



ANNUAL REPORT 2002

Suzanne Martin, Executive Director

“All of our dreams can come true- if we have the courage to pursue them.”

Walt Disney

The role of the Career Management Center at Old Dominion University is to provide programs, services, opportunities, and encouragement to help students achieve their dreams. The Career Advantage Program suggests students **explore** their options... gain **experience** for credit... and **engage** their future.

REPORT HIGHLIGHTS

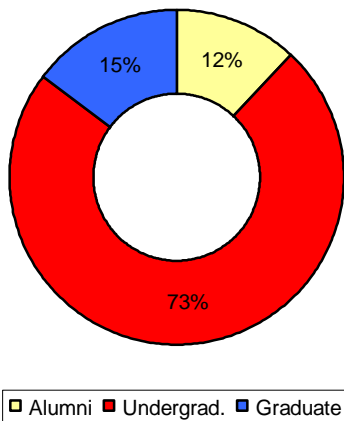
- Over **73%** of students graduating with a bachelor's degree in 2002 had completed at least one CAP experience.
- Over **5600** CAP experiences took place in 2002, representing a **7%** increase over 2001.
- Tuition dollars for these classes generated over **\$3,000,000** in tuition income for the university.
- The average wage for paid internships/co-ops was over **\$12.50** per hour.
- Student wages for off-campus part-time jobs made an estimated **\$1.7 million** dollar impact on the local economy.
- CMC staff gave **235** presentations, attended by over **7000** people.
- Over **350** companies made CMC sponsored visits to campus for job fairs and the on-campus recruiting program.
- The CMC web site was re-designed and experienced a **15%** increase in unique visitors.
- The number of full time job opportunities posted increased by over **87%** .

STUDENT PARTICIPATION

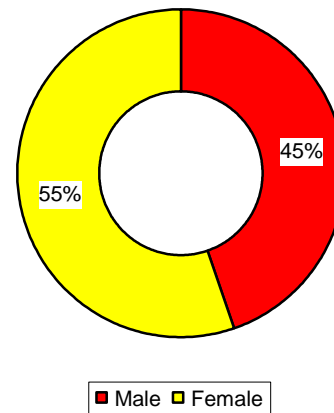
Students continue to show enthusiasm for CMC programs and services. **7132** students attended **235** professional seminars, classroom presentations, and special programs given by CMC staff. This represents an average of **30** students per session and an **11%** increase over 2001. These presentations 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. Professional staff also presented a number of seminars and workshops on career related topics to off campus groups.

The CMC offers free services to Old Dominion University students. Below are visual representations of demographic information on students/alumni registered with the CMC.

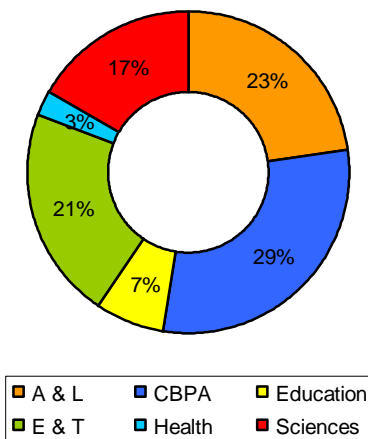
Student Status



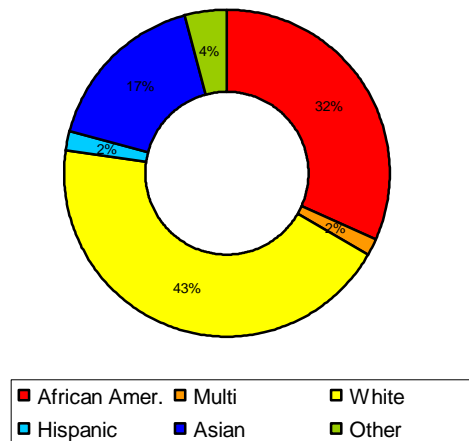
Gender



College



Ethnicity



The number of individual counseling appointments and visits to the Career Information Center, which is staffed by peer counselors, were down somewhat from 2001. This is attributable to two factors. First, there was a substantial increase in information and services available online via the CMC web site, employer web sites and in eRecruiting and second, a larger number of students attended group sessions. Although one-on-one meetings with students will continue to be an important service provided by the CMC this trend toward group and online services will be encouraged as staff numbers shrink and student numbers rise.

Career Advantage Program

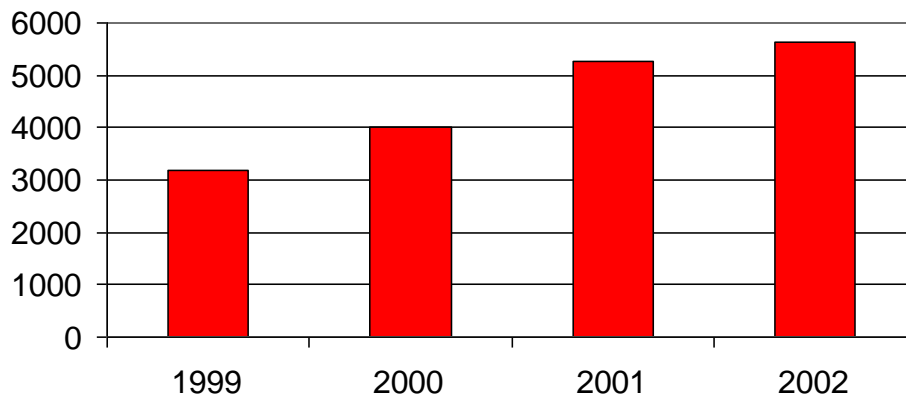
Since the start of the Career Advantage Program in 1993, the CMC has been tasked with tracking the number of students who participate in this guaranteed practicum program. In 2002, 73.4 % of all students who earned a bachelor's degree at Old Dominion University had enriched their academic experience by completing at least one practical experience related to their major. A breakdown of the percentage in each college appears below. Please note that these rates depend on the number of classes each college has designated as CAP.

59.1 %	Arts & Letters
98.2%	Business & Public Administration
84.6%	Education
89.4%	Engineering & Technology
75.6%	Health Sciences
45.4%	Sciences

A total of **5626** CAP experiences were completed by students this year, which represents a **7%** increase over 2001. This resulted in **17,934** credit hours being earned by students and generated **\$3,175,519** in tuition revenue. For those experiences that were paid, students earned an average of **\$12.68** per hour.

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. The growth in the number of CAP experiences for the last three years is shown below.

CAP Experiences by Year



International Career Advantage Program (ICAP)

During 2002, **5** students completed internships abroad through the CMC. 3 worked in London, 1 in Japan, and 1 in Sarajevo. In addition, 3 engineering students attended the International Institute for Women in Engineering Summer Program in Paris.

The CMC partnered with the Study Abroad Office to market international internships to students. Information sessions drew many interested students and it is hoped that this program will be expanded in future.

Engineering Early Advantage Program (eEAP)

This program was offered for the second year in 2002. Combined National Science Foundation and Virginia Space Consortium grants allowed **9** female Old Dominion Engineering and Computer Science incoming freshman completed a hands-on internship. The experience also provided an introduction to the campus and faculty members for the participants. All concerned rated the program very highly.



An eEap student experiences virtual reality.

Student Employment

Job Location and Development (JLD) Program

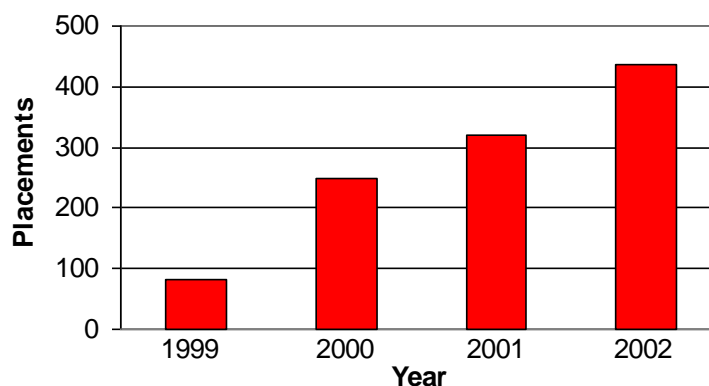
A report by the Virginia State Public Interest Research Groups' Higher Education Project (April 2002) states that 64% of working students reported that they would not be able to attend college if they did not work. The PIRG report also stated that "working while enrolled helps some students prepare for their future careers and helps others with coursework."

The Career Management Center assists students find part-time employment that will not only help them fund their education at Old Dominion University, but will also provide excellent practical experience for their future endeavors.

The Job Location and Development (JLD), is funded by a Federal grant and is designed to place students in part-time off-campus jobs. In 2002, 437 students found part-time jobs through the JLD program and had total earnings of over **\$1.7 million**. This is an increase of **36.6%** from

2001. Students worked an average of **21** hours per week and earned an average of **\$9.06** per hour in off-campus part-time jobs.

JLD Placement Comparison



Community Service Internship (CSI) Program

The Community Service Internship (CSI) program connects students with paid, part-time, project-oriented work with off-campus employers who provide a community service to the Hampton Roads area. The first student was placed in a CSI position in September of 2001 and placements have steadily risen since. In 2002, **68** students were placed in non-profit, community service organizations in the Hampton Roads community as part of the CSI program. This is an increase of **172%** over 2001. Students invested nearly 9,200 hours and earned over **\$83,000** in CSI positions during 2002. Approximately **65%** of CSI students received academic credit for their experiences.

Student Temporary Assist Team (STAT) Program

With the budget cutbacks of 2002, many departments found themselves short-handed without the resources to hire additional student workers. The Student Temporary Assist Team (STAT) assisted in alleviating this issue by placing work-study students in short-term assignments with various on-campus offices and organizations to assist with special projects or events.

Students were paid and processed entirely through the Career Management Center so there is no cost to the on-campus employers to use the program. Students have the flexibility to work when their schedule permits and the Old Dominion University community receives assistance when they need it most.

Approximately **106** students participated in the STAT program in 2002 and earned **nearly \$56,000** of Federal work-study financial aid. Students assisted various on-campus departments, organizations, and/or individuals including the President's Office, Admissions Office, Finance Office, Athletic Department, Multicultural Student Services, Development Office, and several departments from each of the Academic colleges.

Alumni Advantage Program

At the end of 2002, **535** alumni were active in the CMC's eRecruiting system, enabling them to seek work through this database/communication system whenever they wish and from wherever they are. Approximately **42%** of the full time positions posted in eR require past professional experience, making them ideal for alumni and graduate student applicants.

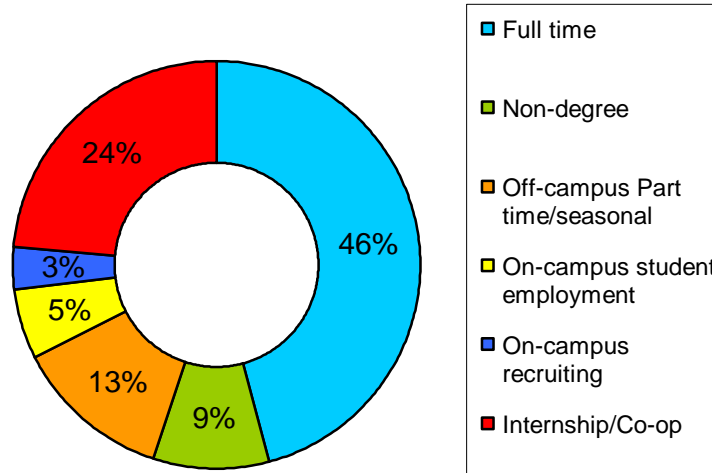
Virtual Career Center

eRecruiting

This employer/student database, communication and case management system, offered free to students and employers, was used for a full year for the first time in 2002. This year an online registration system was created for students, who can still register in person if they prefer to do so. The system received **92,167** logins for the year, including **4791** unique students and **614** unique employers.

All types of employment opportunities were posted in eRecruiting. The graph below represents a breakdown of jobs posted by type.

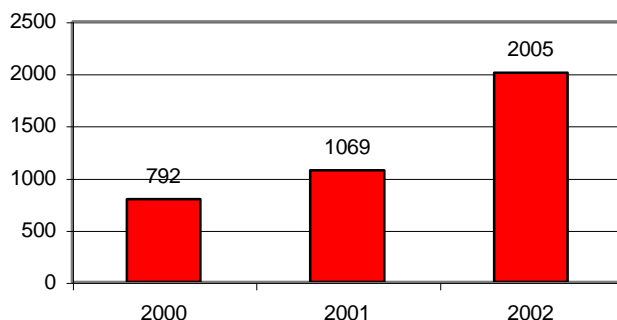
Job Postings by Type- 2002



Full Time Job Posting Service

2002 was the first year that all full time jobs listed with the CMC were made available to potential candidates electronically, permitting access to postings whenever and from wherever they wished to do so. This new policy, as well as concerted efforts made to reach out to new employers, resulted in an **87.5 %** increase in the number of full time jobs posted.

Job Posting Unit - Full-time Jobs Posted by Year

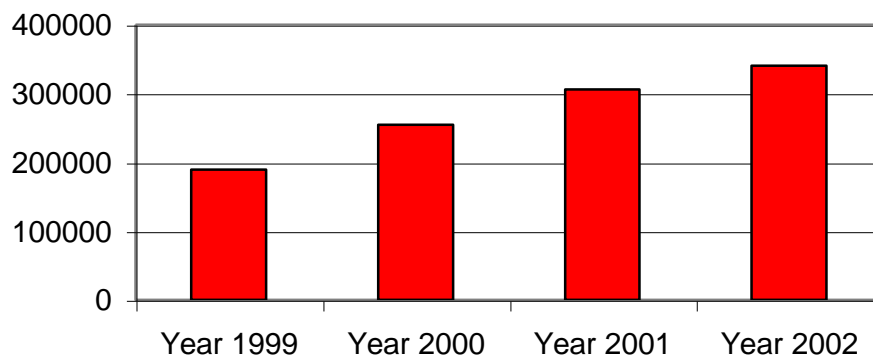


Web Site

The CMC web site, when combined with eRecruiting, creates a virtual career center, enabling the online delivery of most programs and services to students, alumni, and employers. The web site was completely re-designed and streamlined in 2002.

The web site, at www.odu.edu/cmc, received an astounding **340,792** hits in 2002, with an average of **4862 unique** visitors per month, a **15.4%** increase over 2001. These visitors, who were from **75** countries, stayed on the site for an average of 5.2 minutes. The chart below clearly shows the increase in the use of the CMC website in the last 4 years.

CMC Web Site Page Views, by Year



Employer Participation

Job Fairs

The CMC hosted two general Job Fairs in 2002, in March and October. A specialized Teacher Fair and a Summer Jobs Fest were also held. Together these events brought **249** employers to campus to meet with thousands of students. The CMC also partnered with the Student Human Services Counseling Association to host the Human Services Counseling Internship Fair.



On-campus Recruiting Program

Local, regional and national recruiters are invited each year to visit Old Dominion University and interview students on campus. In 2002, interviews were conducted on-campus by **110** companies.

Career Advice and a Slice

The CMC initiated the "Career Advice and a Slice," seminar series in the fall 2002 semester. The "advice" came in the form of employers presenting professional seminars on career related topics and the "slice" (pizza) was also provided by the sponsoring company. The three sessions drew **22-40** students each. The program will be expanded in the spring 2003 semester.

Communications Panel

In the spring of 2002, the Career Management Center and the Communications Department and Communications Club resurrected the "Alumni Career Panel" that had taken place in previous years. A panel of three ODU alums, from a variety of career fields, talked about their job search, career history since graduation and the value of their communications major. Students then had the opportunity to ask questions about career-related issues. The spring panel drew over **25** students and the decision was made to hold this event every spring and fall.

Corporate Sponsorship

CareerSearch, a company owned by ODU Alumni, Dave Bacharach, has been donating a valuable job search program to the CMC for several years. This saved the CMC thousands of

dollars each year. In 2002 a concerted effort was made to find additional corporate sponsorships for the CMC

A sponsorship program with levels from platinum to bronze was established after consultation with the University Development Office. Information on this program is contained in Appendix 1.

The CMC was successful in obtaining a gold level sponsorship from Household and a bronze level from Northrop Grumman Newport News. The money was used to paint and re-furnish the interview rooms in the CMC and to help support the peer counseling program.

A "wall of honor, " noting these generous contributions is to be established early in 2003.

Staffing

The professional staff of the CMC is active on and off campus. Unfortunately the CMC lost four full time positions due to state budget cuts. This resulted in the lay off of three classified staff, including 2 receptionists and a web designer. One empty professional position will go unfilled and the number of peer counselors decreased from 6 to 4. Tasks were shifted to remaining staff.

2003

In 2003 we look ahead to a continued sluggish economy that may impact the major programs and services offered by the CMC. We will be challenged by the renovation of our facilities in the summer of 2003 but the end results will give us a "corporate look" facility that will allow us to engage students and employers more effectively through cyberspace. The creation of a "Cyber Career Center" within CMC will be a more effective way to reach distance education students and to teach students and employers how to more effectively utilize our electronic programs and services. The Career Management Center and Old Dominion University will remain on the leading edge of career center technology and services to students, alumni and employers in 2003.