

OLD DOMINION UNIVERSITY

Career Management Center 2003 Annual Report

**Tom Wunderlich
Interim Executive Director**



To Start... Stop Here!

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INTRODUCTION

This report details all Career Management Center activities for the calendar year 2003, a very successful year for the CMC. In addition to the continuation of existing programs and services, a major renovation project resulted in the creation of the Cyber Career Center, which allowed services to alumni and TELETECHNET students to be expanded.

The year also brought a change in leadership. Suzanne Martin, Executive Director since 1995 resigned her position this year and Tom Wunderlich was appointed Interim Executive Director.

STUDENT PARTICIPATION

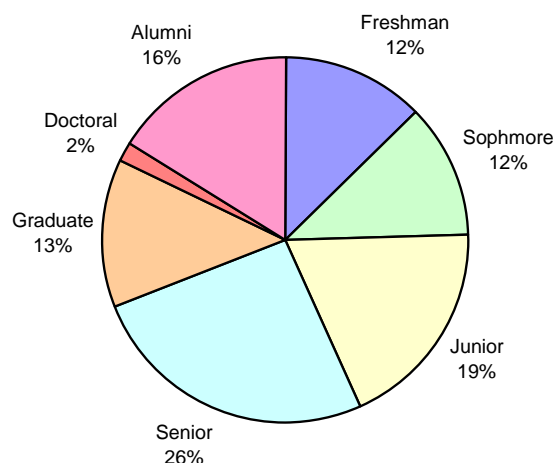
The CMC offers a variety of career related programs and events to students and alumni. In 2003 **242** professional seminars, classroom presentations, and special programs were conducted, attended by **8046** people. Topics included resume and cover letter writing, job search strategies, networking, how to work a job fair, interviewing techniques, and others requested by faculty or student groups, including residence halls, fraternities and sororities, student chapters of professional groups and athletes.

Professional staff also presented a number of seminars and workshops on career related topics to community groups and professional associations, including the YMCA of South Hampton Roads, the Tidewater Health Information Management Association, the Southeastern Association of Colleges and Employers, and the Virginia Association of School Personnel Administrators.

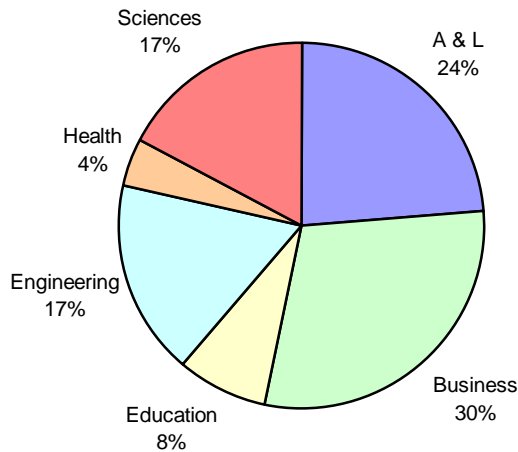
620 students sought advice from peer counselors in the Career Information Center or Cyber Career Center and professional staff provided individualized attention to an additional **2090** students and alumni.

Individuals seeking career services register in eRecruiting, a powerful, web-based career and job database and communication system. At the end of December 2003 over **5130** individuals were active in the system. The charts below provide a breakdown of registrations by student status and college.

By Student Status



By College



EMPLOYERS

The CMC maintains partnerships with a large number of employers. In December of 2003, **2586** companies and organizations were active in eRecruiting. Each year these employers are invited to job fairs and other campus events and post thousands of jobs for ODU students, as detailed in other sections of this report.

In order to maintain relationships with current employer partners and develop new ones, CMC staff participate in a variety of local business events, including Economics Club and Chamber of Commerce activities.

Special Initiatives

This year special initiatives were started with Northrop Grumman Newport News and Stihl. Northrop Grumman Newport News and ODU will collaborate on a program which will allow talented NGNN Apprentice School students to transition to a bachelor's program at ODU. The CMC will be involved significantly in this new program as a crucial element will be the student's participation in a cooperative education program.

The initiative at Stihl includes the identification of potential coop positions and the delivery of customized "Lean Enterprise" training courses for selected Stihl personnel. The College of Engineering & Technology will provide mentoring, guidance, and evaluation for coop students. The College of Engineering Continuing Education (C2E2) office will customize Lean training workshops (Introduction to Lean and 5S) by including Stihl case studies. Four students have been hired and will begin work in early January 2004.

PROGRAMS FOR STUDENTS AND EMPLOYERS

The CMC organizes a number of programs and events each year designed to bring together students and employers in large and small groups and in a variety of settings.

Job Fairs

The two general job fairs, held in the fall and spring, and the summer job fair drew 199 employers to campus this year. The teacher fair attracted 39 school districts. The CMC also provided assistance in the planning of the Human Services Counseling Internship Fair, which was attended by 21 organizations.

On-campus Recruiting Program

Each spring and fall employers post entry-level positions, receive resumes electronically, select the candidates they wish to consider, and schedule interviews through the CMC. **80** employers held **544** interviews in the CMC interview rooms in 2003.

Career Advice and a Slice

This popular seminar series, in which an employer presents a seminar on a career related topic and also provides pizza to students, was held in both the spring and fall of 2003. Nine seminars were presented by local companies and organizations, including Amerigroup, BC Harris Publishing, the City of Chesapeake, Towers Perrin, and Northrop Grumman IT. The sessions drew **40-95** students each.

Non-Profit Panel

In the fall of 2003, the CMC hosted a panel discussion focused on non-profit organizations and the career opportunities they offer. A panel of local non-profit organizations discussed their organizations, career options and strategies for breaking into the non-profit arena. Students also had the opportunity to ask questions about career-related issues. The panel was a success, drawing over **45** students, and it will be offered again in the future.

Etiquette Dinner

In partnership with Target Corporation, GEICO Insurance, Residence Life, Delta Sigma Theta, Alpha Phi Alpha, the CMC hosted an Etiquette Dinner in the fall semester of 2003. In addition to a program on dining etiquette, the **40+** attendees discussed proper business attire, behavior and conversation. Sponsors contributed the bulk of the cost, allowing the CMC to offer the program, which included a full dinner, to students at a nominal fee.

Simulation Interviews

Business students preparing for internships and cooperative education experiences were offered simulation interviews in the spring and fall. Recruiters donated their time to come to campus to interview students for a fictional position, offering immediate feedback to students regarding their appearance, handshake, body language, eye contact, and ability to answer interview questions.

Other Colleges also regularly conduct simulation interviews using graduate students as the interviewers.

GUARANTEED PRACTICUM/CAREER ADVANTAGE PROGRAM

An important part of the CMC's function continues to be encouraging students to gain practical experience related to their majors and providing opportunities for them to do so. The office is also charged with tracking the total number of experiences that take place, including the courses offered by the colleges that meet practicum guidelines.

In 2003 there was a total of **5992** Cap experiences, which generated **\$3,324,826** in tuition. **1453**, or **24%** were cooperative education experiences or internships. Students in paid positions earned an average of **\$12.99** per hour. **73.8%** of students graduating in 2003 with a bachelor level degree had completed at least one practical experience. This figure represents the efforts of hundreds of faculty, students and staff.

In response to the tightening of federal regulations, late in 2003 some changes were made in the program as it relates to international students. F-1 visa students are still able to participate in co-ops and internships, but the number of experiences they can complete is now limited and additional care must be taken in the approval process in order to ensure compliance with federal immigration law.

International Career Advantage Program (ICAP)

The International Career Advantage Program provides assistance to students seeking internships in international settings. The ICAP Coordinator, in conjunction with the Office of Study Abroad, helps identify appropriate internship opportunities and provides support through the process of arranging and realizing an internship experience abroad.

In 2003, **9** students completed internships or other practical experiences abroad. Four

students completed internships in London, one in Japan, one in Israel, and one in Bolivia. One student completed a field research/practicum in Belize related to Biology. For the first time, a graduate student from the Graduate Program in International Studies obtained internship credit when he taught English in China.

Engineering Early Advantage Program (eEAP)

This program, offered for the third consecutive year in 2003, has now become part of the year round Womengineers initiative in the Frank Batten College of Engineering and Technology. This Virginia Space Grant Consortium supported event allowed **4** female incoming freshman students to complete a hands-on internship. The group spent an exciting three weeks designing a prototype ice cream scoop by using computer design software, the college's rapid prototyping machine, which allows the construction of waxy prototypes from digital blueprints and even a manufacturing process simulator tool which allowed them to estimate the actual cost of producing their custom designed scoop. The experience also provided an introduction to the campus and faculty members for the participants. All concerned rated the program very highly.

Womenengineers Day

CMC staff were involved in the planning and execution of the Womengineering Day, coordinating the logistical set up and the providing a break out session speaker. The CMC staff in the College continue to support this event year round by serving as advisors. They also participate in other events, including speaking at the newly established Engineering Explorer Post meetings.

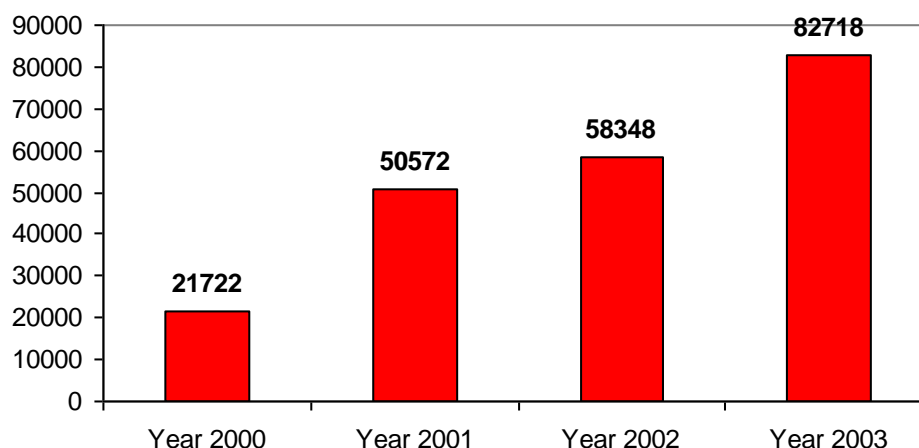
VIRTUAL CAREER CENTER

Web Site

The CMC web site, in conjunction with the eRecruiting system, offers customers a Virtual Career Center. Through these two powerful electronic tools career information and assistance are available 24/7, year round. The site has four streams, each designed to assist a specific constituency: students, alumni, employers, and for the first time in 2003, faculty.

As seen in the chart below, the number of unique visitors to this site grows each year. In 2003 **82,718** individuals accessed the site from **104** different countries.

Unique Visitors



The web site is also a communication tool. In addition to the hundreds of email messages to specific CMC staff members that result from people viewing the website, **1255** requests for information were sent to generic email addresses provided, such as cmc@odu.edu, icap@odu.edu, and employers@odu.edu.

Cyber Career Center

The university computer lab in Webb Center was moved and upgraded in 2003. The space occupied by the CMC's Career Information Center became part of the new facility and the CMC was allotted additional space toward the back of the office, where Disability Services was formerly located, to compensate. This shuffle provided the opportunity for a major renovation, the most significant result being the creation of the Cyber Career Center.

Technological changes over the past several years, including the move to web based career programs, have resulted in students being less dependent on the Career Information Center, which contained a library of printed information and a computer lab. Once they are familiar with the technology students can access job postings, sign up for interviews, inquire about upcoming events, and research employers from anywhere at any time. Additionally the CMC recognized that some university populations, including TELETECHNET students, evening commuter students, and alumni were being underserved.

Both issues were addressed by the creation of the Cyber Career Center, a fully mediated training and conference facility. Flexible seating and mediated equipment allow group presentations and teleconferences in both boardroom and classroom style and Instructional lab furnishings provide for both traditional and electronic research and assistance incorporating six workstations and two presentation stations. The center is supervised by a Cyber Career Coach and staffed by Peer Coaches ready to provide one-on-one assistance on a walk in basis as well as hands-on group training, demonstrations, and presentations. The new reception area also includes 2 computer workstations so students still have access when a presentation is being held in the Cyber Center.

In partnership with other campus departments, ways have been identified to better reach all student populations to provide career services. The Cyber Career Center will provide quality career assistance at a distance, replicating face-to-face services using electronic means.

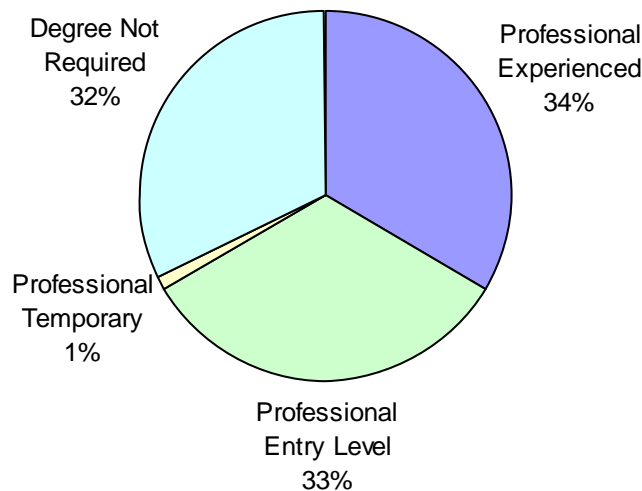
eRecruiting

It is impossible to isolate eRecruiting as a just one element of the CMC and/or the virtual career center because it is central to almost all programs and services. This web-based system is a student/employer and job/resume database, a communication tool, a tracking and reporting mechanism, an event calendar and a case management tool. Much of the data in this report comes from eR.

Full time Job Postings

The number of full time jobs posted for students and alumni grew in 2003 to **3010**, a **32%** increase over 2002. The types of jobs posted continues to be well balanced, as seen in the chart below.

Full-time Job Postings by Type



Alumni Advantage Program

At the end of 2003, **804** alumni were active in the CMC's eRecruiting system, a 33% increase from 2002. eR enables alumni to connect with potential employers whenever they wish and from wherever they are. As seen in the chart above, 34% of the full time positions posted by employ-

ers in 2003 require professional experience, making them ideal for alumni and graduate student applicants. Alumni Relations continues to support CMC efforts to reach out to this population by contributing half of the cost of eRecruiting.

Alumni Mentor Program

The Career Management Center partnered with the University Alumni Association to implement a new, electronic mentor program to better meet the needs of currently enrolled students and provide a way for graduates to “give back” to ODU. Using eRecruiting, alumni can register as mentors, specifying what kinds of career guidance will be provided—resume review, informational interview, etc. They can also indicate if they would like to volunteer to conduct workshops, speak to student groups, etc. Career Management staff hosted an Alumni Mentor Panel as a “kick off event” and future events are planned, including mentor-in-residence days to assist students who are making career and employment decisions. Future initiatives will include the expansion of the program to emphasize international alumni and connections, and local and regional employer participation.

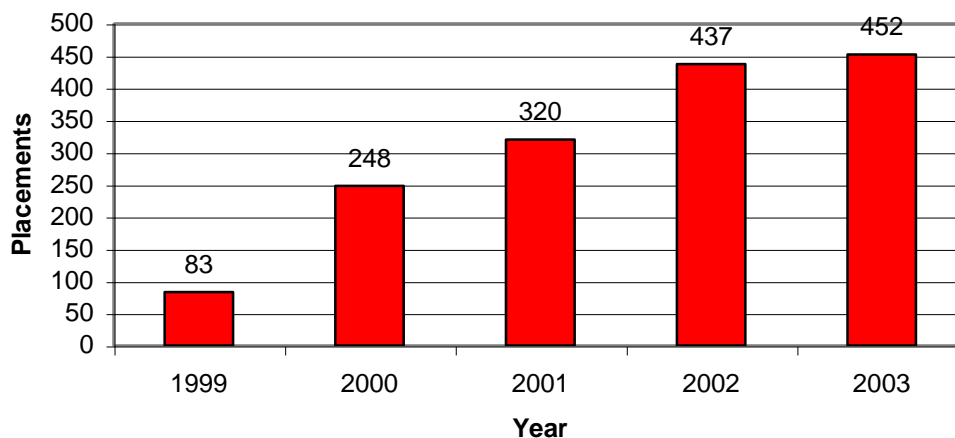
STUDENT EMPLOYMENT PROGRAM

Job Location and Development (JLD)

The CMC received a federal grant of \$50,000 in 2003 to locate and develop off-campus part-time jobs for students. In 2003 **452** students earned an average of **\$9.66** per hour and worked an average of 21 hours per week. Their total earnings amounted to **\$1,749,666.00**.

The top several employers of part-time students in 2003 were United Parcel Service, the Bank of America, Vector Marketing, the Ted Constant Convocation Center/Global Spectrum, DOW Personnel, the Norfolk Yacht & Country Club, Starbucks, and Abercrombie & Fitch. The program continues to grow each year, as seen by the chart below, which depicts JLD placements for the past five years.

Off-campus Part-time Placements



Community Service Internship (CSI) Program

The Community Service Internship (CSI) program connects eligible students with part-time, project-oriented work with off-campus employers who provide a community service to the Hampton Roads area. The students are paid for their work by the university, using federal work study funds. The first student was placed in a CSI position in 2001 and placements have steadily risen since. 70 students participated in 2003, working **12,672** hours and earning an average of **\$9.75** per hour. **81%** of these students also earned academic credit for their community service.

The top 5 employers of CSI students in 2003 were F.O.R. Kids, Eggleston Services, the Cultural Alliance of Hampton Roads, the Making a Difference Foundation, and the Mediation Center of Hampton Roads.

The future of the CSI program is uncertain. The cutback in federal work-study funds resulting from transfer of funds to support the war in Iraq will affect the number of students and employers able to take advantage of the program in the coming year.

Student Temporary Assist Team (STAT) Program

ODU's own temporary help agency, STAT, provided the opportunity for **115** work-study students to earn a total of **\$74,991** this year. The top five employers of STAT students were Athletics, Admissions, Development, Multicultural Student Services, and Alumni Relations.

Advancement Via Individual Determination (AVID) Program

AVID is a college preparatory program in which high school students become the facilitator of their own academic success through the guidance of tutors. In 2003 **14** highly qualified ODU students were placed in the Virginia Beach Public School system to support this program.

STAFFING

Several staffing changes took place in 2003. Early in the year former Employer Relations Manager, Judy White, took over as Liaison to the College of Business and Public Administration. Employer duties were divided among existing staff to allow for the creation of the new Assistant Director position of Cyber Career Coach, which was filled by Meagan Miniville.

Alice Jones was hired early in the year for 20 hours per week in a job share arrangement

with Dana Quist. Later in the year Alice's were increased to 30 per week to assist in the College of Sciences.

Beverly Forbes was hired to work 30 hours per week in the College of Engineering to provide additional support while Tom Wunderlich took on the role of Interim Executive Director. Late in the year the decision was made to conduct a search for a permanent Executive Director. An appointment is expected in the first quarter of 2004.