Forward Focused THINKING

MISSION:
We provide students and alumni with exceptional academic and professional employment services.

VISION:
To become a national leader in our field by developing and providing exceptional academically and professionally related employment services for students, alumni and employers.

From The Real World To The Virtual World

National Award Winning Real World Results

Chevron Award

The Career Management Center (CMC) was honored by the National Association of Colleges and Employers (NACE) by awarding CMC the 2009 Chevron Award for innovative ground breaking programs in the career center field. This is the highest national award a career center can receive. CMC was honored for developing an online booth selection capability for employers enabling them to electronically preselect their exact booth location in multiple venues for CMC events, similar to selecting a seat on an airliner.

ODU CAREERLINK

CMC - Your Link To Your Future!
The economy continued to be the dominant force that affected all aspects of CMC activities and services throughout 2010 as Hampton Roads continued to decline in employment opportunities. However CMC continued to provide our students and alumni with the largest employer recruitment events in the region hosting 14 career fairs and employer events during the year and posting hundreds of jobs in ODU CareerLink. There were also major improvements and increases in service provided by CMC during the year as follows.

CMC combined our major operating systems into one enhanced system branded ODU CareerLink. ODU CareerLink receives a nightly update from banner of all active students in banner. Thus for the first time we have an electronic system that ensures that all students have accounts and immediate access to CMC services through their MIDAS id and password. This allows CMC to not only communicate with all students and track our interactions with them but also to be able to provide the students with the ability to electronically select and set an appointment to see an advisor, the only system on campus that provides this capability to our students. In addition, because all students have access to this system and can see all jobs posted that they are eligible for, EEO recruitment standards are enhanced for the university.

CMC was able to restructure two positions so that we are able to increase our support of the College of Business and Administration to a full time equivalent CMC Liaison by creating a job share for the position. We were also able to create a fulltime Public Relations and Marketing position to lead our extensive on and off campus marketing effort.

On Campus student employment has become our “point of main effort” during the year with our unique Federal Work Study programs of STAT, Community Service Internships, and America Reads Tutoring continuing to provide the largest number of work study positions on campus for eligible students. In addition a pilot program for first year freshman students for on campus student hourly employment named the Learn and Earn Advantage Program (LEAP) was approved for a January start.
CMC continued to push the boundaries of the delivery of services via distance technology by the continued development of 3D virtual world capabilities hosting multiple student tour groups in the Virtual World of Second Life and under a grant from Opportunity Inc developed and delivered a 3D virtual world career center for high school age youth. Our work in developing 3D Virtual World trips for students led to publication of chapter in a soon to be released textbook “Multi-user Virtual Environments for the Classroom: Practical Approaches to Teaching in Virtual Worlds”.

CMC partnered with the College of Education’s Human Services Counseling Department in opening the Career and Academic Resources Center (CARC) as a 5th satellite office for CMC and an increase in both career and academic advising for all students in the College of Education. In addition, staffing hours and programming increased at our satellite office in the Virginia Beach Higher Education Center.

Other than the economy, the other event with the greatest impact on CMC was the decision to include CMC in the University reorganization that is creating the Student Engagement and Enrollment Services Division. CMC is prepared to move forward and enhance our services to students and alumni through new partnerships and opportunities that the new division will offer while retaining our relationships and involvement through our satellite offices with the colleges and partnerships with the offices in Academic Affairs that we have developed over the last 16 years in Academic Affairs.
Focus On Technology
Laura Czerniak - Director of Technology

Link to the Future...
The Missing Link
In an evolutionary transition the CMC successfully transformed several applications into the new ODU CareerLink. Students returned this fall to discover radical change with practical results, new activity quickly exceeded expectations.

Shibboleth Single Sign-On
July, 2010: CMC successfully launched ODU CareerLink to consolidate capabilities, address needs, and broaden outreach. CareerLink immediately secured its place among the top three ODU single sign on applications.

“I love the functionality of CareerLink. Not only does it integrate services, it’s also easier for employers and students to navigate. I’ve posted the same position and description for the past few years. With CareerLink, the inquiries I received from students has doubled!” - Kate Griffin, New Student and Parent Programs

Easy as 1-2-3
Students scheduled over 4,000 appointments within the first six months while No Show rates improved from 10% to only 3% from the previous fall. ODU CareerLink provides custom online scheduling, records, and follow-up for advising, success, and career related appointments.

http://www
Focus On Technology

Laura Czerniak - Director of Technology

Activity in ODU CareerLink quickly topped that of previous systems. Active Accounts and Job Postings where zeroed out at the end of Spring semester for system transition, these numbers almost doubled by the end of Fall.

Applications and Appointments indicate striking improvements in both system usage and need for career assistance and experience.

TOP 10 FOR 2010

Top Sites
Almost 146,000 unique visitors to the CMC website, up over 10k from 2009. Most popular pages help job seekers find and prepare for a variety of opportunities:

1. CareerLink
2. Part-time Jobs
3. Cover Letter Writing
4. Career Advantage Program (CAP)
5. Resume Writing
6. Full-time Jobs
7. Internships/Co-Op
8. Career Fairs
9. CMC Directory
10. CMC Seminars

Both page views and keywords searches point to the need for Campus jobs an area where student need still exceeds available positions.

Top Skills
Interest in the Career Advantage Program including internships and cooperative education continue to top the list. Employer's top areas for student improvement include:

1. Professional Communication
2. Confidence
3. Initiative
4. Writing Skills
5. Attention to detail
6. Assertiveness
7. Leadership
8. Technical/Computer Skills
9. Presentation Skills
10. Productivity/Time Management

Activity Comparison

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<tr>
<th></th>
<th>Active Accounts</th>
<th>Appointments</th>
<th>Job Postings</th>
<th>Applications</th>
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<td>June 2010</td>
<td>4,459</td>
<td>2,015</td>
<td>910</td>
<td>635</td>
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<tr>
<td>December 2010</td>
<td>8,359</td>
<td>6,711</td>
<td>1,445</td>
<td>7,777</td>
</tr>
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</table>

Top Presentations
"The online presentations were great, very helpful, and very convenient! I really appreciate such a system and having that option." - Mairel Gonzalez

1. Internship/Co-Op
2. Resume
3. CMC Orientation
4. Job Search
5. Exploration
6. Interviewing
7. Networking
8. Grad School
9. Evaluating a Job Offer
10. Assistance From A Distance
We created a full time Public Relations and Marketing position and hired Doug Gray to lead our extensive on and off campus marketing effort. ODU student Megan Quain works with him as our designated graphic designer.

Our mission is to increase awareness of ODU Career Management Center services to students, Alumni and employers while enhancing and expanding our services integrating rich media, relationship based marketing, social media and virtual worlds. We have expanded our marketing efforts to cover more channels with a focus on inbound marketing.

Our first task was to evaluate existing branding, marketing, channels and methods of distribution. We implemented systems to automate our processes and monitor progress and effectiveness. With automated real time analysis, we can measure effectiveness of our marketing while we are implementing it and not just after a campaign.

We have created a content strategy to collect, create and manage content to populate our blogs, Web site, and videos with current, valid information. Content is published in print and mirrored on our Web sites. With automation, we break up the content and systematically broadcast it via email, blogs, and all of our social media channels.

Web site: We created dedicated sites or pages for events including video, calls to action, RSVPs, dynamic widgets providing real time information and data for and from events.

HTML based email marketing: We have created a system to standardize and centralize distribution of email marketing including collection, tabulation and analysis of data with reports for each event and/or email campaign. We are Integrating WAP site optimization for electronic newsletters providing them in a simplified version to operate within the restrictions of a mobile phone or PDA with its smaller view screen.

Traditional print marketing: We moved from graphic/click-art based print materials to those featuring digital photos, people, action and interactive features tied to the Web pages for the event.

Systems in place:

- Microsoft SharePoint – Processing marketing requests, project management and internal evaluations
- Hootsuite – Automation, monitoring, and analysis of social media posting
- ODU CareerLink & Aweber – Permission based HTML email marketing
- Google Analytics, Facebook Analytics, and custom reporting – Monitoring of social media and Web site activity and engagement
Social Media Marketing: We segmented our client population and provided separate social media sites and channels for each with client specific information. We have integrated social media sharing & bookmarking tools into our website and other web-based presences including social media and email marketing.

Real time applications to dynamically push our information to clients:

We have deployed a social media and informational browser toolbar for use by candidates & employers. Concise information from the ODU Career Management Center Website is provided on a branded, customized community toolbar. Always free. Always on. Always up-to-date. An on-demand marketing platform that enables us to push information to users with the toolbar installed. They do not have to be on our Web site to view information from our Web site, blogs or social media channels.

We are using dynamic mapping to show lists of employers, where they are located and links to their websites from our event Web pages and marketing.

Data Points:

<table>
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<th></th>
<th>12/2009</th>
<th>12/2010</th>
<th>% Change</th>
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<tr>
<td>Fans/Followers</td>
<td>140</td>
<td>547</td>
<td>390%</td>
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<tr>
<td>Facebook</td>
<td>147</td>
<td>483</td>
<td>328%</td>
</tr>
<tr>
<td>ODU CMC Website</td>
<td>79,915</td>
<td>145,898</td>
<td>182%</td>
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</table>
The Cyber Career Center provides centralized and virtual services in support of all college Liaisons with 1181 in person contacts, and 1156 virtual contacts including phone, email, IM, Web Chat, and daily updates via Social Media conducted by the CMC’s Cyber.

The Career Management Center has further developed its virtual presence through the development of a Virtual Career Center in conjunction with Opportunity Inc, through the 3DXplorer platform. The CMC received a grant to provide follow-up services to a population of youth ranging in ages from 12-21 who participated in various need-based, Workforce Investment Act programs.

The CMC supports 24/7 services to its students, alumni, and employer partners. Map Communications; functioning as a Virtual Career Assistant to the CMC, provided services to 980 student, alumni, and employer callers during evening hours, weekends, and University closings. Callers were assisted with information on registering for ODU CareerLink, Career Fairs, scheduling appointments, Career Advising, posting jobs, internship & co-op opportunities, finding jobs, and other career-related resources.

Totals: 980 Calls
3814 minutes
Avg. Call Length: 4 min.

Call Log Sample:
Cyber Career Center

Nakia Madry
Asst Director/Cyber Center Supervisor

Ashley Jarrett
Cyber Career Coach

313 students; represented as avatars in Second Life, took 20 trips to 6 employer locations including the Department of Energy, Lockheed Martin, the Naval Underwater Warfare Center, Peace Train, Northrop Grumman, and Kelly Services. The goal is to “take CMC Career Classes to the Virtual World of Second Life to interact with employers that they could not normally interact with and visit employer location they could not normally reach.”

In order to provide the CMC’s services to all students; innovative strides have been made to develop more effective modes of communication via physical, Web 2.0, and Virtual platforms. Most recently, the CMC has staffed a Cyber Center in the VBHEC. The Tri-Cities Center will be developed as the next phase in the Spring of 2010.

“On behalf of the ODU-VB campus I would like to applaud you and your team for the tremendous efforts promoting academic and career success through the Career Management Center and Cyber Center.” - Daniela Cigalarova, Enrollment & Student Services Assistant Dir., VBHEC
This past year the CMC offered a variety of programs and classes. These programs were designed to increase networking relationships and provide resources and services pertaining to career planning, internships, practica, cooperative education and graduate placement functions with particular emphasis on giving individuals everything needed to gain a Career Advantage. **6,784 students and alumni** attended these events.

**Contacts**
Student contact is up, most notably individual walk-ins and appointments including participation using individualized and on-demand methods.

<table>
<thead>
<tr>
<th>Event Contacts</th>
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<td>Classes</td>
<td>725</td>
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<td>Employer Events</td>
<td>20</td>
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<td>Career Fairs</td>
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<td>Special Events</td>
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<td>Student Events</td>
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<td><strong>TOTAL</strong></td>
<td><strong>6,784</strong></td>
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**Exploratory Students** have an opportunity to make visits to the real world with field trip to:**

**Second Life/Virtual Experiences** - Class visits to DOE from UNIV 120

The Cyber Center Supervisor Coordinated visits for a Virtual Practicum/Tour of Four Bridges Island for Communication Classes taught from the College of Arts & Letters by professor Yi-Fan Chen. There were 2 class visits to Peace Train On Friday, October 15, and Friday, October 22nd. Students had an opportunity to manipulate avatars, and explore the virtual environment.

**UNIV 120 Classes**

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<tr>
<th></th>
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<th>Number Enrolled</th>
<th>Successful Completions</th>
<th>Percentage Passed</th>
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<td>3</td>
<td>63</td>
<td>51</td>
<td>81%</td>
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<td>Fall 2010</td>
<td>5</td>
<td>87</td>
<td>69</td>
<td>79%</td>
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<td><strong>TOTAL</strong></td>
<td><strong>8</strong></td>
<td><strong>150</strong></td>
<td><strong>120</strong></td>
<td><strong>80%</strong></td>
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Get Geared for Graduate School
The CMC coordinated Get Geared for Grad School events during the fall semester to help students get a head start on their planning for graduate and professional school. Approximately 235 students and alumni participated in the Get Geared for Grad School events during the month of October.

- 10 Things to Know When Applying to Graduate and Professional School 10/6 with Kaplan
- Graduate CV & Job Search Workshop 10/15/10
- Free Practice Entrance Exams, 10/16 with Kaplan
- Graduate and Professional School Fair 10/26
- Writing Personal Statements 10/19 with Kaplan

Upward Bound Spring
The Arts & Letters satellite office participated in a community outreach event during the Spring 2010 semester by offering materials to be used in a one-day career focused workshop. The workshop was sponsored by Delta Sigma Theta Sorority, Inc. and 22 young males from Norfolk public schools attended. The Arts & Letters office provided the manikins, Ned & Nadine, as examples of how to appropriately dress in business attire in their future career fields. Informational handouts were also given to use as instructional guides and tips for resume and cover letter writing, interviewing, and networking skills.

Upward Bound Fall
The CMC hosted 3 rising 12th grade high school students during their summer program. The students worked 3-4 hours per day from July 12 – July 27 in a variety of areas, and assisted with a number of projects. One student interested in the field of engineering was able to sit in on and assist with STEM students visiting Engineering Labs from Roanoke and Longwood. It was a great opportunity for him to assist with this project, and have the opportunity to visit all of the labs, and get information about the Engineering program at ODU.

FOR Kids Angel Tree
CMC staffers work with and impact students on campus, but they also work to support efforts in the community as well. Staff members dressed bears, collected canned goods and made toy donations to support local charities and efforts on campus. Staff members also participated across campus during the first week of school to staff tables at various locations as part of REACH ODU to answer student questions and give directions.
“Tie the Knot of Success”, a program targeted at Empowering Males to Build Opportunities for Developing Independence. The focus of the presentation was to give interview and resume tips and also speak about professional dress. Don’t be a Job Fair Dummies, Ned and Nadine, assisted with the presentation.

2010 Criminal Justice & Sociology Internship Employer Review
The U.S. Marshals, Victim/Witness Assistance Program, and JPAC Central Identification Laboratory were all in attendance. The employers had a chance to showcase various internship opportunities they offer to over 20 students. At the end of the session, students were able to network with the employers and get advice about entering the criminal justice and sociology fields.

Graduation Activities
CMC staff members participated in May 2010 and December 2010 by assisting graduates with their commencement robes and regalia. While waiting for commencement to begin, graduates were invited to complete a short survey about post-graduation plans, which was then entered into a raffle for a diploma frame. The May 2010 winner was Pinyada Kornvichitkul, an Engineering Management graduate from the Batten College of Engineering and Technology. The December 2010 winner was Ashley Elliott, an IDS/Management graduate from the College of Arts and Letters.

Golden Key International Honour Society
Golden Key had a very successful year, welcoming 594 new members in 2010. Programs of interest included a Graduate Student Panel and a program on Salary Negotiation, co-sponsored with Omicron Delta Kappa. Co-Advisors Bev Forbes and Erin Mills, along with three Golden Key Chapter members, attended the 2010 International GK Conference in Scottsdale, AZ. Community service opportunities were provided at the conference, and Bev and student members worked at the Phoenix Food Bank while Erin helped to paint a mural for a local children’s school.
Experiential Education continues to be an important part of the student experience at Old Dominion University. During 2010, 511 intern/coop positions were posted in the eRecruiting system and new ODU CareerLink system. Overall, CAP experiences, including internships and cooperative education experiences and research and class practical experiences, decreased slightly during the past year. This is mainly due to the downturn in the economy. Despite this decrease, there were a total of 5622 Career Advantage Program experiences during 2010.

Coop/Intern/Career Exploration Fair
The Coop/Intern/Career Exploration Fair was held on January 28, 2010. In collaboration with the Center for Major Exploration, 23 employers were on hand to recruit interns and cooperative education students, as well as sharing information regarding majors and careers. Representatives from each of the colleges were also on hand to assist the 823 students who attended, a 17% increase from 2009’s fair. Employers were treated to an employer brunch immediately before the C/I/CE Fair. Sandra Waters, Assistant Dean for Advising and Transfer Programs, Penny Pickel, CMC Liaison to the College of Business and Public Administration, and Beverly Forbes, Director of Experiential Education, made a presentation which included an overview of ODU as well as information regarding characteristics of ODU students.

Presentations
Staff from the CMC had an opportunity to make presentations to the interns in the NASA-LARSS Program (Langley Aerospace Research Summer Scholars). The presentation, “Why Go to Graduate School” was included in the NASA-LRC Career and Graduate Seminar held in April, June, and October, reaching more than 200 program participants from colleges and universities across the country. Presentations were made by Erin Mills and Beverly Forbes.
# Experiential Education Programs

**Beverly Forbes** - Director Experiential Education

## CAP Experience by Practicum Type for 2010

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<th>AL</th>
<th>BU</th>
<th>ED</th>
<th>EN</th>
<th>HS</th>
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<td>66</td>
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<td>919</td>
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<td>1196</td>
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<tr>
<td><strong>Fall 201010</strong></td>
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<td>51</td>
<td>50</td>
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<td>5622</td>
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International Experiential Education Programs

Erin Mills - ICAP Coordinator

Preparing Students For Global Communities
The International Career Advantage Program (ICAP) assists students interested in working as interns inside and outside of the United States. Students interests in internships abroad spanned the globe from London, to Spain, South Africa, and Thailand.

Curricular Practical Training (CPT) workshops for international students interested in internships here in the United States were offered every three weeks throughout the semester.

An American Work Culture presentation was conducted in the Fall where international students found out more information regarding American Work Culture and employer expectations here in the U.S.

Work culture workshops will continue to be offered every semester as part of a transition to world of work series.

Sophia Peters did an internship in Germany:
Sophia Peters in the laboratory (pipetting) of the University Hospital Charite in Berlin, Germany (July 26, 2010)
Quote from her internship report: “During my internship I was part of a research group at the Institute of Microbiology and Hygiene of the University Hospital Charité in Berlin, Germany. Overall my internship was a great experience. I would definitely recommend this kind of internship to other students since it is really interesting to learn the practical application of procedures, techniques and tests that we have already learned in biology and medical technology classes.”

June 10, 2010
Summer Jobs
“Many of us can recall copyrighted our first paycheck, which was likely earned at a summer job worked during our teen years. While unemployment rates remain high across the board, 9.9% in April, the rate among workers in their teens is even higher, 25.4%. Teens and recent graduates are facing a competitive market for both jobs and internships where they are competing with more experienced job seekers. Today we talk about the prospects for summer job seekers, join us!”
- Kathy Lewis

ICAP Numbers
CPT Workshop: 17 throughout year
Study Abroad Fair: 1 throughout year
ICAP Orientation: 1 throughout year
American Work Culture Seminar: 1 throughout year
Employer Programs

CMC hosted **14 Career Fairs and Special Events** with **402 employers** and organizations registered and **4,000 plus students, alumni and special guests** in attendance. Included in these were the Spring and Fall Career Fairs, which due to the economy were opened up to all ODU students, alumni and their invited family members.

**On-Campus Recruiting**

**42 companies/organizations** used our six interview rooms and facilities to interview **300+ students**. We hosted two day interviews for our annual participation with the Workforce Recruitment Program, presenting federal internship opportunities to our ODU students and alumni with disabilities. We also partnered with the Physical Therapy program in our College of Health Sciences to set up mock interviews for students and alumni.

Employer Symposium

CMC hosted its 4th Annual Employer Symposium in August 2009 with **48 employers** and organization representatives in attendance. The symposium theme for the event was **Innovation in recruiting and hiring** our ODU students/alumni. There was an added benefit of a guest speaker and a panel of alumni to speak and answer questions from the attendees.

**Attendee Feedback Comments:**

- **Successful “experiment” Randy. The variety was excellent and intelligent and insightful.**
- **This was a great idea. Look forward to following up to discuss further opportunities.**

**Sponsorships**

CMC was proud to grow its ranks of Corporate VIP Sponsors in 2010 with the welcome addition of **SpringHill Suites** as Silver Level Sponsors.
2010 was an exciting and challenging year for Student Employment. We said “farewell” to Christina Brooks our Student Employment Coordinator of 3 years. We welcomed Lynn Merrill as the Administrative Coordinator of FWS Programs and Joslyn McElvy as the Administrative Coordinator of the LEAP Demonstration Project. Our staff had to get trained and adjusted to the new CareerLink System.

Since it’s inception in July through December 31 we have posted:
- 1,409 jobs (563 were active on 12/31/10)
- 239 Internships and Co-ops
- 374 entry level postings
- 276 experienced positions
- 39 on campus hourly jobs
- 43 federal work study jobs
- 196 off campus part time jobs
- 242 off campus full time jobs

**STAT Program**

This year we were charged with reorganizing the program and operating it as it was conceived and designed. We are truly a short term staffing or “temp” agency. STAT allows students to accept positions all over campus for as brief a period as one to two hours or as extensive as 4 weeks or as many as 80 hours. It provides a marvelous opportunity for students to become familiar with the campus and to adjust their work schedule to their academic schedule. In addition we provide much needed support to campus departments as diverse as the President’s Office and Parking Services.

We have had 63 students participate since July 1, 2010 in the program

**CSI Program**

This continues to be a popular program and we have had 27 students in 16 different sites participating since July 1, 2010. Often our students elect to continue providing services in their sites pro bono after their FWS award is used up. Students are awakened to the myriad of ways that they can contribute to non-profit organizations and to the improvement of the lives of others.
Student Employment

Pamela Cornell - Assistant Director Student Employment

Our Summer Job Fest included 10 employers and 149 registered attendees looking for jobs.

Student Employment week was celebrated with announcements and cake and beverages served in the CMC offices to all student employees on campus who cared to stop by. This week of appreciation culminated with the ODU Student Employee of the Year Luncheon where the top three nominees were honored with framed certificates as well as gifts with other nominees and honored guests present. Making it even more special the awards were presented by last year’s winner Lewis Woodruff of the Student Employment department within the Career Management Center.

This year our top 3 nominees were
1st Place Gianina Thompson
2nd Place Kevin Muchiri
3rd Place Andrew Bruery

America Reads Program

We refined our program, increasing availability at schools within walking distance. Students could tutor even if they did not have private transportation. We have placed 32 students in 6 conveniently located public schools.

The back to School Job Fest was held the same day as “Main Street” and was a rousing success. We had 26 employers, an increase of 11 over the previous year and 270 registered attendees.
Freshman Class Presentations
The College of Engineering continues to prepare its students for the work place. Beginning with freshmen, 495 students participated in spring 2010 and 458 students participated in fall 2010 classroom coop/internship seminars as part of ENGR 110/111.

Co-Op/Intern Program
Additionally, 72 upper classmen attended face-to-face Engineering CAP orientations for preliminary internship information during spring 2010 and 168 during fall 2010, with additional students obtaining information through an online seminar. During 2010, approximately 50 students participated in a 2-seminar training series during the spring 2010 semester, and 124 participated in fall 2010. This training series prepares potential applicants for CAP experiences and helps to facilitate the application process through our online systems, eRecruiting in spring with a change to ODU CareerLink during summer 2010 system. The CAP Orientation/Training Program grew by almost 300% over the 2009 program. The growth in student interest in the CAP program may be traced to current economic factors as well as personnel changes resulting in increased efficiency and marketing.

Senior Class Presentations
Each semester Beverly Forbes provides live career seminars on resumes, job search strategies, and interviewing for Electrical and Computer Engineering, and Mechanical Engineering seniors. During 2010, 120 students participated in this 3-seminar series. She also presented one teletechnet career lecture to 199 Engineering Technology seniors. In addition to classes, Beverly presented to the student chapter of IEEE, the Golden Key International Honour Society, and the NASA-LARSS program.

Employer Activities
There were ten individual networking events for engineering and engineering technology students. In addition, the CMC conducts a Spring Career Fair, Fall Career Fair, and a Coop/Intern/Career Exploration Fair every year. In each of these fairs, a substantial number of employers seek students from the Batten College of Engineering and Technology. The following charts shows information regarding these three fairs held during 2010.

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010 Career Fair</th>
<th>Spring 2010 Career Fair</th>
<th>2010 Co-Op Intern Fair</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Employers</td>
<td>91</td>
<td>83</td>
<td>18</td>
</tr>
<tr>
<td>Engineering Employers</td>
<td>36</td>
<td>31</td>
<td>7</td>
</tr>
<tr>
<td>Percent Seeking Engineering Students</td>
<td>40%</td>
<td>37%</td>
<td>39%</td>
</tr>
</tbody>
</table>
Engineering Open House

As a kickoff to Engineers' Week activities, the Frank Batten College of Engineering and Technology offers a 2-day Engineering Open House event. Each year, the CMC Engineering Satellite staff administers an Engineering Lab Tour event on the Friday of Engineering Open House week. This year, we welcomed approximately 315 students from 6 secondary schools and another 30 parents and potential ODU engineering students. Engineering student tour guides directed participants through 17 laboratories with 28 student volunteers.

Engineering Early Advantage Program

The 2010 program was the largest Engineering Early Advantage Program in its 11-year history, welcoming 20 incoming female freshmen engineering students. Sponsored by the Virginia Space Grant Consortium, the program was awarded $12,000, which provided funding for 15 participants and 1 graduate student. In addition, the BCET Dean's Office provided funding for 5 additional participants. Students completed projects under engineering supervision at the VMASC facility in Suffolk, received an orientation and hands-on projects through the new Modeling, Simulation and Visualization Engineering Department, and participated in on-campus orientation events with female faculty, administrators, and previous EEAP participants.

Program activities included a meeting with Dean Oktay Baysal, Professor Stella Bondi, as well as a virtual field trip through Second Life to the Lockheed Martin Lighthouse Facility in Suffolk, VA, followed by a live field trip to the same facility. A program highlight was a field trip to WR Systems, an Engineering Corporate Circle Partner. This visit included a welcome from Dave Edwards, Senior Vice President and Director of Engineering Services, laboratory demonstrations, and lunch. In addition, the participants had the rare opportunity to meet with Ms. Christyl Johnson, Executive Director, National Science and Technology Council, Executive Office of the President, from the National Office of Science and Technology in Washington, DC.
An open house was held on September 8th to welcome students and faculty in Arts and Letters, and offer information about services and resources as well as tips for a successful semester (in collaboration with AL Triad).

At the Education and Careers in Political Science and Geography event on April 9, the CMC partnered to present this day-long event. The event focused on addressing "The value of higher education in Political Science and Geography in the 21st century" and "Professional careers in Political Science and Geography." The event included 2 panel presentations involving alumni and employers and Career Services (Janae Nakata - Chesapeake Schools - GIS; Bonita Anderson - GAO) and AL Liaison.

Congratulations to Melissa W. Smith, ODU Communications Major, Marketing Minor, who was chosen to receive a GEICO 2010 Achievement Award Scholarship. Melissa was acknowledged and congratulated, along with six other recipients, on May 19 in a recognition ceremony held by the staff of GEICO at their headquarters in Virginia Beach. Melissa was the only Old Dominion University recipient this year and we are very proud to have her in our ranks.
College of Arts and Letters

Alice Jones - Liaison, College of Arts and Letters

AL Appointments:
418 Total Appointments in the AL Satellite (including scheduled appointments, virtual walk in, and resume Approvals)

AL Programs:
Jan – Dec 2010
- Career Fairs – 1
- Class presentations – 10
- Orientations (intro to CMC, Internship) - 23
- Seminars/workshops – 11

AL Special Events:
- New Faculty Orientation Fall 2010
- New Graduate Student Program in International Studies Orientation Fall 2010
- Teaching English as a Second Language Mock Interviews (fall/spring/summer 2010)

Employer Feedback on AL Student Interns:
Re: Graphic Design student Intern with AltDaily
“Overall It has been my pleasure to serve as internship coordinator for Elyse Loveless this past semester. The most succinct way of phrasing our esteem for Elyse would be to say that, if and when our budget allows us to hire a full-time designer, Elyse will surely be at the top of our list.”

Re: English Major with Black Entertainment Television
“Our Intern went above and beyond the call of duty”

RE: Communication Major with Newport News Television
“Student’s qualities and characteristics have far exceeded our expectations”
RE: International Studies Major with World Affairs Council of Hampton Roads
“Student is an untradeable asset to our organization”

Lewis and Lisa Warren Endowed Student Internship Scholarship
This scholarship is awarded to students in the College of Arts and Letters or College of Science. The award was established to assist deserving students as they pursue their academic goals at Old Dominion University. We were able to award $3589 in Scholarship monies to 8 students in the Colleges of Arts & Letters and Science from January – December 2010.

Spring 2010 - $500/Student ($2000)
- Lucy Twimasi, College of Science (Picture)
- Kathleen Townsley, College of Arts & Letters
- Stephanie Riggs, College of Arts & Letters
- Dustin Harris, College of Science

Fall 2010
- Alexandria Isbell, College of Science $450
- Bryan Roberts, College of Arts & Letters Major $450
Has the CMC helped to shape that goal or experience in any way? If so how.

“The Biology branch of the Career Management Center in MGB 236 helped tremendously in my sophomore year by advising me and helping to put me on my current career path. I was also informed of the BS/MD program by a representative of the CMC speaking in one of my classes.”

~Joel Abdullah-Anyiwo

College Advisors in the College of Science work together to make sure students are prepared for applying and interviewing in the Pre-Health field. The CMC was an integral part in ensuring that students were prepared for the interview. Pre Health Interview Workshops were offered twice a semester and additionally Erin met with students one-on-one for hands on practice and mock interview role playing. Excerpts from the Pre Health Workshop Evaluations are below:

What did you learn that was most helpful?
- “I learned that there is more to an answer than yes or no. Also that I need to think ahead.”
- “The steps for answering questions was the most helpful”

Do you feel more prepared for an interview as a result of attending this session? How so?

- “I definitely feel more prepared. I think I have a better understanding of how to go about an interview and the direction it goes.”
- “Yes, I feel more prepared to be able to steer the interview and apply all my experiences to each question”

Helping Students - Success and Transfer Student Programming

As part of a collaborative effort between the Career Advisor (Erin Mills), Internship Coordinator (Hanna Wichmann) and Success Advisor (Adrienne Giles) in the College of Science the CMC participated as guest speakers for a wide variety of success and transfer student workshops and events in Fall 2010. A few excerpts from the student’s evaluation are recorded below:

- I wasn’t expecting to learn as much as I did I appreciated the information from CMC.
- I feel better about what my major leads to and where to find into about career choices. Great!
Hi Erin,
Just wanted to let you know that I’ve checked off both Dustin Harris and Jamie Reedy for the final assignment. Thanks for your help in making the internship position possible. It is a nice help for me; especially this semester with four classes. Additionally, I think it is wonderful experience for my interns. Getting practice in writing and delivering presentations is valuable experience. Thanks,
Suzanne, Psychology Faculty

Quote and picture from an intern working at Norfolk Ship Support
“When issues arise, always seek a Win-Win outcome. The first rule is to keep the Customer needs first.” – Kurt Ivey, UG COS Intern at Norfolk Ship Support Activity Summer 2010

Good morning, Erin; Thus far, I am quite pleased with our intern, Marrisa Webster. There are no outstanding issues or need for any type of conference. She is a hard-working diligent worker with a “can-do” attitude that is quite refreshing. - Bob Bob Pugh, Northrop Grumman

Hady Abdel Salam Summer Intern 2010 Computer Science Graduate Student - completed an internship with Microsoft. This experience helped him gain necessary software development experience and exposure to a team environment while working on the design implementation and testing of software.

Katherine Byers – BIOL/OEAS
Major interning at the Virginia Aquarium Summer 2010. She was an Animal Ambassador for the VaAqua’s Restless Planet Exhibits. Exhibits included mammals, birds, and reptiles.
College of Sciences

Erin Mills - Liaison to the College of Sciences

Excerpt from Erin’s Spring 2010 UNIV 200 class regarding the use of technology in Second Life
“My second life name is DAngel Juneberry. This program reminded me of SIMS and I believe it would be a great way to practice job search skills in the virtual world.” UNIV 200 participant Spring 2010

Excerpts from student’s final portfolio’s in Erin’s UNIV 200 course Spring 2010
“The Career Search assignment was, for me, the best part of the class. I am an international student and I am not sure whether I want to stay in America or return home to Ireland. I was pleased to see that the career search website let me search for job opportunities in other countries including Ireland. I actually found a job opportunity in the golf field in Ireland which I ultimately want to specialize in. I would not have found this amazing opportunity if it wasn’t for this class and the Career Search assignment.” Laura Holmes, UNIV 200 Spring 2010 – International Student

“In retrospect, I do not know if I would be prepared to face to real world had I not taken this course. I will definitely recommend this class to all my friends who are about to graduate in the coming semesters. This was a very useful program.” Ryan Jones UNIV 200 Spring

“Having the opportunity to intern in the office for Undergraduate Psychology Advising has given me the opportunity to meet so many new people as well as get acquainted with the faculty of the Psychology department. My overall experience of the internship was encouraging. It really opened my eyes on the opportunities that are available to students if they take the time to look for them and if they make use of the opportunities. I would really recommend this internship experience and any other similar opportunities to other students.”
Effective in November, 2010, the Career Management Center funded a full-time equivalent (FTE) Liaison position to lead the College of Business and Public Administration Satellite office in 1011 Constant Hall. The position had previously been a three-quarter FTE held by Penny Craig-Pickel. The FTE is now split between Mrs. Saranette Williams and Mrs. Craig-Pickel.

The increased coverage in the College of Business and Public Administration has made it possible to focus on better customer service to students, faculty and employers.

Internships
The Business and Public Administration College experienced a minor reduction in internship placements due to the economic downturn. We recorded 249 internship placements (only down by 16 from last year’s number) in the calendar year and almost 1000 Career Advantage Program experiences through internship, co-op, classroom and practical experiences combined for the year.

Ninety-seven percent of our 2010 internship students reported a high degree of overall satisfaction with their experiences. 96% reported that more than half of their work on the site was related to their major and required that they use skills and knowledge developed in their major. Slightly over 70% of our 2010 interns rated the opportunity for employment after graduation to be good to excellent and only 7% said the prospects for post-graduate employment were poor.

College Presentations
The College of Business and Public Administration faculty continue to be actively involved in this program and avidly promote internship experiences to students in classrooms and advising meetings. Our staff presented 15 internship workshops to 141 students. We presented 18 resume workshops to 173 students and 12 class and club presentations to 550 students. For a total of 45 presentations to 864 students. We also participated in multiple group advising sessions each semester as a complement to the academic advising process.

From our employer evaluations we noted that 86% of all student interns performed above average or exceeded expectations. Additionally, 86% of supervisors said the value added to the work site by their interns was above average or exceeded their expectations.
Resume Reviews:

With the advent of CareerLink we saw an efficiency increase with resume reviews and student appointments.

Graduate Student provides immediate resume feedback for a student during Walk Up Resume Critiques.

The CMC approved 1458 resumes for admission to the Bachelor of Science in Business Administration in the reporting period. The vast majority of resume review requests came from Sophomore and Junior students. The College of Business and Public Administration provided one 20-hour per week graduate assistant to assist in the resume reviews.

The CBPA staff conducted 956 individual appointments. The majority of those appointments focused on the resume critique and then internship search coaching as the 2nd most often requested appointment type.

CareerLink enhanced our ability to turn information around to students more quickly as internships became available.
Graduates
In May and December, the CMC staff assisted in the Cap and Gown robing room and obtained written survey data from each of the graduating classes. The following information was gathered about business majors through this effort.

<table>
<thead>
<tr>
<th>May 2010</th>
<th>December 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Begin Job Search After Graduation</td>
<td>40%</td>
</tr>
<tr>
<td>Not Seeking (Newly hired or remaining in current position)</td>
<td>39%</td>
</tr>
<tr>
<td>Attending Grad School</td>
<td>16%</td>
</tr>
<tr>
<td>Other Plans (Not Specified)</td>
<td>7%</td>
</tr>
</tbody>
</table>

Special Events
Fall Accounting Fair: The CMC worked in collaboration with Accounting faculty to host the 4th Annual Accounting Job Fair in the Ted Constant Big Blue Room. We hosted 16 employer participants. This was a significant drop from 23 employers at the previous year’s event and was likely due to prevailing economic factors. We again saw attendance of approximately 100 registered students and approximately 75 walk-ins who did not register. This attendance was in line with previous years.

New Programs
This past fall, the College of Business and Public Administration added a new undergraduate minor in Public Service. To enhance awareness of this minor and career field, the college hosted a Public Service Week in October. One highlight of the week was the Public Service Career Explorium. The Career Management Center assisted in marketing and registration and hosted a booth. There were 23 public service professionals in attendance and we registered 83 student attendees. We collaborated with the faculty to use CareerLink registration information to follow up with these students to encourage further pursuit of this minor.
Fall MBA Networking Event

The CMC hosts a networking event exclusively for MBA students each fall. This event is designed to bring MBA candidates and alums together with top employers in Hampton Roads. The 2010 event was held at the new Innovation Research Park on Monarch Way, home of the new Business Gateway initiative. Our keynote address was given by Tom Osha, the Business Gateway Director, who talked about the importance of innovation in Hampton Roads and at Old Dominion in the next 5 years. Approximately 40 students and alums attended the event. Amerigroup hosted the event as Corporate Sponsor.

Other employer participants included:

Maersk Line, Ltd.
Ameriprise Financial Services
City of Norfolk, Development
GE Energy and Lighting
INIT
Target
Towne Bank
U.S. Secret Service
VACO
Waddell & Reed Financial, Inc.

Spring Business Fair

The CBPA Co-Liaison’s serve on a faculty service committee called the Recruitment, Retention, Advising and Placement (RRAP) Committee. This committee produces an annual spring event called the Spring Business Fair. The CMC staff provide marketing resources, registration equipment and staffing, and a booth with detailed career information for each major. Our staff also facilitated door prize give-aways. We recorded 171 student participants and 20 faculty participants at the 2010 Fair.
College of Health Sciences

CMC was proud to continue its partnership with the College of Health Sciences in hosting the 4th Annual Health Sciences Career Fair with 17 health care related employers and 223 students in attendance in November, 2010.

This past year the CMC Office continued its partnership with the College of Health Sciences in presenting a variety of job search related workshops and coordinating mock interviews with the Physical Therapy Department and supporting their annual business project open house.

CMC was also partnered with EVMS in presenting a career-related breakout session at a state-wide conference held for over 65 Masters of Public Health students in December, 2010.

College of Education

CMC continued our positive relationship with the College of Education and worked specifically with Teacher Education Services, hosting 34 school districts in the Teacher Recruitment Fair. Over 162 students attended this event in February 2010.

CMC strengthened its partnership with the Sports Management Department by coordinating the Sports Management Internship (SMGT 368) Orientation workshops in the Spring and Fall semesters of 2010. CMC’s Internship/Co-op Coordinator for College of Education marketed to, and registered over 35 prospective Sports Management Interns each semester to attend four (4) SMGT 368 Internship Orientation workshops over a 4 month period. These workshops presented students with information and resources regarding CMC services, resume writing, cover letter writing, and interviewing techniques. Students also completed three (3) virtual, on-demand CMC seminars. This initiative continued to be successful and will be continued into future semesters.
Career Management Center Staff

DIRECTORS
Laura Czerniak
Director of Technology
Beverly Forbes
Director of Experiential Education Programs / College of Engineering & Technology Liaison
Alice Jones
Director of Student & Alumni Programs / Arts and Letters Liaison

Randy Shabro
Director of Employer Programs / Education & Health Sciences Liaison

ASSISTANT DIRECTORS
Pamela Cornell
Assistant Director of Student Employment
Nakia Madry
Assistant Director, Supervisor of Cyber Center
Erin Mills
Assistant Director, ICAP Coordinator and College of Sciences Liaison

Penny Craig-Pickel
Assistant Director, College of Business and Public Administration Co-Liaison
Saranette Williams
Employee Recruiting Consultant /College of Business and Public Administration Co-Liaison

STAFF
Susan Craig
Mary Crepeau
Doug Gray
Joslyn McElvy
Lynn Merritt
Kim Miller
Stephanie Outlaw

GA COORDINATORS
Bryan Brittle
Julie Bladerson
Katie Elder
Grace Mahin
William (Will) Miller
Johanna Wilchmann
Lashay Wyatt
Bo Ram Yi

GA ASSISTANTS
William Powers

Tom Wunderlich
Assistant Dean
Career Management
University College

GA CYBERCOACHES
Dan Hennelly
Ashley Jarrett

STUDENT ASSISTANTS
Twaela Austin
Lucy Bell
Courtney Carey
Amber Carson
Tamika Clark
A.J. Dickens
Alyssa Eley
Sarena Harper
Janise Harris
Lacey Harris
Skye Jaundoo
Lydia Kidane
Derek Newsome
Raqwon Perryman
Megan Quain
Tameika Thurman
Darius Turner
Donnise Whitehead
Marcus Woody

STUDENT ASSISTANTS/SATELLITES
Courtney Cary
Jasmine Elder
Matt Haddock
Kingsley Pryor
Jerrica Womack
## Bottom Line

### Virtual Career Center
- Unique Visitors: 145,898
- Countries: 100

### ODU CareerLink June-December 2010
- Active Student/Alumni Accounts: 8,359
- Appointments: 6,711
- Job Postings: 1,445
- Applications: 7,777

### Cyber Career Center
- Virtual Contacts: 1,156
- In Person Contacts: 1,182
- Virtual Career Assistant Calls: 580
- Virtual Career Assistant Minutes: 3,814
- Second Life Trips Scheduled: 20
- Second Life Student Participation: 313

### Student & Alumni Programs
- Unique Student Contacts: 6,784
- Total Student Contacts: 16,809
- Total Programs & Classes: 328

### Experiential Education
- Positions Posted: 511
- Guaranteed Practicum Experiences: 5622

### Employer Programs
- Employers: 399
- Attendees: 4000+

### Active Employers in ODU CareerLink
- Employers: 1,428
- Representatives: 1,758

### Student Employment
- Community Service Hours: 9,277
- Total Students Employed: 98

### Income For Students Generated From Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Participants</th>
<th>Hours</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAT</td>
<td>109</td>
<td>5,773.60</td>
<td>$51,267.36</td>
</tr>
<tr>
<td>CSI</td>
<td>46</td>
<td>4,564.30</td>
<td>$46,402.59</td>
</tr>
<tr>
<td>AR</td>
<td>52</td>
<td>4,312.40</td>
<td>$46,910.52</td>
</tr>
<tr>
<td>Total</td>
<td>201</td>
<td>15,050.30</td>
<td>$144,580.47</td>
</tr>
</tbody>
</table>

**Part Time Off Campus**
- 20 hours avg. per week: $8.37 avg. per hour: $229,402.00
- 31 hours avg. per week: $15,18 avg. per hour: $9,630,586.00

**Students Total**
- $3,034,668.47

### Income For University Generated From Tuition

<table>
<thead>
<tr>
<th>CMC Program</th>
<th>Experience For Credit</th>
<th>Credit Hours</th>
<th>Tuition Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intern/Co-op</td>
<td>1125</td>
<td>5866</td>
<td>$1,097,714.00</td>
</tr>
<tr>
<td>Univ 120/200/400</td>
<td>215</td>
<td>215</td>
<td>$62,111.00</td>
</tr>
<tr>
<td>Total</td>
<td>1,343</td>
<td>5,881</td>
<td>$1,159,825.00</td>
</tr>
</tbody>
</table>

### CMC Income from Grants, Events, & Sponsorships
- $233,312.00

### CMC Total Clients Served
- 145,898

### CMC Total Fiscal Impact
- $4,427,805.47
Seven Things You Should Remember About the CMC:

1. Old Dominion University is the only doctoral degree granting institution in the country to “guarantee” all undergraduates a practical work experience for credit in their major.

2. CMC is the only career center in the country providing around the clock live services through our unique Cyber Career Center Concept.

3. CMC serves over 1,700 active employers representing over 1,400 companies.

4. CMC serves a world wide audience of over 145,000 unique visitors a year.

5. CMC provides the capability for employers to not only register for events electronically but to electronically select their booth location at multiple venues, the only career center in the country with such capability.

6. Winner of the prestigious Chevron Award from the National Association of Colleges and Employers in 2007 and 2009, the CMC is recognized as one of the most innovative centers in the country.

7. CMC provides the America Reads and Community Service Internship programs that ensure the university meets it’s federal requirements to continue to receive federal work study funding.