

Old Dominion University

Career Management Center Annual Report 2004

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INTRODUCTION

The information contained in the following annual report for the Career Management Center (CMC) is a testimony to the professionalism and dedication of the entire CMC staff; student workers, Graduate Assistants, Classified Staff and Faculty Administrators. Working in a climate of uncertainty created by an extended search process for a permanent Executive Director, they overcame the natural tendency to wait and see and moved forward, not only increasing productivity and effectiveness in established programs and services, but also creating new ones, as is highlighted below and described through out this report.

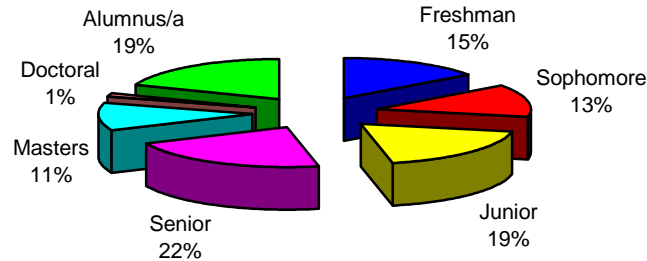
REPORT HIGHLIGHTS

- At the end of December 2004, **6879** individuals were actively registered for services with the CMC, a **34%** increase from 2003.
- **1179** alumni were active in the CMC's eRecruiting system, an almost **47%** increase from the previous year.
- CMC staff conducted **260** group sessions, attended by **6368** people, and **2216** individual sessions with clients.
- Added webinar, online seminar, and live chat technology to continue the CMC commitment to assist students how, when and where they want service.
- The Fall Job Fair attracted over **100** employers for the first time in several semesters.
- The web site recorded **338,696** hits in 2004, a **21%** increase over 2003.
- **74%** of all students graduating this year with an undergraduate degree had completed at least one practical experience.
- In late December of 2004, **3152** companies and organizations were active in eRecruiting. This represents an increase of almost **22%** from the same date in 2003.

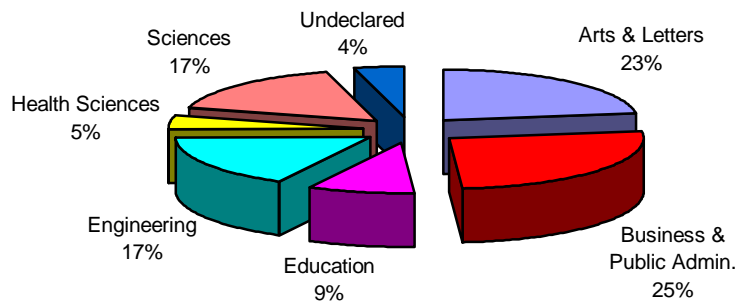
SERVICES TO STUDENTS AND ALUMNI

Individuals seeking career services register in eRecruiting, a powerful, web-based database and communication system. At the end of December 2004, **6879** individuals were active in the system, a **34%** increase from the same date in 2003. The charts below provide a breakdown of registrations by student status and college.

Individuals Registered by Status



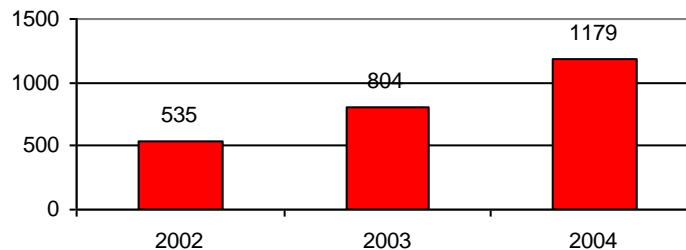
Individuals Registered by College



Alumni Advantage Program

At the end of 2004, **1179** alumni were active in the CMC's eRecruiting system, an almost **47%** increase from the previous year. The chart below shows the growth of alumni in the system from 2002, the first year they were permitted to register.

Alumni registered with CMC



SEMINARS

The CMC offers career related seminars and events to students and alumni. In 2004 all professional seminars were re-designed. Careful attention was paid to standardizing the information provided in seminars, webinars, in the updated CMC manual, and on the web site. The seminar schedule was also revised and a concerted effort was made to offer programs on a variety of days and times, rather than concentrating all events in activity hour as had often been done in the past.

Webinars, a newly developed capability this year, are live, real time, online versions of the professional seminars. Students login through Lotus Sametime and can see and hear the facilitator and can ask questions electronically via the chat feature.

Also new this year, the CMC began to offer seminars on an asynchronous basis online, using Articulate software. Students can access these from anywhere and at any time. They can view the entire presentation or skip to only the sections that interest them. In addition to the narration and the power point slides, the seminar script is viewable. The Internship/Co-op Orientation and the Resume and Cover Letter Seminar are both available and have been "attended" by over **100** people.

260 professional seminars, webinars, classroom presentations, and special programs were conducted by CMC staff, attended by **6368** 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.

NEW SEMINARS

The Graduate School Option

This new seminar was presented twice in 2004. It was designed to provide information and answer questions that students might have on how to decide what's best, and how to prepare for the graduate and professional school admissions process. Graduate students working in the CMC provided assistance and shared their experiences as well. Approximately 20 students from all disciplines participated in the sessions.

Senior Scramble

Recognizing that a certain number of students wait until near graduation to begin planning for their career, the CMC created a new program for them, called Senior Scramble. This mini conference began with breakfast and included a full morning of hands on career workshops. Topics covered included resume writing, job search, networking, and interviewing. The program was well received and will be improved upon and repeated in 2005.

CAREER COACHING AND COUNSELING

In addition to the group sessions above, CMC staff members conducted **2216** individual sessions with students/alumni to discuss career related issues. Most of these sessions were conducted face to face, but a growing number of CMC appointments are held via distance using a variety of high and low tech modes of communication and interaction, including telephone, email, and Sametime.

SPECIAL INITIATIVES

Partnerships with Women's Center and Men's Center Without Walls

"Working from the Heart", a workshop done in conjunction with the Women's Center, focused on careers in nonprofit organizations as a lead in to the CMC's non-profit panel "Careers for the Common Good".

In October and November the CMC partnered with the Men's Center Without Walls in several presentations for their Professional Male Series, including Communicating Your Value to Employers, a workshop on resume and cover letter writing and a Dress for Success seminar with a presentation by representatives from Dillard's.

Engineering Early Advantage Program (eEAP)

This program, offered for the fourth consecutive year in 2004, 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 **5** female incoming freshman students to complete a hands-on internship. The group spent an exciting three weeks working at the Chrysler Museum. They had the opportunity to explore the behind the scenes engineering applications that are required to operate a world class museum. Under the direction of Chrysler's engineer, the students participated in projects involving psychometrics, water treatment, and pump curves.

The experience also introduced the participants to the ODU campus and faculty members.

Womenengineers Day

CMC staff was involved in the planning and execution of the Womengineering Day, coordinating the logistical set up. In addition, they were instrumental in providing a mentor opportunity in which participants and their parents had an opportunity to interact with current ODU engineering students. The CMC staff in the College continues to support this event year round by serving as advisors. They also participate in other events, including the first Womengineering Forum held in September 2004.

International Career Advantage Program (ICAP)

The International Career Advantage Program (ICAP) provides assistance to students seeking internships in an international setting. The ICAP Coordinator, in partnership 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 2004 **12** students completed international internships or other practical experiences. These students traveled to Tanzania, China, Peru, France, and Great Britain. ICAP also assisted **3** alumni gain international experience as well, working in Ghana, Australia and Great Britain.

The CMC began working with the Department of Communications and Theatre in 2004 to create an endowed or sponsored international internship in London. Three programs have been selected and sent to the department and the Office of International Programs to determine the best fit for our students. The Batten College of Engineering and Technology hosts the International Institute of Women in Engineering (IIWE) website. In 2004 the CMC added to the site an online registration process to enable students around the world to register for this prestigious program.

In late October the ICAP Coordinator traveled to France to meet with the IIWE coordinator and founder to discuss the program's goals and the partnership between ODU and the IIWE.

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 2004 **14** highly qualified ODU students were placed in the Virginia Beach Public School system to support this program.

EMPLOYER PARTNERSHIPS

The CMC's partnerships with employers continue to grow. In late December of 2004, **3152** companies and organizations were active in eRecruiting. This represents an increase of almost **22%** from 2003.

STUDENT AND EMPLOYER INTERACTION

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 jobs fair drew **215** employers to campus this year. Due to a recovering economy and additional efforts of CMC staff, the goal of having over **100** employers attend general job fairs was met in the fall for the first time in several semesters.

In 2004 a new job fair registration process, a module in eRecruiting, was used for the first time and the physical layout of the fair was improved. Both changes were popular with students and employers.

In addition to the general job fairs, the Teacher Fair attracted **44** school districts. The CMC also provided assistance in the planning of the Human Services Counseling Internship Fair, which was attended by **22** 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. **77** employers held **335** interviews in the CMC interview rooms in 2004.

Career Advice and a Slice

This seminar series continues to be popular with students and employers. Employer representatives presented **8** seminars on various topics including interactive role playing of "How to Answer Interview Questions That Throw You For a Loop", "Dressing for Success", "Thinking Outside the Box: Creative Career Options", Evaluating a Job Offer, Your Dream Job: Application and Interview Tips as well as others focused on general job search, resume and interview tips.

New employer participants included Dillard's, Trader Publishing Company, and the Chrysler Museum. Returning employers included GIECO, Enterprise Rent-A-Car, USAA, and Towers Perrin

Mentor Events

In 2004 there were several Mentor Events co-sponsored by the Alumni Relations office. Four general mentor panels were conducted. The alumni who participated were chosen so that both a broad spectrum of majors and a broad spectrum of current employment situations were represented. From public relations to engineering to the Girl Scouts to small, start-up technology firms, students who attended were exposed to alumni who could provide advice about how to maximize their time in school and how to make the transition to the world of work. Alumni were sent ideas to get them thinking and the panels were well received by the students who attended.

During the spring two Mentors-in-Residence were hosted as well. One MBA graduate and one MFA graduate were available to students for a day for one on one career advice.

In September several non-profit organizations came together to discuss with students the benefits, rewards and real life experiences associated in working with non-profit organizations. This also provided an opportunity to promote the Community Service Internship program to students and employers.

October's topic, sponsored by the CMC, was the financial services industry. American Express, Wachovia Bank, Wachovia Securities, and USAA all sent representatives to participate in the panel discussion. Two of these representatives were alumni of ODU.

Federal Employment Week

During election week in November three events were held to encourage students to seek federal employment, a growing employment sector. A representative from the Office of Personnel Management presented two workshops to assist students navigate the sometimes confusing federal hiring process and a Federal Mentor Panel was also held.

CIA Information Session

The Central Intelligence Agency (CIA) visited Old Dominion University for the first time on April 1, 2004. Impressed by the 125 students who attended the session, they returned for the fall job fair and followed up with an additional information session in November, which was attended by over 250 students.



Students pack the North Cafeteria in Webb to learn about opportunities with the CIA

Professional Etiquette Dinner

A Professional Etiquette Dinner was held in March 2004 in partnership with the Business Honors Student Society. Sponsored by Target, GEICO, USAA, and Witt Mares, this event gave students the chance to practice proper business behavior in a dining situation. The program also featured a business fashion demonstration by J. Crew.

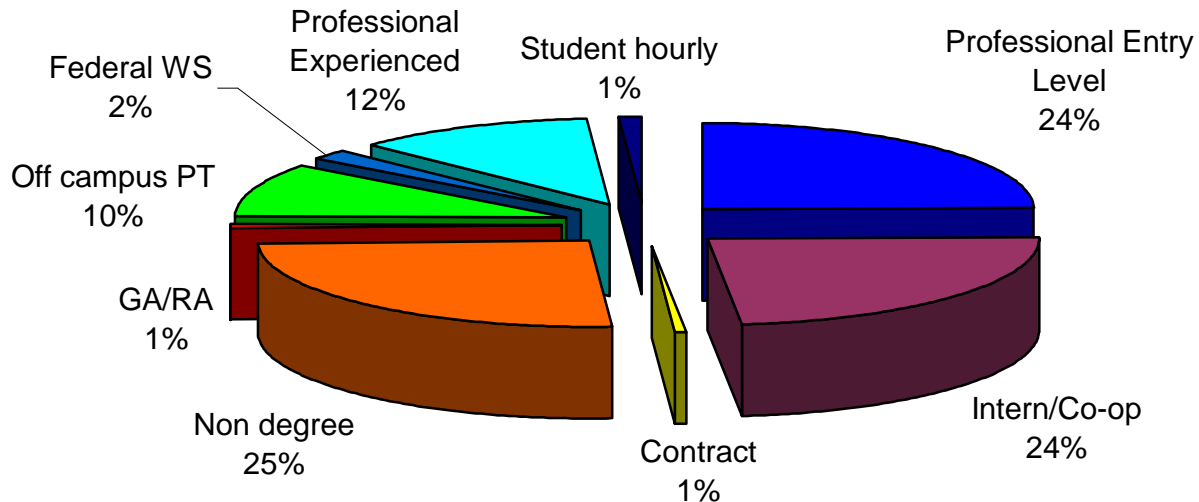
Simulation Interviews

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

The College of Engineering also regularly conducts simulation interviews using graduate students as the interviewers.

JOB POSTINGS

ODU's employer partners posted just under **4000** job opportunities in the eRecruiting system, many with multiple openings. The chart below shows the breakdown by type of position.



STUDENT EMPLOYMENT PROGRAM

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. Funding for this program ran out in January of 2004 and was not restored until July. Students therefore returned to CSI positions in September. **69** students participated in 2004, working **3,785.70** hours and earning an average of **\$9.15** per hour. Total earnings for the year were **\$28,708.99**.

The top 5 employers of CSI students in 2004 were F.O.R. Kids, the Cultural Alliance of Hampton Roads, the Making a Difference Foundation, the Foodbank of Southeast Virginia and the Sanctuary of Hope.

Student Temporary Assist Team (STAT)

ODU's own temporary help agency, STAT, also lost funding between January and July. The program does not run in the summer semester, so STAT assignments began again in the fall. In 2004 **77** work-study students earned a total of **\$19,847.15** through STAT. The top five employers were Admissions, Alumni Relations, Accounts Payable, Darden College of Education, and Multi-cultural Services.

GUARANTEED PRACTICUM

An important part of the CMC's function continues to be encouraging students to gain practical experience related to their major 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 2004 a total **5911** practical experiences were completed by ODU students, which generated **\$3,757,166.00** in tuition. **21%** of these were internships or co-ops. Students in paid positions earned an average of **\$13.60** per hour. **74%** of students graduating in 2004 with a bachelor level degree had completed at least one practical experience related to their major during their studies at ODU. This figure exceeds the goal of 70% and represents the efforts of hundreds of faculty, students and staff.

VIRTUAL CAREER CENTER

It is becoming increasingly difficult to separate technology from other services in the CMC. For the most part the technology simply allows the CMC to deliver the same services via a different method.

Web Site

The CMC web site, in conjunction with eRecruiting, 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 faculty. The student stream offers both general career information and college specific information. In 2004 the CMC, CBPA pages were enhanced with the addition of a full career site specific to MBA candidates.

The web site recorded **338,696** hits in 2004, a **21%** increase over 2003. **94,289** unique visitors from **98** countries visited the website. The most visited page was, logically, the home page. Also in the top ten were the student and alumni pages. The spring and fall job fair pages were also heavily hit and both electronic newsletters produced by the CMC, the **RAP Sheet** for employers and **Directions** for students ranked in the top 16 pages visited.

The web site is also a communication tool. In addition to the thousands of email messages to specific CMC staff members that result from people viewing the website, **1296** 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

Over the past year, the Cyber Career Center has continued to be a resource for students and alumni in receiving face-to-face walk-in career assistance as well as assistance via electronic means. Peer counselors were replaced this year by graduate students, who were cross-trained for different populations. An additional graduate student was hired to fill the role of Cyber Career Center Coordinator, a liaison between the Head Cyber Career Coach and the Cyber Center staff.

The Cyber Career Coach initiative was recognized as a national model in a front page feature in the *Campus Career Counselor*, October 2004 edition. The article focused on ODU's use of distance methods to reach alumni and TTN students.

Cyber Career Services

To reach the entire student population, including commuter, TELETECHNET and alumni clients, new distance methods have been utilized for delivering career services. These include webinars, the addition of live chat capability, and the use of Sametime for long-distance resume reviews. Through live chat stu-

dents can receive immediate, on-line assistance for basic career questions and/or be directed to the appropriate person or program for more advanced assistance.

Electronic Data Collection

The CMC purchased the right to use the university's Inquisite system in 2004. In the fall semester it was used for the first time to collect internship and co-op survey information from students and employers. **264** surveys were gathered this way and the decision was made to use web surveys exclusively in future semesters.

Inquisite was also used in a successful pilot project in the College of Business and Public Administration to gather graduate placement information from students completing degree requirements in May and August 2004 and to gather information from ICAP participants.

WORKFORCE DEVELOPMENT

The Career Management Center continues to be ODU's point of contact for workforce development agencies. CMC staff respond to requests for proposals, negotiate yearly contracts, and liaise with the bookstore and ODU Finance Office to ensure all third party billing procedures are being correctly followed by the agencies. The Executive Director has been authorized to sign all workforce development contracts.

Under an agreement with the local workforce development agency, Opportunity Inc., the CMC checks and approves all vouchers from their clients before sending them for processing by the Finance Office. Vouchers processed through the CMC exceeded **\$164,000** in 2004. Many of the students attending ODU through this program would not be able to attend without this financial assistance.

STAFFING

Dana Quist, who worked in a job share arrangement with Alice Jones, covering the College of Arts & Letters for the CMC, resigned in the spring of 2004. The position was re-instated as full time in June, with Ms. Jones continuing in the role.

Cathy Moore, Student Employment Manager also resigned in the spring of 2004. She was replaced by Bob Chiera who was recalled to a federal civil service position after only a few months at ODU. Janet Paulovich was hired to fill the position in mid November.

Jessena Godfrey was hired in October to fill a new part time clerical position to support the CMC Liaisons to the Colleges of Arts & Letters and Sciences.

The search for Executive Director conducted in 2004 failed. Tom Wunderlich continued as Interim Executive Director and his position as liaison to the College of Engineering & Technology remained unfilled. A new search was started in the fall of 2004 and will conclude early in 2005.