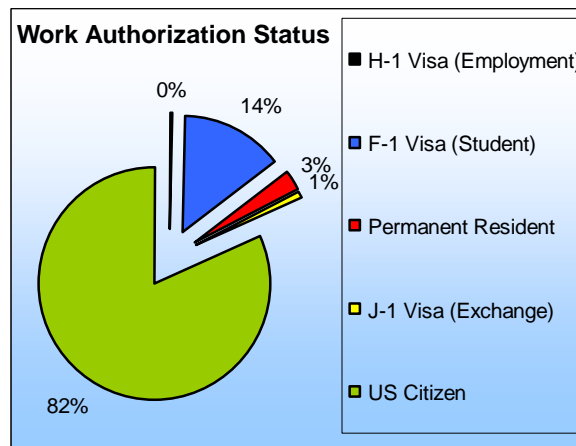
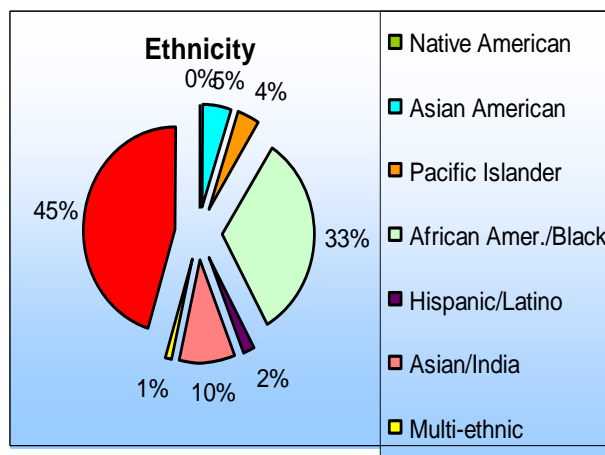
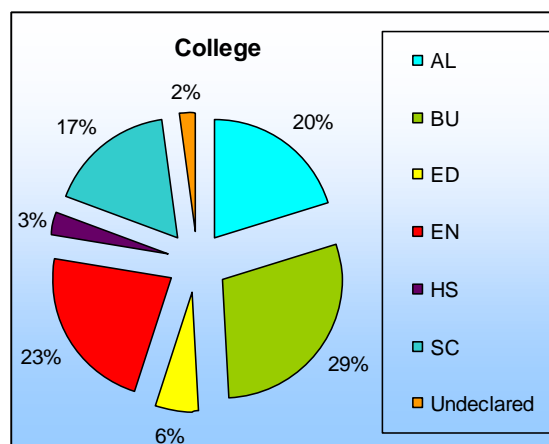
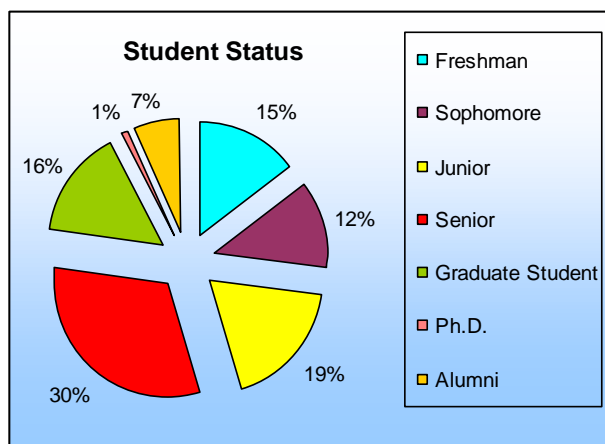
- New “brands” were designed for both students and employers. These were used to create marketing literature, posters, and display information.

STUDENT PARTICIPATION

Students continue to show enthusiasm for CMC programs and services. Professional seminars drew **552** students, **2118** students attended classroom presentations given by CMC staff and an additional **3768** attended special programs or presentations. These included seminars on resume and cover letter writing, job search strategies, how to work a job fair, interviewing techniques, and special topics requested by faculty or student groups on a wide variety of career related issues.

2567 counseling appointments took place and **3644** visits were made to the Career Information Center, which is staffed by peer counselors.

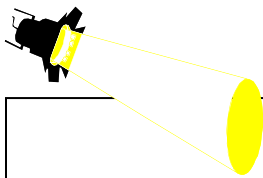
The CMC offers free services to Old Dominion University students. 54% of those registered for services in 2001 were female and 46% were male. Below are visual representations of other demographic information on students/alumni served.



Career Advantage Program

In 2001, **75.9 %** of all students who earned a bachelor's degree at Old Dominion University had enriched their academic experience by completing at least one practical experience related to their major.

A total of **5252** CAP experiences were completed by students this year, which represents a **31%** increase over 2000. The success of this academic program is the result of the individual efforts and dedication of hundreds of faculty, administrators, staff, and students in all six colleges. Recognizing that these numbers were achieved one student at a time, this report will highlight a few individual success stories.



Spotlight on Success- LaCole Niles

As a senior Accounting student at Old Dominion University, LaCole Niles found herself facing a "catch-22." She needed experience to get a job, but couldn't get a job without experience. Thanks to an accounting internship with the American Red Cross, she was able to get both.

"I just didn't know what to do," Niles said. "I had this great degree, excellent classroom knowledge, but no hands-on experience to go with it." Niles gave up a full-time position as an office assistant and applied for the internship with the hope that this would be the opportunity she needed to gain experience.

"It was a big decision for me," Niles said, "but I felt like this great education I had gained from ODU was going to waste since I was doing absolutely no accounting work. I majored in accounting for a reason – to work in that field – so I thought this would get my foot in the door."

Niles worked for the Red Cross, providing direct support for the Accounting Manager. She prepared invoices for payment, reconciled general ledger accounts, managed accounts payable and receivable, and handled payroll – "all the primary things an accountant needs to know how to do," Niles said.

"And now I have the experience to go along with the education," Niles said, "and that makes me so much more marketable. I'm so glad I made the decision to do this internship. It will pay off enormously in my future."

Engineering Early Advantage Program (eEAP)

Utilizing funding from the Virginia Space Grant Authority, seven incoming female engineering students initiated the **Engineering Early Advantage Program (eEAP)** receiving five weeks of internship experience and mentoring at the NASA Full-scale Wind Tunnel and within the college. The students completed projects and received technical lectures at the wind tunnel. Each week they met with their student mentors and female faculty members for discussion and

lunch. The students completed the same internship academic written report requirements expected of CAP students and made a group presentation to faculty and Space Grant administrators. At the Space Grant program director's request, the presentation was also given to the Space Grant Board of Visitors.

International Career Advantage Program (ICAP)

To support the university mission to become Virginia's International University the CMC developed the International Career Advantage Program in 2001. With the support of the Study Abroad Program the CMC hired a graduate assistant to research existing international internship programs and advise students on opportunities.

In the summer of 2001 students completed internships in Russia, North Vietnam and Germany.

Three years of coordination and preparation by Tom Wunderlich, Director of the Career Management Center for the College of Engineering and Technology, culminated in three female engineering students traveling to Paris, France to participate in the initial International Institute of Women in Engineering (IIWE) July 2- 13, 2001. The students joined a group of 29 engineering students from 15 countries and 16 universities. They participated in engineering project work and attended classes and lectures by high level female business leaders from around the world. The National Science Foundation provided funding for 15 American students, including the three from Old Dominion.



ICAP GA Kathleen Cahoon with a site map placed in the Career Information Center as an encouragement to students to consider international opportunities.

Alumni Advantage Program

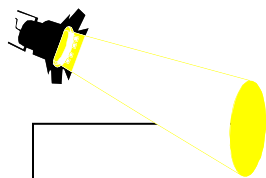
In 2001, the CMC developed a partnership with the Alumni Office to provide eRecruiting to all graduates of Old Dominion University. Training was provided to several Alumni Relations Office staff, and the CMC will offer ongoing "Help Desk" services to alumni users of the system.

Through the Alumni Advantage, the CMC is now able to provide additional talent to employers looking for experienced employees. The number of people participating is expected to grow as the new program is marketed to alumni.

Continued Learning and Systematic Success (CLASS)

Janis Smith, Director of the CMC for the College of Sciences, developed a program to promote CMC contact with specific populations of students on an on-going basis. The impetus came from a desire to communicate with the students early in their time at Old Dominion to both promote internships and to retain students in greater numbers. The new program is called CLASS for Continued Learning and Systematic Success and it extends a student's learning community experience. In 2001 the freshman learning communities of Computer Science and Biology majors were established as pilot groups for CLASS. Next year CLASS will be offered to transfer students. The program has three objectives:

- To provide Learning Community students with the opportunity to continue to associate with each other in a structured way.
- To provide the College with the opportunity to retain students by increasing both services offered and a sense of connection the students feel to the College.
- To assist students to achieve readiness to make the transition from Old Dominion University to life after graduation, whatever that entails.



Spotlight on Success- Michael Beeler

Thanks to his internship at EDO Corporation, Michael Beeler has learned a valuable lesson. A senior Computer Science major, Beeler was opposed to taking the general education courses required by his degree that involved public speaking, reading, writing, and the arts. He believed the time and energy he spent in these classes was completely wasted. "There have been many occasions," Beeler said, "where I have stated vocally, vehemently, and clearly that, 'I will never use this information. Why should I be required to study something so useless?'"

In 2001, Beeler secured an internship conducting research and performing development tasks of advanced low frequency SONAR systems at EDO Corporation. His work directly related to the study of software engineering practices, and he learned that the general education courses he previously found "useless" proved to be very valuable.

"I (found) myself drawing upon the information presented in all my courses at ODU," Beeler said. "A software engineer must draw upon skills in public speaking, reading, writing, mathematics, and even the arts in order to be successful at the craft of weaving the algorithms that give modern technology its power."

Beeler ranks his internship with EDO as one of the most valuable experiences in his educational pursuits and highly recommends that others take advantage of CAP to "stretch the boundaries of learning beyond the classroom."

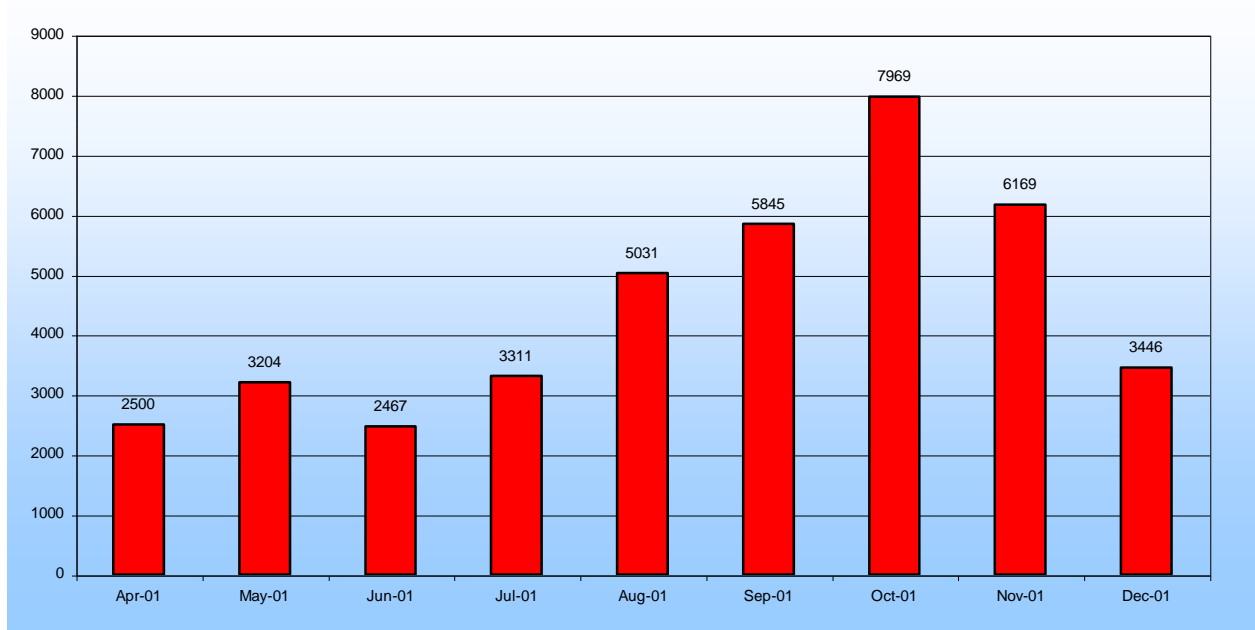
VIRTUAL CAREER CENTER

eRecruiting

After completing an extensive evaluation process to replace outdated software, the CMC selected the fully web driven eRecruiting database system. eRecruiting integrates student, employer, and job functions with a new emphasis on development and tracking, marketing and communication, and reporting and statistics.

Students and employers are empowered to make new connections through self-referral and resume search and selection capabilities. The CMC can individually target students and employers through automated pop-up announcements, surveys, email, and calendars. After registering, students and employers can post or apply for jobs whenever and from wherever they are. The system was introduced in April 2001 and the number of students/alumni registering in the system quickly surpassed, and then doubled, the number participated in the former database. These individuals logged into eRecruiting **40,845** times in 2001.

Student Logins



Web Site

The CMC web site, when combined with eRecruiting, creates a virtual career center, enabling the online delivery of many programs and services to students, alumni, and employers.

The web site at www.odu.edu/cmc received an astounding average of **4214** unique visitors per month, a **132%** increase over 2000. These visitors, who were from 76 countries, viewed an

average total of 25,521 pages per month. The peak months were January-April and October, corresponding to job fairs and spring pre-graduation job search activities.

EMPLOYER PARTICIPATION

In 2001 the US experienced an economic downturn, which was exacerbated by the events of September 11. The CMC made concerted efforts to attract new employer partners to replace those who were unable to participate in job fairs or recruit on campus and to encourage existing employers to maintain a presence on campus, even if their hiring was temporarily suspended.

The programs and services for employers were re-packaged and employers were encouraged to develop a **"Recruiting Advantage Partnership"** with the CMC. Employer visits were conducted to discuss these partnerships and encourage participation in as many of our programs as possible. Large employers were invited to campus for a tour, presentation and lunch, sometimes in conjunction with the President's Area Leader's Tour.

A marketing brand was established for employers, separate from the student brand. New employer literature, materials for the display unit, and a PowerPoint presentation were designed using this motif, which features the Monarch fountain. (See attachments)

A communication system was established through eRecruiting to insure that employers were kept up to date on career events at Old Dominion. A quarterly employer newsletter, ***The RAP Sheet***, was created and distributed to over 700 employer contacts to assist in these efforts as well. (See attachments)

CMC professional staff attended **21** off-campus events in 2001, which provided networking opportunities with prospective employer partners. The CMC also participated in local and state-wide trade shows. The Employer Relations Manager and Executive Director were both involved with "Industry Clusters," a workforce development initiative of Opportunity Inc.

Federal hiring will increase dramatically in the next few years as approximately 40% of federal government workers reach retirement eligibility. CMC staff participated in meetings with the Office of Personnel Management and disseminated information to students through eRecruiting, posters, and by sponsoring a Federal Employer Panel, which was attended by over 200 students.



Federal Employment Panel – November 2001

Employers on Campus

Job Fairs

The CMC hosted two general Job Fairs in 2001, in April and October. A specialized Teacher Fair was also held. Together these events brought 253 employers to campus to meet with thousands of students. The CMC also assisted in the implementation of the Human Services Counseling Internship fair.

CNN sent a camera crew to the Fall 2001 job fair. The short feature, which was aired repeatedly, focused on federal government hiring efforts. Students, CMC staff, and employers were interviewed.



On-campus Recruiting Program

Local, regional and national recruiters are invited each year to visit Old Dominion University and interview students. In 2001, 921 interviews were conducted on-campus by 167 companies.

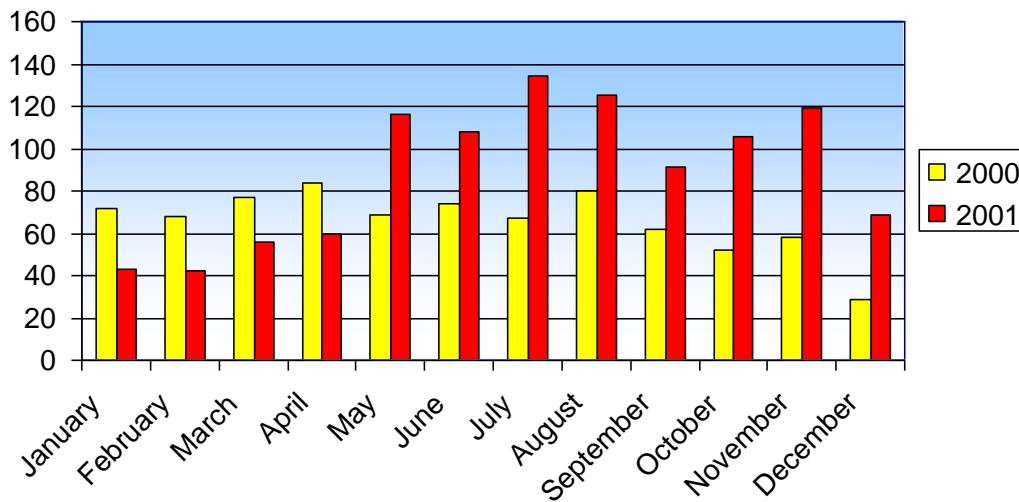
Minority Career Day

In an effort to provide students with as many networking opportunities as possible, each year the CMC arranges transportation to this event, hosted by the University of Virginia. In 2001 CMC staff and 40 minority seniors participated. With the exception of the host school, Old Dominion's was the largest student group in attendance.

Job Posting Service

Efforts made by the CMC to communicate with employers and establish new partnerships contributed to a 35% increase in the number of full time jobs posted.

Job Posting Service - Full-time Job Postings

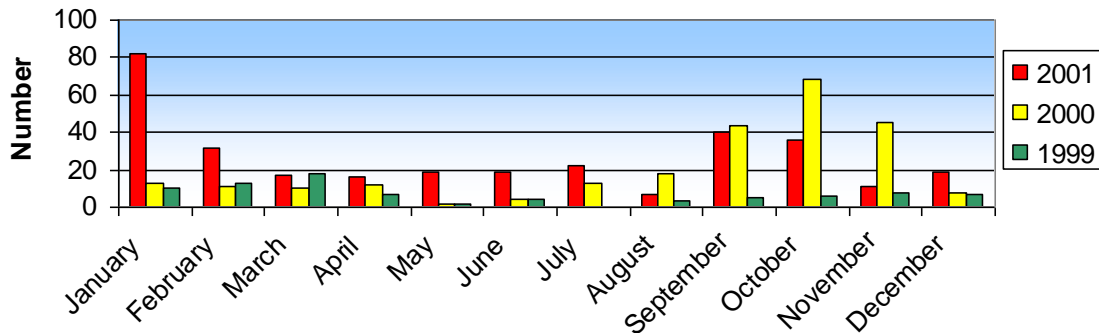


Student Employment

Job Location and Development (JLD)

320 students were placed in off-campus part-time jobs under the federal JLD grant administered by the Career Management Center. The average off-campus hourly wage was **\$8.68** and students worked an average of 21 hours per week and kept their part time jobs 19 weeks. This resulted in total earnings of **\$1,076,458.34**, up from three quarters of a million dollars in 2000.

Off-campus Part-time Placements



The CMC developed two programs in 2001 to provide increased opportunities for students to gain work experience and earn their financial aid. Both programs are supported by the federal work-study program and offered only to students who qualify for this assistance.

Community Service Internship (CSI)

Federal regulations require schools participating in the Federal work-study program spend at least 7% of their total allocation to pay wages of students working in community service positions. The new Community Service Internship program connects students with paid, part-time, project-oriented opportunities with off-campus community service employers. Students are paid an average of \$7.00 per hour and may also receive academic credit. Students were placed in CSI positions for the Fall 2001 semester with various non-profit organizations, including the Norfolk Victim/Witness Assistance Program, Friends of the Juvenile Court, Habitat for Humanity, and the Cultural Alliance of Hampton Roads.



Spotlight on Success- Ramie Holland

Ramie Holland entered Old Dominion University in the fall semester of 2001 with "no idea" what she wanted to declare as her major. She had many interests, but little experience until she started working at the Virginia Stage Company through the Community Service Internship (CSI) program offered at Old Dominion University. "I have always had an interest in the Arts," Holland said, "and I thought this would be a fun way to make some money for school and learn new things."

After working as a costume design assistant for one semester, Holland "fell in love with the whole theater atmosphere," she said. "I started taking theater classes and I really got excited when I could apply something I learned in class to what I was doing for the Stage Company." Ramie plans to officially declare her major as Theater Arts.

In addition to the valuable real-world experience Holland is gaining at the Virginia Stage Company, she is also able to earn her financial aid via the Community Service Internship (CSI) program. CSI connects students with paid, part-time, project-oriented work with off-campus employers who provide a community service to Hampton Roads.

"It's such a great program," said Emme Greer, Costume Shop Manager at the Virginia Stage Company. "We get the benefit of having bright and talented students like Ramie working for us and they get the benefit of earning money for school. It's awesome."

Student Temporary Assist Team (STAT)

Student Temporary Assist Team (STAT) students are in demand all across campus. The program, which began in September 2001, places work-study students in short-term assignments with on-campus offices and organizations. Students assist with special projects or events and are paid and processed through the CMC. There is no cost to the on-campus employers.

Federal work-study funds were awarded to the CMC for the STAT program to pay student wages. Approximately **35** students actively participated in the program in the Fall 2001 semester. **71** STAT requests were received from over 30 different departments, including the President's Office, the Provost's Office, Alumni Relations, Athletic Department, Development Office, and Student Activities and Leadership. Over **220** positions were filled through the STAT program and students earned **\$10,783.22** in work-study financial aid.

2001 PR/Press Coverage Highlights

The Virginian Pilot published pictures of CMC staff/students in June and December to accompany articles about students seeking employment.

The New Journal and Guide published a feature story on the CAP experience of student Hud Williams. The **Courier** also highlighted Williams, who won the Kaufman Prize in 2001.

CNN sent a camera crew to the Fall 2001 job fair. The short feature, which was aired repeatedly, focused on federal government hiring efforts. Students, CMC staff, and employers were interviewed.

An article entitled "How to boost wages in low-paying Hampton Roads," in appeared in **Virginia Business** magazine. The introduction mentioned "guaranteed internship" and discussed one student and how his internship position led to a career. Executive Director Sue Martin was interviewed for the story.

Inside Business published appointment notices and photographs of new staff members Cathy Moore, Dana Quist, and Leslie Wright.

Hampton Roads Technology, a newsletter of the Hampton Roads Technology Council published an article written by Judy White about CMC programs and services for employers of Information Technology students.

The Old Dominion University **Courier** printed an article and photo of CBPA liaison James Tallmadge.

In addition to active participation in appropriate professional organizations, the staff of the CMC participate in and fill leadership roles in many on and off campus organizations.



2002

The Career Management Center enters 2002 fully prepared to meet the challenges the ongoing economic downturn presents in a positive and creative manner. Concerted efforts will be made to prepare students to search for work in an uncertain economy. New professional seminars on topics such as networking and evaluating job offers will be offered. Initiatives described earlier, including the Alumni Advantage Program, Engineering Early Advantage Program, CLASS, CSI, and STAT will be expanded and improved in 2002.

The virtual career center will continue to grow. The CMC will provide more services electronically with a fully re-designed, audience based web site which will be unveiled early in the year and a new version of eRecruiting which comes online in late June.

To offer a wide variety of job opportunities to students, staff will continue to build on the positive relationships established with employers. Employers in growing employment sectors will be vigorously pursued. An additional job fair in 2002, specifically for tourism and hospitality employers, is planned.

As noted earlier in this report, the federal government is facing mass retirements in the next few years and is attempting to make up for the dearth of young people in their ranks with aggressive hiring. The CMC will work with the Office of Personnel Management, as well as directly with individual government departments, to facilitate the hiring of our students and alumni. Some large corporations, including Philip Morris USA, face a similar "human capital crisis," and additional programs will be developed with them as well.

To update the physical environment of the CMC, employers will be approached for donations. Naming opportunities will be offered to large donors, giving them the ability to maintain a permanent presence on campus.