Coe College Office of Career Services and Internships

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

2011–2012 Annual Report

Coe’s Office of Career Services and Internships was noted by students in a survey conducted by The Princeton Review for the 2013 edition of “The Best 377 Colleges,” in which Coe College was selected as one of the best undergraduate institutions in the United States. This is the second year in a row that Career Services has been specifically highlighted in this publication.
Coe College Office of Career Services and Internships
2011-2012 Annual Report

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Introduction and Summary

“...you control the actions that you take and how you react to positive and negative experiences. And those are powerful factors in determining the directions your life takes.”

John D. Krumboltz, Ph.D. (Coe College, ’50)
Professor, Stanford University

The Coe College Office of Career Services and Internships is a student-focused holistic education center primarily charged with teaching Coe College students how to manage their lives beyond Coe. Determining possible career directions, finding that first job out of college, and getting into graduate school are all important components of that objective. Career Services provides much more than that, addressing students as whole persons and guiding them as they ask big questions about their lives:

- **Who am I and what are my values?**
- **What are my professional interests? What are my personal interests? How do they fit together?**
- **How do I define “success?”**
- **How do I tie my major to a career and to life after college as a whole?**
- **What skills and experiences will I need to be successful in a given career field? How can I intentionally build these skills?**
- **What work environments are most suitable for me?**
- **Is graduate school appropriate for me? If so, how do I get there?**
- **How do I strategically plan a job search?**
- **What jobs are out there? How do I find them?**
- **How do I learn to network and communicate effectively at a professional level?**
- **How do I write a resume? Prepare for an interview? Manage my online presence?**

These questions as well as many others are at the heart of the day-to-day activity of the Office of Career Services and Internships. Counseling sessions, workshops, recruiting events, and other activities are driven by the mission of the department “…to empower people to clarify their values as they discover and develop their skills, abilities, and passions for life.”

2011 – 2012 was a challenging year, but it was also compelling, inspiring, and highly successful. Rapid changes in technology and the resulting fragmentation of communication tools (i.e. instant messaging, email, Twitter, Facebook, etc.) coincided with a continued national economic recession. This meant that it became increasingly difficult to effectively reach students, who were often terrified of their futures but nearly impossible to contact.
Career Services staff persisted through the challenges, and continued to identify effective ways to teach students about life-after-college planning and preparation. Methodologies included individual counseling, programming such as workshops and special events, and participating in networking and employer development activities. The following report details the accomplishments of Coe’s Office of Career Services and Internships during the 2011 – 2012 academic year.

**Overview of Services**

Coe College’s Office of Career Services offers a number of services geared toward preparing students for their lives after Coe. These include but are not limited to:

- *Assistance and guidance in choosing a major*
- *Individualized career counseling*
- *Holistic life-after-college events such as the Employer Panel, Dog Therapy Day, and mock interviews*
- *Resources for meeting the required academic practicum*
- *Planning for graduate school*
- *Assessment tools such as the Strong Interest Inventory to assist in determining a ‘life path’*
- *Recruitment programs such as the Iowa College Recruiting Network (ICoRN) and regional career fairs*
- *Workshops on far-ranging topics such as:*
  - Resume Writing
  - Interview Skills
  - Job Search Strategies
  - Social Networking
  - Preparing for Graduate School
  - Life-After-College
  - Clark Merit Scholarship Workshop
  - Internship Road Trip
  - Major Fun
- *Quick Fix Hours*
- *A computer lab with wireless access*
- *A career resource library*
- *Access to Skype for job, internship and graduate school interviews*
- *A webpage with over 600 links to relevant online resources*
SECTION 1: INDIVIDUAL COUNSELING

“Intellectual growth should commence at birth and cease only at death.”
Albert Einstein

Student Counseling

The heart of life-after-college-related services for Coe College students lies in individual, one-on-one counseling sessions with one of two full-time counselors and/or a qualified part-time graduate assistant. Individual counseling appointments are pre-planned (students schedule them by calling the Career Services office or by stopping by the office in upper Gage Union). Counseling sessions are intended to be less than 60 minutes long. Most counseling appointments are conducted in person, but may be conducted by phone or by Skype if necessary.

During the 2011 – 2012 academic year, Coe’s two full-time career counselors, along with a part-time Graduate Assistant in the spring semester, met with 626 individuals in 870 individual counseling appointments. This is the greatest number of individual clients counseled by Career Services in a single academic year since data collection was initiated over ten years ago, and represents nearly one-half of Coe’s student body. This is illustrated in Figure 1.

Figure 1

The number of individual clients has steadily increased in recent years, up from 535 in the 2008-2009 academic year. This represents a 17% overall increase in the total number of people coming to Career Services for individual career counseling in the last four years.
The number of counseling appointments has also followed an upward trend. Although this year’s number is slightly lower than last year’s number (870 appointments this year compared to 897 last year), the overall number of appointments is up over 30% since 2008-2009. **Note: Career Services has accomplished this effectively without adding staff.**

**Male vs. Female Clients**

This year, 43% of all clients were males and 57% were females (268 men and 358 women). The relative percentages of male and female clients have been similar over the last several years. Consistently, women have come in for comparatively more appointments than men (see **Figure 2**).

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>% Male Clients</th>
<th>% Female Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-2012</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>2010-2011</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>2009-2010</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>2008-2009</td>
<td>44%</td>
<td>56%</td>
</tr>
</tbody>
</table>

These percentages closely reflect the makeup of the Coe College student body (in 2011 – 2012, it was 45% male and 55% female), showing that men and women visit Career Services in proportion to the makeup of the overall Coe student body.

**Figure 3** shows the relative number of males and females counseled by Career Services over the last four years, compared to the student body.
Walk-In Counseling

During the academic year, Career Services offers biweekly walk-in hours (called Quick Fix Hours) which are intended for life-after-college-related questions and issues that can be addressed by a counselor relatively quickly. Appointments are not needed for Quick Fix Hours. Quick Fix Hours are offered in the Career Services office every Monday from 1:00 p.m. until 4:00 p.m. and every Wednesday from 2:30 p.m. until 4:00 p.m. Wednesday Quick Fix sessions rotate among the residence halls, providing additional opportunities for students to meet with counselors. Students who come to Quick Fix Hours with issues that require more than 10 minutes of discussion are encouraged to schedule a full appointment at a later date.

During the 2011 – 2012 academic year, Career Services offered 53 walk-in sessions, and 102 clients took advantage of these sessions. This is the greatest number of walk-in sessions offered since 2008-2009; however, it is the lowest number of individual walk-in clients since that time (see Figure 4).

With an increasing number of Quick Fix sessions and declining attendance, it follows that the average number of clients per walk-in session has also declined. Figure 5 shows that the average number of clients per session is at its lowest point in recent years – lower even than the average number of clients per session prior to the 2008-2009 implementation of the residence hall Quick Fix Hours. Note: Career Services is evaluating Quick Fix to determine its usefulness to students.
Students/Clients Served by Class

As students progress through college, they tend to be more concerned with their life-after-college plans, seeking help with career planning, graduate school, job searching, etc. As a result, Career Services meets with students at a higher rate as they advance through Coe (measured by a percentage of each class).

71% of individual appointments were with junior or senior students in 2011 – 2012. This is roughly the same percentage as last year (70.8%). Students earlier in their college careers (first-year students and sophomores) schedule individual appointments in smaller percentages (22% of our appointments in 2011 – 2012) but are also targeted in focused workshops and special events such as the First-Year Seminar and Sophomore Conference. Note: Research has shown that if students connect with their college career centers early in their college careers, they experience decreased levels of stress and have an increased level of retention.²

Figure 6 illustrates the percentage of students/clients served by class during the 2011 – 2012 academic year. Note: “Other” includes a limited number of community clients.
Assistance Requested

Students/clients who visit Career Services do so for a variety of reasons, and many times, for multiple reasons. Very few – if any – student appointments are straightforward and singularly-focused. Counseling sessions are as varied as the individuals being counseled; the flexibility and adaptability of the Career Services staff allows us to effectively serve students from varying perspectives and experiences. For example, a student may come in to work on a resume so she can apply for internships, but she has no idea what she is really interested in exploring. The entire appointment may then be spent helping that student identify her professional interests and skills; the resume discussion may occur at a later time when she is more focused.

Career Services staff use Coe Connections, a secure online database, to record and track the purpose or purposes of each counseling appointment. The above example may be recorded as having three purposes: “Resume,” “Internship,” and “Career Interests.”

The top reasons for individual appointments have been consistent over the last three years. The top three reasons have been:

1. Review or write a resume and/or a cover letter;
2. Discuss internships; and
3. Explore career interests and/or options.
**Figure 7** breaks down the percentages of individual appointments in 2011 – 2012.

“Job Search” and “Interview Prep/Mock Interview” have historically accounted for a relatively small percentage of appointments, and that was true again in 2011 – 2012. Together, the two accounted for 9% of individual appointments.

The appointment category that grew the most in 2011 – 2012 was “Other”, jumping from 10% in 2009-2010 and 11% in 2010 – 2011 to 15% this year. Topics that were covered in appointments categorized as “Other” included the following:

- Depression issues*
- Graduation credits
- Financial issues*
- General life-after-college planning
- Interview for a journalism class
- Personal problems – death of an acquaintance*
- Internship issues for an exchange student*
- Summer housing when working on campus*
- Health problems interfering with job search*
- Networking with a local coach
- Personal statement for Advanced Writing class
- Speaker suggestions for a student organization
Students who visit Career Services with issues beyond the scope of our professional expertise are referred to appropriate on- or off-campus resources, such as Student Health Services, the Coe College Chaplain, the Academic Achievement Program, St. Luke’s Counseling Center, Financial Aid, Residence Life, and Multicultural Affairs.

Majors Represented in Counseling Appointments

The variety of students served is reflected not just in the topics of each counseling appointment but in the academic majors of students who visited Career Services in 2011 – 2012. During this time, counselors met with students representing 40 different majors, as illustrated in Figure 8.

Figure 8
The top five majors represented in student appointments during 2011 – 2012 were:
1. Business Administration (17%)
2. Psychology (13%)
3. Accounting – Managerial and/or Public (6%)
4. Biology (6%)
5. Tie - Public Relations and Sociology (5% each)

Figure 9 depicts the top five majors counseled by Career Services for each of the last four years. Business Administration and Psychology have consistently ranked #1 and #2, respectively. Accounting has also been in the top five for each of the last four years.

<table>
<thead>
<tr>
<th>Top Five Majors by Appointment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2011-2012</strong></td>
</tr>
<tr>
<td>Major</td>
</tr>
<tr>
<td>Business Administration</td>
</tr>
<tr>
<td>Psychology</td>
</tr>
<tr>
<td>Accounting</td>
</tr>
<tr>
<td>Biology</td>
</tr>
<tr>
<td>(tie) Sociology &amp; Public Relations</td>
</tr>
<tr>
<td><strong>2010-2011</strong></td>
</tr>
<tr>
<td>Major</td>
</tr>
<tr>
<td>Business Administration</td>
</tr>
<tr>
<td>Psychology</td>
</tr>
<tr>
<td>Public Relations</td>
</tr>
<tr>
<td>Accounting</td>
</tr>
<tr>
<td>Art</td>
</tr>
<tr>
<td><strong>2009-2010</strong></td>
</tr>
<tr>
<td>Major</td>
</tr>
<tr>
<td>Business Administration</td>
</tr>
<tr>
<td>Psychology</td>
</tr>
<tr>
<td>Accounting</td>
</tr>
<tr>
<td>English</td>
</tr>
<tr>
<td>Public Relations</td>
</tr>
<tr>
<td><strong>2008-2009</strong></td>
</tr>
<tr>
<td>Major</td>
</tr>
<tr>
<td>Business Administration</td>
</tr>
<tr>
<td>Psychology</td>
</tr>
<tr>
<td>English</td>
</tr>
<tr>
<td>Accounting</td>
</tr>
<tr>
<td>Biology</td>
</tr>
</tbody>
</table>

**Alumni Counseling**

Although career counseling for experienced professionals is often very different than it is for students, the Coe College Office of Career Services does offer career counseling services to its alumni at no charge. In 2011 – 2012, we had 50 individual appointments with 37 individual alumni, accounting for 6% of all counseling appointments.

Recent graduates tend to visit Career Services in greater numbers than do experienced alumni. Nearly half (46%) of our alumni clients this year were from the Classes of 2010, 2011, or 2012.
Alumni visit Career Services for a variety of reasons. The most common reasons for alumni appointments this year were to:

1. Work on a resume and/or cover letter (27%);
2. Discuss career interests and options (25%); and
3. Work on a job search (21%).

Other reasons for alumni appointments included discussion of internships or academic practicum** (11%); interview preparation, including mock interviews (6%); administering or consulting on the results of the Strong Interest Inventory (6%); and discussion of graduate school (4%). See Figure 10.

**A student may “walk” through the graduation ceremony in May prior to completing the Academic Practicum graduation requirement as long as a plan is specifically in place for completing that requirement. For our data collection purposes, these individuals are considered alumni. These alumni may still come to Career Services to discuss the practicum requirement, particularly if they choose to fulfill that requirement through an internship.

The category that grew the most from last year was the Career Interest/Options category, up from 2% of alumni appointments last year. This, combined with the increased percentage of “Job Search” appointments (up from 15% of appointments in 2010-2011), may reflect ongoing and perhaps heightening concerns about the economy.
SECTION 2: PROGRAMMING

“It is essential that along with imparting facts, that we inspire the ability and desire to learn.”
Dr. Barbara Viniar, President, Chesapeake College

The Coe College Office of Career Services attempts to engage Coe students in a variety of ways to facilitate their life-after-college planning and preparation. This is accomplished through special events, workshops, classroom presentations, recruiting and employment events, programming with student organizations, and other methods.

Workshops and Events

Until recent years so-called “traditional” Career Services workshops on topics such as resume writing, interview skills, and job search planning, held in the Career Services office, were the heart of the department’s programming efforts. For a variety of reasons, attendance at these kinds of workshops has experienced a dramatic decline. As a result the Career Services staff are creatively implementing many other tactics to provide students with the tools they need to experience success beyond Coe.

During the 2011 – 2012 academic year, Career Services offered 105 workshops and events and conducted a total of 81; total workshop and event attendance was 1,450.

There are two important items to note with regard to workshops and events:

• Compared to last year, we offered 6% fewer workshops and conducted 15% fewer. Our total attendance was down by 3%. However, average attendance per event was up 14%.

• 2010 – 2011 event attendance numbers were skewed on the high side by two offerings of traditionally our most highly-attended event, Dog Therapy Day, for a total attendance of 282. This year was a more typical year in that we only offered one Dog Therapy Day and this year’s attendance was 230.

Figure 11 illustrates these figures:
Workshops, events, and attendance tend to peak late in the fall semester and again in the middle of the spring semester; generally there are few events in the summer months because students are not typically on campus at this time. In 2011-2012 we experienced several peaks in the fall semester:

- In August, as classes were starting and we presented to a number of student organizations;
- In November, when there were a number of classroom/faculty presentations;
- In December, when we offered Dog Therapy Day, our traditional de-stressor before finals.

We experienced another peak in the spring semester in February and March due to a number of faculty classroom collaborations as well as participation in several events for prospective students.

These numbers are illustrated in Figure 12:
Workshops/Events by Category

In order to facilitate our assessment and planning efforts, we started categorizing our workshops and events two years ago so that we could better track their performance. We now organize our workshops and events into the following 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>

This year, classroom/faculty workshops accounted for the majority of the workshops we conducted (44%), as well as the majority of student attendance at workshops and events (31% of total workshop attendance for the year). The details of these faculty collaborations will be discussed in the Collaborative Initiatives section of this report, page 17.
Other items to note:

- Attendance at “Traditional” workshops continued to decline this year, ultimately accounting for just 9% of workshops conducted and only 2% of total workshop attendance.

- Workshops and events customized for campus organizations accounted for 16% of the workshops conducted, and 27% of total attendance for the year. These will be discussed in more detail in the Collaborative Initiatives section of this report, page 17.

Figure 13 illustrates workshops and events by category and attendance for 2011 – 2012:

**Figure 13**

![Workshops/Events Offered vs. Conducted](image)

**Workshops/Events Offered vs. Conducted**

This year, we continued to make “Traditional” workshops available to all students, promoting them through email, faculty, Coe Connections, the campus calendar on Coe’s website, the *Crimson Chronicle*, and other methods. Nonetheless, attendance continued to decline and we conducted only 24% of these workshops. **Note:** We cancel workshops and events only when zero students sign up in advance or when zero students attend; a workshop is conducted even if just one student attends.

This year we conducted 77% of the total workshops we offered; the breakdown by category is illustrated in Figure 14.
Collaborative Initiatives

The shift away from student attendance at traditional workshops has enabled us to focus our efforts to reach students where they already are, largely in classrooms and in student organizations. Over 60% of the workshops we delivered this year were individually customized to the needs of a specific audience through a collaborative initiative with a faculty member, in a classroom, with a student organization, or in another venue.

In addition, we engaged in a number of student-focused activities and programs that required effective collaboration with Coe College colleagues in other departments.

Collaborations this year included the following:

- An in-class workshop series for Dr. Jane Nesmith’s Advanced Writing Workshop course. Sessions included: Job Search Workshop, Resume/Cover Letter Workshop, Resume Critiques, and Elevator Speeches.
- An in-class workshop series for Adjunct Assistant Professor of Rhetoric Deb Wooldridge’s Interviewing class. Sessions included: Job Search Workshop, Resume/Cover Letter Workshop, Interview Skills Workshop, and Mock Interviews.
- Collaborations with three psychology faculty members (Dr. Nukhet Yarbrough, Dr. Wendy Dunn, and Dr. Sara Farrell) in three different psychology courses on the background, statistics, and application of the Strong Interest Inventory.
- Job Search Perspectives – Administration of Athletics class with Assistant Professor Larry Atwater.
• Interview Skills for Healthcare Providers with Dr. Anita Nicholson
• History and Career Planning Workshop with Dr. Bethany Keenan
• Life and Team: It’s about Effective Communication with Dr. Marie Baehr and John Chandler, Athletic Director
• Art and Career Planning with Jennifer Rogers, Gallery Director
• Major Fun Workshop with Dr. Terry Heller
• Developmental Psychology Panel Discussion with Dr. Sara Farrell
• Social Media Workshop with Dr. Cal Van Niewaal

  Collaborative efforts with campus organizations included the following:
• Co-sponsored movie, *Crash*, and discussion event with the Film Appreciation Society
• Social Media and Job Seeking workshop with Mortarboard
• Resident Advisor Campus Carousel with Residence Life
• Scavenger Hunt with the Academic Achievement Program
• Social Networking for First Year Multicultural Students
• Transfer Student Orientation
• Sophomore Conference, a cross-collaborative event led by Deanna Jobe, Dean of Student Retention Services, International Student Advisor, and Affirmative Action Officer, and involving staff in both Academic and Student Affairs
• Elevator Speeches for the Admissions Staff
• Networking Workshop with the Speaking Center
• Co-sponsored Speaking Center Meet & Greet/Networking Reception
• Writing Center Workshop
• Job Search Perspectives for Resident Advisors/Residence Life
• University of Iowa Student Affairs Undergraduate Field Trip

  Other collaborations included:
• Senior Salute, a cross-collaborative effort with Coe College staff from Advancement, the Alumni Office, the Bookstore, the Business Office, Financial Aid, Sodexo, and Public Relations.
• Admitted Students Weekend with Admissions
• Scholarship Weekend Parent Panel with Admissions
• Resume Workshop for Achieving Maximum Potential, a community collaboration with Sociology professor Dr. Rachael Neal and Admissions Counselor Nancy Cruz
• Campus Visit Day with Admissions
• Presentation to Admissions Tour Guides
• Student Affairs Assessment Luncheon
Additional Programming

Additional special events included Dog Therapy Day, a fall event intended to be a de-stressor before finals, held annually on Reading Day. Certified therapy dogs (and their handlers) come to Career Services so that students can play and de-stress. This year 230 students attended this event. Another special event was the Etiquette Meal, which included a guest speaker with expertise in professional dining etiquette. Students had the opportunity to listen to the speaker, ask questions, and practice their manners over a catered meal. This provides students an opportunity to learn dining etiquette that may be valuable during an interview meal. This year 31 students attended this event.

SECTION 3: NETWORKING

“One pound of learning requires ten pounds of common sense to apply it.”

Persian proverb

Employer Relations and Recruiting Events

Career Services is intentional about teaching students how to identify and pursue their professional interests. This is done in a variety of ways, including the following:

- Coe Connections, a private, password-protected online database where students have 24-7 access to job and internship postings as well as information about career events such as area career fairs and graduate school information sessions. Students can also post their resumes and cover letters confidentially into Coe Connections and choose to make these viewable to employers who wish to search the site for job and internship candidates. Employers are able to post job and internship postings into Coe Connections at no charge. This year there were **1,125 jobs and internships posted into Coe Connections and 248 new employers. The total number of employers in system by the end of the year was 1,438.**

- Providing transportation to and preparation for area career fairs. This year we transported two vanloads of Coe students to the Spring Job & Internship Fair at the University of Iowa in Iowa City; we also prepared and provided transportation for students who wished to attend or volunteer at the Corridorworks Career Fair in Cedar Rapids.

- Participating in the Iowa College Recruiting Network (ICoRN), a statewide consortium of 29 private colleges and universities who combine efforts to bring high-quality recruiting events to Iowa’s private college and university students. Recruiting events are designed to teach students how to network in a professional manner as well as to provide them opportunities to meet and engage with potential employers.
This year these events included:

- AEGON/Transamerica Elevator Speech Workshop, August 2011
- ICoRN Accounting Interview Day, Waverly, IA, September 2011
- AEGON/Transamerica Accounting On-Campus Interviews, September 2011
- Employer Internship Panel Discussion, October 2011
- Society for Technical Communication Event, October 2011
- Higher Education Connection (HEC) Meeting, November 2011
- University of Iowa Career Fair Field Trip and Prep Sessions, February 2012
- American Advertising Federation Education Day, March 2012
- ICoRN Spring Interview Day, March 2012
- ICoRN Health and Non-Profit Career Connection Online Event, March – April 2012
- Corridorworks Career Fair, April 2012

There were 49 additional career events posted on Coe Connections. These events included career fairs at a variety of colleges and universities, regional career fairs, graduate school fairs and information sessions. Events posted on Coe Connections are generally open to and available for all Coe College students.

The Iowa College Recruiting Network (ICoRN) held three recruiting events this year, an Accounting Interview Day in September, a Spring Interview Day in March, and an online Health and Non-Profit Career Connection event in April. Employers who participated in these events are detailed below:
Accounting Interview Day – September 2011, Waverly, IA

2nd Story Software, Inc. AEGON/Transamerica
Bohr, Dahm, Greif, & Associates, P.C. Clifton Gunderson
Deloitte Services LP Eide Bailly
Ernst & Young Hormel Foods Corporation
John Deere KPMG, LLP
LarsonAllen McGowen, Hurst, Clark & Smith, P.C.
Principal Financial Group Rockwell Collins
RSM McGladrey TD&T Financial Group, P.C.
Williams & Company, CPA, P.C.

Spring Interview Day – March 2012, West Des Moines, IA

Aerotek Boys Town
Colonial Life Eide Bailly (resume collection)
Emerson Process Management Enterprise Rent-a-Car
Family Heritage HNI Corporation
Hy-Vee, Inc. Iowa Auditor of State
Kiesling Associates Kum & Go
Marsh Global Consumer MassMutual Financial Group
Northwestern Mutual Financial Network – Outcomes, Inc.
Zach Group
Pella Corporation Principal Financial Group
WebFilings Wells Fargo Home Mortgage

Health and Non-Profit Career Connection – Online Event – March/April, 2012

Alegent Health Boys Town
Candeo Iowa Dubuque Internal Medicine
GrapeTree Medical Staffing, Inc. HCI Care Services
Hillcrest Family Services Hills & Dales
Loras College Mosaic
The Leukemia & Lymphoma Society Ultimate Nursing Services
United Way of East Central Iowa Wheaton Franciscan Healthcare
Woodward Academy
Staff Professional Development

Over 75% of job offers come through networking, so Career Services staff educate students how to develop professional relationships. They model such networking by being involved personally in a number of community and professional organizations that promote professional development. This involvement also promotes Coe College to area employers thus facilitating the networking that staff encourages. The following details the professional development and networking that Career Services staff pursued in 2011-2012:

Diana Patten

- Higher Education Connection (HEC)
- Mercy Medical Center – Women’s Center Advisory Board
  - Past President
- College Career Professionals of Iowa (CCPI)
  - Past President
- Consultant on organizational merger between the Iowa Association for Internships and Cooperative Education (IAICE) and CCPI into one organization, Professionals of Iowa (CPI)
- National Association of Colleges and Employers (NACE)
- National Career Development Association (NCDA)
- Corridor HR Advisory Council
- Iowa Student Personnel Association (ISPA)

Michelle McIllece

- Employer Council of Iowa (ECI)
- ICoRN Representative
  - Member, Nominating Committee
- Adjunct Instructor, Kirkwood Community College, Departments of Business and Information Technology and Distance Learning
- CCPI
- ISPA: 2011 Fall Conference Presenter

Judi Dirks

- Senior Salute
- Senior Survey
- Administrative Professionals support group for Coe’s Division of Student Affairs
- Supervised five work-study student assistants
Off-campus meetings and conferences also played a key role in supporting Career Services staff as they endeavored to educate Coe students about their life-after-college planning. The following list details such involvement this year:

**Off-Campus Meetings and Conferences**

- College Career Professionals of Iowa State Conference (CCPI), Mount Pleasant, IA, July 2011
- ICoRN Fall Planning Meeting, Ankeny, IA, October 2011
- ISPA Fall Conference, Waverly, IA, October 2011
- University of Iowa Practicum Showcase, Iowa City, IA, October 2011
- NW Lumber Association Conference Presentation, November 2011
- ICoRN Spring Planning Meeting, Cedar Rapids, IA, April 2012
- ISPA Summer Drive-In Conference, Des Moines, IA, June 2012

**SECTION 4: ADDITIONAL INFORMATION**

*“Education is not preparation for life; education is life itself.”*

John Dewey, American philosopher, psychologist and educational reformer

**Assessment**

In Career Services we want to know that what we do on behalf of Coe students matters. To that end, we routinely and thoroughly assess our workshops and events, evaluating stated learning objectives and making adjustments to our programs in response to student learning and feedback.

Each workshop is framed by learning objectives that guide what we present and how we present it. The learning objectives are clearly stated in handout packets that are provided to participants in each workshop.

Following each workshop, we send an email to every participant with a link to an online survey that we have developed in Survey Monkey, a powerful online tool for building and evaluating surveys. A typical survey would have approximately ten questions on it, with a subset of those questions focused on the learning objectives. There are also open-ended questions where respondents can provide their feedback on the program. Data is collected and evaluated to ascertain the extent of both learning and enjoyment on the part of the program participants. In 2011 – 2012, we developed customized learning objectives and surveys for 26 different workshops and events.

**Figure 15** is an example of the stated learning objectives for our First-Year Seminar workshop, a fast-paced and light-hearted program attended by first-year students and their faculty in the fall semester:
Figure 15

<table>
<thead>
<tr>
<th>Learning Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>identify Coe’s Career Services staff</td>
</tr>
<tr>
<td>describe at least 5 services offered by Coe’s Career Services office</td>
</tr>
<tr>
<td>explain Coe’s academic practicum requirement</td>
</tr>
<tr>
<td>understand the practicum’s significance to your life after college experience</td>
</tr>
<tr>
<td>explain why college major does not dictate career path</td>
</tr>
<tr>
<td>describe at least 5 ways you can explore your career options</td>
</tr>
<tr>
<td>HAVE FUN!</td>
</tr>
</tbody>
</table>

Figure 16 shows how these learning objectives translate into a question in the follow up evaluation survey for this workshop:

Figure 16

**BEFORE** attending this presentation, how would you have rated your knowledge in the following areas:

<table>
<thead>
<tr>
<th>Area</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who Coe’s Career Services staff members are</td>
<td>Excellent</td>
</tr>
<tr>
<td>The services offered by Coe’s Career Services office</td>
<td>Good</td>
</tr>
<tr>
<td>What Coe’s academic practicum requirement is</td>
<td>Okay</td>
</tr>
<tr>
<td>The significance of the practicum requirement to your life after college experience</td>
<td>Bad</td>
</tr>
<tr>
<td>Why college major does not necessarily dictate career path</td>
<td>Really Bad</td>
</tr>
<tr>
<td>Specific ways you can explore your career interests and options</td>
<td>Excellent</td>
</tr>
<tr>
<td></td>
<td>Good</td>
</tr>
<tr>
<td></td>
<td>Okay</td>
</tr>
<tr>
<td></td>
<td>Bad</td>
</tr>
<tr>
<td></td>
<td>Really Bad</td>
</tr>
</tbody>
</table>

Note: Follow up surveys ask participants to compare their “before” and “after” understanding of the stated learning objectives. Figure 16 illustrates the “before” assessment; a typical survey would follow with a similarly-structured question asking participants to rate their “after” understanding as well.
Outcomes: Class of 2011 Snapshot

Each year Career Services conducts a survey of Coe’s graduating class from the previous year. This First Destination Report is a snapshot of what Coe alumni are doing for their initial experiences after college. This year, information about the Class of 2011 was collected from an online Survey Monkey survey that was emailed to the alumni one year after graduating along with the Senior Survey administered to them shortly before they graduated. Additional information was collected through social networking sites such as Facebook and LinkedIn. All survey and social networking information was then combined.

The following is a summary of the activities of the Class of 2011 approximately one year after graduation:

- 100% of survey respondents reported productive post-graduation activity such as employment, the military, graduate or professional school, and internship or fellowship, or travel/adventure. 0% reported being unemployed.
- Of those who reported employment, 88% were working in full-time jobs; the rest were working in part-time (7%), seasonal (2%), or temporary (3%) positions.
- 22% of survey respondents indicated that they were in graduate school. Of those alumni who stated that they were in graduate or professional school, 55% were working on a Master’s degree, 19% were in professional school such as medicine or law, 16% were working on a Doctoral degree, and 3% were pursuing an Engineering degree. A handful of alumni reported pursuing other types of education, such as a certificate to teach English as a Second Language.
- 82% of Class of 2011 survey respondents stated that they used Career Services while they were at Coe.

Note: The complete First Destination Survey report will be available on the Career Services website (www.coe.edu/careerservices), fall 2012.

Communications SWOT Analysis
(Strengths, Weakness, Opportunities, Threats)

In 2011–2012, Career Services used a variety of communications tools to reach students and promote its events and services. These included a weekly eNewsletter, which featured job and internship postings from Coe Connections as well as links to relevant current events, news stories, and online articles. The Career Services website included a Resources section with links to over 600 job and career-related websites, a portal to Coe Connections, and online versions of our Annual Report and First Destination report. Other tools included word of mouth, follow up cards used in classes and presentations, flyers around campus, the Crimson Chronicle, and the Cosmos.
Despite these promotional efforts, traditional workshop attendance continued to decline, and there has been a relatively low service rate to first-year and sophomore students. This, combined with the extreme fragmentation of possible communication tools in the culture as a whole, prompted Career Services staff to examine the possibility that the office’s communication and promotional efforts were not reaching students, or that communication was occurring through non-preferred communication tools.

University of Iowa graduate student, Jenny Noyce, who worked as a Graduate Assistant/Practicum Student in the Spring of 2012, led the effort to address these issues in a SWOT Analysis. The goals of this assessment were to describe current communications with students, evaluate how Career Services staff and students perceive these communications, gauge the efficacy of the communication tools, and gather opinions about how students want Career Services to communicate with them.

As a result of this study and related recommendations, Career Services plans to do the following with regard to its communication and promotion efforts:

- Focus on quality of communication with students, not quantity of communication tools used to reach them.
- Develop an overall communications strategy to guide decision making.
- Collaborate with other departments, faculty, and student workers to deliver effectively the message about Career Services’ utility.
- Hire a student worker who will specialize in supporting the department’s communication and promotional efforts.
- Revamp the weekly eNewsletter to a streamlined eBlast of jobs, internships, and events to generate more readership.
References


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