Our mission is to empower people to clarify their values as they discover and develop their skills, abilities and passions for life.

Coe’s Office of Career Services and Internships was noted positively by students in a survey conducted by The Princeton Review for the 2012 edition of “The Best 376 Colleges,” in which Coe College was selected as one of the best undergraduate institutions in the United States.
During the 2010-2011 academic year, Coe College’s Office of Career Services and Internships successfully developed and implemented strategies, partnerships, and programming to address a rapidly changing employment, internship, and graduate school environment. We reached students in new and different ways and, throughout the year, adjusted and evolved the goals of the department to address changing needs of students, faculty, and alumni.

The following report details what our office accomplished during the 2010-2011 academic year.

Note: Due to a technical transition affecting how we track appointments, workshop attendance, and other information, data for 2007-2008 were not collected.

**Individual Career Counseling**

During the 2010-2011 academic year, we met with a total of 604 individuals, the highest number of unique clients in a single academic year since we started tracking this information over a decade ago. We conducted 896 individual counseling appointments, also the highest total number since we started collecting this data over a decade ago.

The total number of individual counseling appointments was up (7.9%) from 2009-2010; the total number of clients increased by 2.7%. Compared to two years ago, the total number of appointments increased by 34.1% and the total number of clients increased by 12.9%.

This is portrayed in Figure 1.

![Figure 1](image-url)
These numbers have increased dramatically in the last six years, as illustrated in **Figure 2**. *It is important to note that we have the same number of counselors on our staff as we did six years ago.*

<table>
<thead>
<tr>
<th></th>
<th>Total 2010-2011</th>
<th>Change since 2004-2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual clients</td>
<td>604</td>
<td>+168%</td>
</tr>
<tr>
<td>Individual appointments</td>
<td>890</td>
<td>+156%</td>
</tr>
</tbody>
</table>

As **Figure 3** shows, Coe’s career counselors met with 355 women and 249 men during the 2010-2011 academic year (59% of appointments were with women and 41% were with men). This is almost identical to last year’s percentages. The Coe student body was 54% female and 46% male this year (also nearly identical to last year’s percentages), so we met with comparatively fewer men than women during this time period. As a result of this disparity, we continue to seek ways to successfully reach out to students of both genders.

**Figure 3**
Walk-in Counseling

Career Services offers regular “walk-in” hours (renamed “Open Hours”) during the academic year each Monday afternoon from 1:00 pm – 4:00 pm in the Career Services office, upper Gage Memorial Union. Residence hall Open Hours are also offered on Wednesday afternoons from 2:30 pm – 4:00 pm, rotating among various residence hall locations. The purpose of Open Hours is to make career-related services accessible at times and locations that are more convenient to students. Open Hours sessions are limited to 10 minutes or less; if a student needs more time, a longer appointment is scheduled for a later date.

There were a total of 50 Open Hours sessions during 2010-2011, which was the same number of sessions as last year (see Figure 4). The total number of walk-in clients was 147, about 15% less than the last couple of years but still more than double walk-in attendance prior to the 2008-2009 initiation of the residence hall walk-in hours.

![Figure 4](image)

The average number of walk-in clients per session was down slightly from last year (2.94 clients per session in 2010-2011, compared with 3.42 clients per session in 2009-2010 and 4.66 in 2008-2009). However, this average is still higher than before we implemented the residence hall walk-in hours (see Figure 4.1).
Students/Clients Served by Class

Client data by category are depicted in Figure 5. Seventy one percent of the students we served through counseling appointments during 2010-2011 were juniors or seniors. As students approach graduation they naturally become more concerned with their life after college plans and they tend to be more assertive in seeking assistance in planning for a job search, graduate school, or other post-graduation plans.

Compared to recent years, the percentage of counseling appointments devoted to juniors and seniors is slightly higher this year. We also offer many services for first-year students (for example, 99% of first year students attend a special workshop in our office during their first semester at Coe) and sophomores (i.e. choosing a major). It is important for us to continue to explore ways to bring in more students earlier in their college careers.
Types of Assistance Requested by Coe Students
Career Services uses Coe Connections, an online database, to track the purpose of each counseling appointment. Figure 6 shows the assistance requested by Coe students visiting Career Services during 2010-2011:

![Pie chart showing types of assistance requested by Coe students.](image)

Note: Due to rounding, the figures in this graph do not add up to 100%.

The percentages reflected in the above chart are very similar to the percentages reported in 2009-2010 (see Figure 6.1). From year to year, students are consistent in their reasons for meeting with a career counselor.
The category with the greatest change was “Job Search”. Last year, that was the focus of 7.2% of appointments; this year it accounted for 4.2%. The rest of the categories shifted by a percentage point or less from last year to this year.

As was the case last year, the two most common reasons for seeing a career counselor in 2010-2011 were:

1. to discuss a resume and/or cover letter; and
2. to talk about internships.

The third most common reason for meeting with a counselor was to discuss career interests and options. Interview preparation still accounts for a surprising minority of appointments (3% or less for each of the last two years) as does the discussion of majors (although this may happen in the context of the category “Career Interests and Options”).

**Client Referral Sources**

We continue to see a shift in how and where Coe College students and alumni access information and how they are referred to our office. Over the last few years, we have observed a notable change from personal referrals to referrals through technology tools such as the internet and email. **Figure 7** depicts the changes in referral methods since the 2004-2005 academic year.
Note: Tracking criteria were changed in 2008-2009, with several new categories added at that time. Because respondents were able to select more than one referral method, and not all clients chose to provide this information, the total numbers are different than the number of counseling appointments for each year.

**Figure 7**

This trend continued in 2010-2011, with 65% of respondents indicating that they had been referred to our office through the internet, our website, and/or email (see **Figure 8**).

**Figure 8**

Note: Due to rounding, the figures in this graph do not add up to 100%.
There is an overall trend away from personal referral methods such as faculty, parents, and friends, toward technology-based referral methods such as the internet, the Career Services website, and email. It also appears that far fewer students are being referred to us through print media than in years past.

Accordingly, our promotional resources will be more focused on electronic referral sources. We also need to be intentional about teaching students how to use all of their resources well, both personal and technological. One way we addressed this trend this year was by sending a weekly all-campus email promoting Career Services events, workshops, Open Hours, and individual appointments.

Alumni
Coe College’s Office of Career Services offers career counseling to alumni free of charge. Alumni counseling is often very different than counseling current students, especially for people who have been out in the workforce for more than four years. However, as depicted in Figure 9, those alumni who typically take advantage of our services are more recent graduates. In 2010-2011, there were a total of 60 alumni appointments for 43 individual alums.

Figure 9
Figure 10 summarizes the various reasons that Coe College alumni visited us for career counseling appointments in 2010-2011. The most commonly stated reasons for alumni appointments were:

1. Resume and/or cover letter assistance (36%);
2. Job search assistance (15%); and
3. Interview preparation (10%).

![Figure 10](image)

**Majors**

Figure 11 depicts the number of students/clients in each major who were served by Career Services in individual counseling appointments. The students self-reported their majors in an information field when updating their registration information in our online database, Coe Connections.

![Majors Chart](image)
The top five majors we met with for appointments were:
1. Business Administration (17.4%)
2. Psychology (9.9%)
3. Public relations (6.9%)
4. Art (4.7%)
5. Biology (4.5%)

Workshops
For many years, workshops were the primary way that we efficiently reached large numbers of students with the information they need to launch their lives after college. Workshops were scheduled regularly (twice a month or more, per topic) and covered topics such as resume writing, interview skills, job search strategies, and planning for graduate school. These sessions were typically well-attended, with 15-20 students or more at each session.

For a number of reasons, we experienced a striking shift in workshop attendance starting in 2009-2010. The traditional workshops that had been an integral part of our strategy for maximizing our reach to the Coe College student population were suddenly un- or under-attended. It was obvious that we needed to adjust our approach to workshop delivery.

For the last two years, we have engaged in an intentional effort to effectively and efficiently reach students through campus organizations, faculty classrooms, and other strategic ways. We altered the content and delivery method of many of our workshops and most of our workshops (over 60%) are now customized to each specific audience and setting.

In 2010-2011, we offered 112 workshops and events and conducted 95; total workshop and event attendance was 1491. This is an increase of 16.2% compared to last year.

There are a couple of items to note with regard to workshop/event attendance:
• Last year’s attendance was comparably low because our historically most-attended event, Dog Therapy Day (a de-stressor before finals), was cancelled due to a blizzard. In contrast, this year, we conducted two Dog Therapy Days; attendance for these two events this year was 282.
• This year, we are reporting for the first time another larger event, the Senior Salute. This has been an annual event for the last three years. Last year’s attendance (not noted in the workshop/event numbers for 2009-2010) was about 95, and this year’s attendance was 124.

Our workshop and event numbers typically peak in the fall semester, largely due to the First Year Seminar (FYS) workshops, in which 99% of
FYS faculty bring their classes into Career Services during a normal class session. Also impacting fall attendance is our Dog Therapy Day, held on Reading Day prior to finals in December. This year, we added a second Dog Therapy Day in November in response to some unusually stressful circumstances on campus. We did experience our usual fall peak in workshop attendance, but we also had a spring peak with the Senior Salute event in March. This is shown in Figure 12.

**Figure 12**

![Figure 12](image-url)
Workshops by Category

Because the nature of our workshops has changed in the last couple of years, we now categorize our workshops and events to compare the relative success of various workshops from year to year. Last year we created the following workshop and event categories:

<table>
<thead>
<tr>
<th>Workshop/Event Category</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Organization</td>
<td>Student-focused workshop or event, developed, promoted, and/or conducted in conjunction with a recognized campus organization, such as a fraternity or sorority.</td>
</tr>
<tr>
<td>Classroom/Faculty</td>
<td>Workshop developed, promoted, and/or conducted in conjunction with a Coe College faculty member. Often held in a classroom during a normal class period.</td>
</tr>
<tr>
<td>Outreach</td>
<td>Workshop or event presented to an audience largely comprised of people interested in and supportive of Coe’s mission but who are NOT Coe students. Examples include community organizations such as Rotary and Coe-sponsored events such as Admitted Students’ Weekend.</td>
</tr>
<tr>
<td>Conference Presentation</td>
<td>Workshop developed for and presented to peers and colleagues at a professional development conference.</td>
</tr>
<tr>
<td>Recruiting Event</td>
<td>Student-focused workshop or event developed to help students connect to potential employers or graduate schools.</td>
</tr>
<tr>
<td>Special Event</td>
<td>Generally a once-a-year event with a unique theme or topic, such as the Etiquette Meal or Dog Therapy Day.</td>
</tr>
<tr>
<td>Traditional</td>
<td>Student-focused workshop or event planned and promoted by Career Services staff. Generally held in the Career Services office.</td>
</tr>
</tbody>
</table>

Figure 13 shows a breakdown of workshops and events for 2010-2011. Last year, most of our workshops (40%) were traditional and most of our attendance (39%) came from classroom or faculty-supported presentations. This year, classroom/faculty presentations led the way for both number of workshops and attendance; 41% of the workshops/events we conducted were classroom/faculty workshops, accounting for 35% of total attendance for the year.
Also note:
- Special events accounted for just 10% of all workshops/events but contributed to 33% of total attendance.
- Twenty seven percent of our workshops and events were traditional but their attendance was only 6% of the total for the year.

**Figure 13**

__Coe College Office of Career Services__

**2010-2011 Workshops/Events by Category and Attendance**

Workshops/Events Offered vs. Conducted

Because of shift in workshop attendance over the last few years, this year we collected data about how many workshops we offered versus how many we actually conducted. Despite the lack of attendance at many of our traditional workshops, we continue to make them available to students, promoting them heavily through email, Coe Connections, faculty, the Crimson Chronicle, and other methods. We generally cancel a workshop or event only when there are zero students signed up in advance or if zero students actually attend.
This year we conducted 84.8% of our offered workshops. The workshop categories that were most commonly cancelled were:
- Traditional (35% cancelled)
- Recruiting Event (17% cancelled)
- Campus Organization (12% cancelled)

**Additional Programming**

1. **Resume and Cover Letter Contest (11 students participated)**
   For the last 10 years the Career Services office has sponsored a resume and cover letter contest featuring local professionals from a variety of backgrounds and industries who serve as judges and provide feedback to each entry. This year’s three judges came from education, healthcare, and business. In addition to valuable feedback provided by the employers, the top three winners were awarded monetary prizes and their winning cover letters and resumes were added to the Career Services Resume Hall of Fame notebook.

2. **Senior Salute (124 students participated)**
   The Senior Salute event started in 2009 as a way to communicate important graduation-related information to seniors in an efficient manner. Seniors attend a fair-style event with refreshments and staffed tables where they can order caps and gowns, graduation announcements, and class rings. They also get financial aid exit information, have the opportunity to complete their senior surveys, and learn how to make a monetary donation to their soon-to-be alma mater.
   This year, Career Services partnered with the following departments to plan and execute the Senior Salute: Advancement, the Alumni Office, the Bookstore, the Business Office, Financial Aid, Sodexo, and Public Relations.

3. **New and Continued Special Programming**
   Classroom Presentations (each of these was individually customized to meet the needs of a particular faculty member and class):
   - Job Search Perspectives
   - Job Search Perspectives: Employer and Student
   - Major Fun (choosing a major)
   - Resume Writing for Healthcare Professionals
   - Interview Skills for Healthcare Professionals
   - Strong Interest Inventory for Testing & Measurement Class
   - Resume & CV Writing for Educators
   - Career Planning five-workshop series – conducted in two different faculty classrooms
   - Elevator Speeches
Campus Organizations (each of these was customized to the particular organization):
  • Multicultural First-Year Orientation
  • Teamwork and Effective Communication (presented to the men’s basketball team)
  • Transfer Student Orientation

Sophomore Conference – August 2010
  • Major Fun (choosing a major)
  • Time to Take a Roadtrip (internship planning)

Community and Outreach Presentations (each of these was customized to the particular organization):
  • Elevator Speeches for Coe Admissions Staff
  • Welcome to Life After College – for local Americorps/VISTA staff
  • Cedar Rapids Public Relations Association Panel Discussion
  • Admitted Student Weekend Panel (2 sessions)
  • Coe College Parents’ Council
  • Kohawk Kickoff (for prospective students)

Conference Presentations: “The Workshop Whisperer”
  • College and Career Professionals of Iowa (CCPI) Conference 2010, Cedar Falls, IA, July 2010

Other Programming
  • Employer Intern Panel – a panel of local employers gave students varied perspectives on the internship process
  • Value of Internships – a presentation highlighting the Associated Colleges of the Midwest (ACM) Chicago program
  • Etiquette Meal – A guest speaker presented to students over a meal and facilitated their practice of professional dining etiquette
  • Dog Therapy Day (two events) – traditionally held as a de-stressor before the fall finals week, a second Dog Therapy Day was added in November to help students de-stress during an unusually taxing semester
  • Book signing and guest lecture, in partnership with the Coe College Department of Nursing – Coe alum Dr. Rebecca Anderson ‘71 presented a lecture and her recently-published book, “Career Opportunities in Clinical Drug Research”
  • Recruiting event workshops, including “Preparing for a Career Fair” sessions
  • University of Iowa Career Fair Field Trip – required pre-planning; Career Services provided transportation and lunch
4. **American Advertising Federation Cedar Rapids-Iowa City Education Day (5 students participated)**
This off-campus event targets students who are interested in exploring careers in advertising, marketing, and related fields. All Coe students are invited to this event, regardless of major, and Career Services pays a portion of the registration cost for up to 10 students. Students spent a full day in October 2010 networking with professionals in the field, touring local companies, and hearing from speakers.

**Off-Campus Meetings/Conferences**
- Iowa Association of Internships and Cooperative Education (IAICE)-College Career Professionals of Iowa (CCPI) Summer Conference, Cedar Falls, IA, July 2010
- Iowa College Recruiting Network (ICoRN) Fall Planning Meeting, Ankeny, Iowa, October 2010
- ICoRN Spring Planning Meeting, Dubuque, IA, April 2011
- Cedar Rapids Iowa City Corridor Regional Economic Development Summit, April 2011
- National Career Development Association (NCDA) Conference, San Antonio, TX, June 2011

**Professional Involvement**

**Diana Patten**
- IAICE-past president
- Mercy Medical Center-Women’s Center Advisory Board
- Higher Education Connection
- Corridor HR Advisory Council
- CCPI
  - Past President
  - 2010 Conference Presenter
- National Association of Colleges and Employers (NACE)
- National Career Development Association (NCDA)

**Michelle McIllece**
- ICoRN Representative
  - Member, Nominating Committee
- Adjunct Instructor – Kirkwood Community College, Departments of Business and Information Technology and Distance Learning
- CCPI
  - 2010 Conference Presenter
  - CCPI Scholarship Committee
- Employer Council of Iowa (ECI)
Judi Dirks
• Senior Salute
• Senior Survey
• Administrative Professionals support group for Coe’s Division of Student Affairs
• Trains and supervises five work-study student assistants

Carl Mehta
• ICoRN Spring Interview Day, West Des Moines, IA, February 2011

Resources

Library Resources
Three years ago we updated the entire Career Services library for students and added a professional development section for students, staff, faculty and alumni who are interested in the career development field. In the last two years, we have continued to update our hard-copy career development resources. Every book and journal in our library can be accessed through the online Stewart Library System, which indicates the books are located in upper Gage Union.

In addition, we subscribe to and regularly read a number of academic and professional journals so that we can stay on top of research, trends, and developments in our professional field. These include:
• Career Development Quarterly
• Journal of Employment Counseling
• Chronicle of Higher Education
• NACE Journal

Career Services Web Site
Several years ago we made significant changes to the Career Services section of the Coe College’s website. Coe’s Public Relations office granted permission to our office to make regular updates and changes to the weblinks that are located in the “Resources” section. Updates were made at least once a week throughout this past year, adding new sites and editing out old or non-working links.

Currently there are nearly 500 updated links to websites enabling students and alumni to engage in a variety of research related to life and career planning. We added nearly 150 links to the site this year, and they are organized into eight major categories:
• Career Planning Articles and Resources
• Job and Internship Postings
• Graduate School Links
• Financial Aid, Fellowships, Grants, and Scholarships
• Study Abroad and International Job/Career Links
• Field Specific Links
• Special Interests and Other Useful Links
• Service/Volunteer/Adventure

Coe Connections, our online jobs and internships database system, continues to be an excellent resource for current students, alumni and employers. This year, 407 different employers posted a total of 1004 full-time and part-time jobs and internships into Coe Connections. This is a 71% increase in the number of employers and a 29% increase in the number of job postings over last year. We also promoted 101 different local, regional, national, and international career events to students through Coe Connections.

On and Off-Campus Recruiting Events
The Career Services office facilitated student exploration of a variety of post-graduation career and grad school opportunities through several on- and off-campus recruiting opportunities.

Iowa College Recruiting Network (ICoRN)
Below are the employers who participated in both interview days. Several had multiple job openings/interviews for different divisions and locations. The most popular interview day for Coe students is the fall Accounting Interview Day; the majority of our accounting majors participate in this event each year.

Accounting Interview Day Employers – September 2010, Waverly, IA

2nd Story Software, Inc.
Bergan, Paulsen & Company, P.C.
Bohr, Dahm, Greif, & Associates, P.C.
Deloitte Services LP – Iowa/Nebraska Offices
Eide Bailly
Ernst & Young
Hormel Foods Corporation
Iowa Auditor of State
John Deere
KPMG, LLP
Professional Computer Systems, Co.
Rockwell Collins
RSM McGladrey/McGladrey & Pullen
Williams & Company, CPA, P.C.
ICoRN also hosts a virtual job fair in the spring for students interested in healthcare-related career paths. The following employers participated in this year’s Health Care Online Event:

**Health Care Online Event – April 2011**

ChildServe  
Exceptional Persons, Inc.  
HCR ManorCare  
Hennepin County Human Resources  
Hillcrest Family Services  
Hills & Dales  
Mosaic  
Sanford Health  
Ultimate Nursing  
Wheaton Franciscan Healthcare
On Campus Visits by Organizations
Employers interested in recruiting Coe students initiated face-to-face meetings with our staff or conducted interview or recruiting events on campus, including:
• AEGON/Transamerica
• Manpower

Regional Career Recruitment/Career Fair Events
Career Services promoted and offered FREE transportation to the following events:
• ICoRN – Accounting Day – Waverly, IA
• ICoRN – Spring Interview Day – West Des Moines, IA
• Spring Job and Internship Fair – University of Iowa, Iowa City, IA
2010-2011 Office of Career Services Staff
Diana Rae Patten, M.A. - Career Services & Internship Director
Michelle McIllece, M.B.A. - Career Services Coordinator
Judi Dirks, A.A. - Administrative Assistant
Carl Mehta, B.S. - Graduate Assistant (University of Iowa)

Student Assistants — Career Services
Peyton Frank
Ethan Lawrence
Sheena Lehmann
Jason Maldonis
Jessica Wilson

Summer Student Assistants — Student Affairs
Frederick Rose - 2010
Isaac Fox-Poulsen - 2011

Thank you to Michelle McIllece and Judi Dirks for their efforts in compiling the data and writing this report; to Christina Kroemer, Tara Buchheit and Lauren DuBay for layout and graphic design.

Special thanks to community editors Denise Marie Mineck and Michael Benge.