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

Summary ........................................................................................................................................1
Overview of Services ....................................................................................................................2

SECTION 1: INDIVIDUAL COUNSELING

Student Counseling .......................................................................................................................3
Alumni Counseling .....................................................................................................................9

SECTION 2: PROGRAMMING

Workshops and Events ................................................................................................................10
Collaborative Initiatives .............................................................................................................13

SECTION 3: NETWORKING RESOURCES

Employer Relations and Recruiting Events ...............................................................................15
Staff Professional Development ................................................................................................18
Off-Campus Meetings and Conferences ....................................................................................19

SECTION 4: ADDITIONAL INFORMATION

Class of 2012 Snapshot .................................................................................................................20
Career Services Staff ..................................................................................................................21
Acknowledgements ....................................................................................................................21
Coe College Office of Career Services and Internships
2012–2013 Annual Report

SUMMARY
The Coe College Office of Career Services and Internships offers holistic life-after-college resources, including career counseling, workshops, and special events for Coe students, alumni, faculty and staff, and community members who have a connection to Coe.

Individual Counseling Appointments
• Counselors met with 575 clients in 849 counseling sessions.
• Since 2008 – 2009, there has been a 20% increase in the number of counseling appointments.
• 43% of appointments were with men and 57% were with women. The Coe student body was comprised of 47% men and 53% women.
• Counselors offered 59 walk-in sessions, which were attended by a total of 128 clients. Walk-in session attendance increased 25% over last year.
• 71% of appointments were with juniors or seniors.
• The most common reasons for student appointments were: Resumes/cover letters, internships, and career interests/options.
• Counselors met with students representing 39 majors. The majors most represented in student appointments were Business Administration, Psychology, Public Relations, Accounting (Managerial and/or Public), and Biology.

Workshops and Additional Resources
• Career Services conducted 65 workshops/events with a total attendance of 1,345. Career Services reached 31% more students through its workshops and events than in 2008–2009.
• Average event attendance increased by 32% from two years ago.
• 42% of workshops were classroom or faculty-supported.
• Workshops and events supported by campus organizations represented the greatest proportion of workshop attendance (30%).
• 34% of workshop presentations were individually customized to a particular audience such as a specific class or student organization.
• A total of 1,250 jobs and internships were posted onto Coe Connections, the Career Services online database. This is an 11% increase over last year and a 25% increase since 2010–2011.
• 267 new employers were added into Coe Connections.
• 55 career events (local, regional, national, and international) were promoted to students through Coe Connections, 12% more than last year.
• Through seven employer relations/recruiting events, Coe students had opportunities to connect with 157 potential employers.
• 15 employers and graduate schools visited campus.
MISSION STATEMENT

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

Overview of Services

• Holistic approach to life-after-college planning
• Assistance and guidance in choosing major
• Individualized career counseling by phone, by Skype, or in person
• Resources for meeting the required academic practicum
• Planning for graduate school
• Practical assistance with employment, internship, and graduate school searches, including help with resumes and CVs, cover letters, personal statements, interview preparation, and mock interviews
• Administration of the assessment tools Strong Interest Inventory and MBTI by certified counselors
• Recruitment programs such as the Iowa College Recruiting Network (ICoRN) and access to regional career and networking events
• Workshops on a wide range of topics such as:
  ▶ Resume Writing
  ▶ Interview Skills
  ▶ Job Search Strategies
  ▶ Social Networking
  ▶ Preparing for Graduate School
  ▶ Internship Planning
  ▶ Clark Merit Scholarship
  ▶ Major Selection
• Quick Fix Hours
• Weekly all-campus eBlast featuring job and internship postings and upcoming career events
• Career resource library connected to Coe’s Stewart Library system
• Access to Skype for job, internship and graduate school interviews
SECTION 1: INDIVIDUAL COUNSELING

Student Counseling

- 849 individual counseling appointments
- 575 individual clients (7% more than five years ago)
- Contact with 44% of the student body through counseling appointments

Career Services has effectively increased the overall number of appointments over 20% since 2008-2009.

Figure 1:
Individual Career Counseling by Academic Year, 2008-2013
### Male and Female Clients

**FIGURE 3**
Gender Representation in Counseling Appointments, 2008–2013

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>% of clients who were male</th>
<th>% of Coe student body that was male</th>
<th>% of clients who were female</th>
<th>% of Coe student body that was female</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-2013</td>
<td>43%</td>
<td>47%</td>
<td>57%</td>
<td>53%</td>
</tr>
<tr>
<td>2011-2012</td>
<td>43%</td>
<td>46%</td>
<td>57%</td>
<td>54%</td>
</tr>
<tr>
<td>2010-2011</td>
<td>41%</td>
<td>46%</td>
<td>59%</td>
<td>54%</td>
</tr>
<tr>
<td>2009-2010</td>
<td>41%</td>
<td>47%</td>
<td>59%</td>
<td>53%</td>
</tr>
<tr>
<td>2008-2009</td>
<td>44%</td>
<td>45%</td>
<td>56%</td>
<td>55%</td>
</tr>
</tbody>
</table>
Figure 4:
% of Coe Students Reached in Counseling Appointments, by Gender

Figure 5:
Number of Counseling Appointments by Class, 2008–2013

* “Other” includes a limited number of community clients.
Open Hours

- Called “Quick Fix”, no appointment is needed
- Sessions are intended for relatively quick questions (<10 minutes)

Figure 5:
Quick Fix Hours Sessions and Attendance, 2008-2013
Assistance Requested

Figure 7: Assistance Requested in Counseling Appointments

<table>
<thead>
<tr>
<th>Topic</th>
<th># of Appointments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resume/Cover letter</td>
<td>373</td>
</tr>
<tr>
<td>Explore Internships</td>
<td>297</td>
</tr>
<tr>
<td>Explore Career Interests/Options</td>
<td>234</td>
</tr>
<tr>
<td>Other*</td>
<td>155</td>
</tr>
<tr>
<td>Job Search/Job Counseling</td>
<td>105</td>
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<tr>
<td>Review/Take Strong Survey</td>
<td>102</td>
</tr>
<tr>
<td>Interview Prep/Mock Interview</td>
<td>56</td>
</tr>
<tr>
<td>Explore Grad School</td>
<td>55</td>
</tr>
<tr>
<td>Recruitment Events</td>
<td>42</td>
</tr>
<tr>
<td>Scholarship</td>
<td>28</td>
</tr>
<tr>
<td>Choose a Major</td>
<td>25</td>
</tr>
<tr>
<td>Study Abroad</td>
<td>25</td>
</tr>
</tbody>
</table>

*Topics that were covered in appointments categorized as “Other” included:

- Overwhelmed with jobs
- School/personal issues
- Resource material
- Dropping a class
- Job application follow-up
- Research in Career Services office
- Question about marketing research
- Low theme codes on the Strong Interest Inventory
- Networking with alumni
- Interview by student
- Interest in Career Services’ services
- Fired from internship
- Photo shoot
- Coe Connections
- Grades
- Stress issues
- Strong Interest Inventory result differences
- Job termination
- Reapplying for an internship
- Researching companies
- O*NET
- Summer research
- Received a yellow folder during spring orientation
- Recruiting speakers for Accounting Club
- Nursing residency program
- Essay
- Area Residence Director application
- Job shadowing
- Informational interview
- MBTI
- Safety issues during DC Term
- Petitions Committee
- Email from faculty
- VISA-DOMA issues

Note: 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

Top 5 majors represented in student appointments, 2012–2013:
1. Business Administration (24% of students served)
2. Psychology (15%)
3. Public Relations (10%)
4. Accounting – Managerial and/or Public (8%)
5. Biology (7%)

Open-minded students are those students who have not yet decided upon a major.

Figure 8: Students Served by Major

- Business Administration: 138 students
- Psychology: 85 students
- Public Relations: 59 students
- Accounting: 47 students
- Biology: 43 students
- Open-Minded: 38 students
- Physical Education: 37 students
- Political Science: 32 students
- Nursing: 30 students
- Communications: 27 students
- History: 26 students
- Sociology: 25 students
- Art: 24 students
- Economics: 24 students
- Writing: 23 students
- Education: 20 students
- Neuroscience: 18 students
- English: 17 students
- Mathematics: 17 students
- Computer Science: 13 students
- French: 13 students
- Music: 11 students
- Spanish: 11 students
- Physics: 10 students
- Religion: 10 students
- Athletic Training: 9 students
- Gender Studies: 9 students
- Asian Studies: 7 students
- Chemistry: 7 students
- Philosophy: 7 students
- Environmental Science: 6 students
- Interdisciplinary: 6 students
- Literature: 6 students
- Theatre Arts: 6 students
- Biochemistry: 4 students
- American Studies: 3 students
- Molecular Biology: 2 students
- African Studies: 1 student
- French Studies: 1 student
- MAT- Teaching: 1 student

* Open-minded students are those students who have not yet decided upon a major.
Alumni Counseling

Most common reasons for alumni appointments, 2012 – 2013:
1. Resume and/or cover letter (36% of appointments);
2. Career interests/job search (27%) 
3. Other* (27%).

*Other reasons for alumni appointments included internships, job termination, and researching companies.
SECTION 2: PROGRAMMING

Workshops and Events

• 65 workshops and events conducted
• Total workshop and event attendance: 1,345
• Average attendance per event: 20.7
• Largest event: Dog Therapy Day (attendance of 390)
• Average attendance per event, 2008–2013: 16.1

**Figure 10:**
Workshop and Event Attendance, 2008–2013
### Workshops/Events by Category

<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>

- Classroom/faculty workshops accounted for the majority of workshops (42%)
- Campus organization workshops accounted for the majority of workshop/event attendance (30% of total attendance)
- 34% of workshops were individually developed for a targeted audience (i.e. faculty classroom or campus organization)
Figure 11:
2012–2013 Workshops/Events
Collaborative Initiatives

Faculty collaborations:

- Dr. Jane Nesmith, Adjunct Assistant Professor of Rhetoric: *Advanced Writing Workshop* course
  - *Job Search* workshop
  - *Resume/Cover Letter* workshop
  - Resume critiques
  - *Elevator Speech* workshop

- Deb Wooldridge, Adjunct Assistant Professor of Rhetoric: *Interviewing* class
  - *Job Search* workshop
  - *Resume/Cover Letter* workshop
  - *Interview Skills* workshop
  - Mock interview sessions

- Dr. Wendy Dunn, James Y. Canfield Professor of Psychology: *Testing and Measurement* class: Lecture on the background, statistics, and application of the Strong Interest Inventory
- Deb Wooldridge’s *Teamwork and Leadership* class: *Leadership Based on Traits* lecture
- Conference presentation with Dr. Jane Nesmith at the Conference on Applied Learning in Higher Education in St. Joseph, MO: *Creating a Graduation Parachute: Career Services Collaborates with a Capstone Writing Course*
- Dr. Anita Nicholson, Associate Professor of Nursing: *Pathophysiology and Assessment/Clinical Application* class: *Interview Skills for Healthcare Providers* workshop

Collaborative efforts with Campus Organizations:

Residence Life:

- Resident Assistant *Campus Carousel*
- *Introduction to Resume Writing* workshop for Resident Assistants
- *Introduction to Interview Skills* workshop for Resident Assistants
- *Job Search Perspectives* for Resident Assistants
Multicultural Affairs:
• Customized orientation session for Multicultural Mentors
• Multicultural dinner with first-year students, parents, faculty, and staff
• *Introduction to Resume Writing* workshop
• *Life After College* Workshop

Admissions/Orientation:
• Transfer Student Orientation
• Panel discussion for Orientation
• Departmental visit program parent reception with Admissions Staff
• Admitted Students Weekend panel discussion
• Campus Visit Day

Writing Center:
• *Resume* Workshop

Speaking Center:
• *Networking* workshop for Speaking Center Consultants
• Co-sponsored with the Speaking Center *ESL Meet & Greet/Networking Reception*

Other Campus Collaborations:
• Scavenger Hunt with the Academic Achievement Program
• 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
• Student Alumni Association Speed *Networking* event
• *Introduction to Resume Writing* workshop for Alpha Sigma Alpha Sorority

Community Collaborations:
• Society for Technical Communication local affiliate meeting at Coe
• *Mocktail Reception for Seniors*, a collaboration with the Higher Education Connection (HEC) in Cedar Rapids and Iowa City
• *Connecting in the Corridor Networking Reception* with the Higher Education Connection in Cedar Rapids and Iowa City
• *Dog Therapy Day* with St. Luke’s Hospital Pet Partners
SECTION 3: EMPLOYER NETWORKING

Employer Relations and Recruiting Events

Summary:

• 1,250 new job and internship postings on Coe Connections (11% more than last year)
• 267 new employers in Coe Connections
• A total of 1,561 active employers in Coe Connections
• 7 employer relations/recruiting events connected students to 157 potential employers
• 55 career events posted on and promoted through Coe Connections
• 299 job and internship postings specially featured in weekly eBlasts
• 15 employer and graduate school visits, either on or off-campus

Employer and graduate school campus visits, 2012–2013:

Principal Financial Group  Quaker Oats
ESP International          Cedar Rapids Police Department
Transamerica               Avon
Ruffalo Cody               U.S. Marine Corps
Vector Marketing           Valparaiso University
Learning Rx                Cottingham & Butler
Hy-Vee                     Goodwill Industries
ING Financial

Employer Relations And Recruiting Events, 2012–2013

Iowa College Recruiting Network Accounting Interview Day

2nd Story Software, Inc.     Kiesling Associates LLP
Bohr, Dahm, Greif, & Associates, P.C.  KPMG, LLP
Clifton Larson Allen LLP  Principal Financial Group
Deloitte Services LP  Professional Computer Systems
Eide Bailly  Rockwell Collins
Ernst & Young  RSM McGladrey
HNI Corporation  TD&T Financial Group, P.C.
Hormel Foods Corporation  Transamerica
John Deere  Williams & Company, CPA, P.C.
<table>
<thead>
<tr>
<th>Higher Education Connection (HEC) Mocktail Reception - Fall</th>
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<tbody>
<tr>
<td>Aerotek Engineering</td>
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<tr>
<td>Cambridge Investment Research</td>
</tr>
<tr>
<td>Cedar Rapids Titans</td>
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<tr>
<td>Cedar Valley Habitat for Humanity</td>
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<tr>
<td>Dave Wright Nissan Subaru</td>
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<tr>
<td>ESP International</td>
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<tr>
<td>Fastek International Ltd.</td>
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<tr>
<td>Four Oaks</td>
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<tr>
<td>Frontier Natural Products</td>
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<tr>
<td>Geico</td>
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<tr>
<td>General Dynamics Information Technology</td>
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<tr>
<td>GoDaddy</td>
</tr>
<tr>
<td>GreatAmerica Financial Services</td>
</tr>
<tr>
<td>Heartland Express, Inc.</td>
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<tr>
<td>Infinity Contact</td>
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<tr>
<td>Innovative Software Engineering</td>
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<tr>
<td>Kirkwood Community College</td>
</tr>
<tr>
<td>Leepfrog Technologies, Inc.</td>
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<tr>
<td>Lil’ Drug Store Products</td>
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<tr>
<td>Litow &amp; Pech, P.C.</td>
</tr>
<tr>
<td>MassMutual/Midwest Associates</td>
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<tr>
<td>Mediacom</td>
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<td>NextEra Energy Duane Arnold, LLC</td>
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<td>Northwestern Mutual Financial Network – The Zach Group</td>
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<td>PepsiCo Chicago, Quaker Foods &amp; Snacks</td>
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<tr>
<td>RuffaloCODY</td>
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<td>SecurityCoverage</td>
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<td>Skywalk Group</td>
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<td>Thrivent Financial for Lutherans</td>
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<td>Toyota/Lexus Financial Services</td>
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<tr>
<td>Van Meter, Inc.</td>
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<table>
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<tr>
<td>AFLAC</td>
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<td>Ernst &amp; Young</td>
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<td>Pella Corporation</td>
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<td>Target</td>
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HEC Connecting In the Corridor Networking Reception - Spring

APAC Customer Services  Men’s Wearhouse
Caring Corner Christian Day Care/ Mestek Machinery, Inc.
Preschool MRI Network
Catherine McAuley Center My Iman Montessori
Centro, Inc. MyOffice Corporation
Chloe+Isabel Neighbor Insurance Services, Inc.
City of Cedar Rapids Nordstrom
Clarion Hotel Northwestern Mutual
CompleWare Corporation Platinum Supplemental Insurance, Inc.
CRST International, Inc. Premier Investments of Iowa, Inc.
Economy Advertising Company REM Iowa
Four Oaks Robert Half International
GEICO RuffaloCODY
General Dynamics Information SecurityCoverage, Inc.
Technology Sedgwick
Go Daddy.com Sourcemaedia/Gazette
GreatAmerica Financial Services Sourcemaedia/Fusionfarm
hibu Tanager Place
Hybrid Transit Systems The Salvation Army
Infinity Contact Toyota Financial Services
ING - First Financial Center Transamerica
Innovative Software Engineering United Way of East Central Iowa
KCRG University of Dubuque
Kirkwood Community College University of Iowa Hospitals and Clinics
Litow & Pech, P.C. West Music Company, Inc.
MassMutual Iowa Westdale Bowling Center
McGrath Automotive Group Whirlpool - Amana Division

Iowa College Recruiting Network Health and Non-Profit Career Connection

Candeo Iowa Iowa Health Home Care
Hillcrest Family Services Ultimate Nursing Services
Hills & Dales Wesley Acres, A WesleyLife Community
Holy Family Catholic Schools Wheaton Franciscan Healthcare
Iowa Correctional Institution for Women William Penn University
Staff Professional Development

Diana Patten
Career Services & Internships Director; Co-Director of Washington DC Term

- Career Professionals of Iowa (CPI) – Past President
- Corridor HR Advisory Council
- *Creative Corridor Leadership Institute* planning committee
- Diversity Focus
- Higher Education Connection (HEC): Event planning committee
- ICoRN Representative
- Mercy Medical Center – Women’s Center Advisory Board – Past President
- National Association of Colleges and Employers (NACE)
- National Career Development Association (NCDA)
- Washington DC Term – Co-Director

Michelle McIllece
Assistant Director of Career Services

- Adjunct Instructor, Kirkwood Community College, Departments of Business and Information Technology and Distance Learning
- Career Professionals of Iowa (CPI)
- Conference Presenter, Conference on Applied Learning in Higher Education (CALHE), Missouri Western University, St. Joseph, MO, March 2013
- Employer Council of Iowa (ECI)
- Hired and supervised a work-study student in the newly-created work-study position, Student Communication Specialist
- ICoRN Representative
- MBTI Certification, July 2012
- Student Affairs Committee, Coe College

Judi Dirks
Administrative Assistant

- Senior Survey Coordinator
- United Way Campaign Committee
- Supervised five student worker assistants
Off-Campus Meetings and Conferences

Diana Patten
Career Services & Internships Director; Co-Director of Washington DC Term
- CPI State Conference, Dubuque, IA, July 2012
- The Huddle Social Entrepreneurship Conference, Denver, CO, September 2012
- ISPA Fall Conference, Grinnell, IA, October 2012
- Washington DC Term site visit, March 2013
- ICoRN Spring Planning Meeting, Grinnell, IA, April 2013

Michelle McIllece
Assistant Director of Career Services
- CPI State Conference, Dubuque, IA, July 2012
- MBTI Certification, Nashville, TN, July 2012
- ICoRN/CPI Social Media Seminar, Cedar Rapids, IA, October 2012
- ICoRN Fall Planning Meeting, Ankeny, IA, October 2012
- University of Iowa Higher Education and Student Affairs Practicum Showcase, Iowa City, IA, October 2012
SECTION 4: ADDITIONAL INFORMATION

CLASS OF 2012 SNAPSHOT

The Coe College Office of Career Services collected and compiled information about the life-after-college activities of the alumni of the Class of 2012 within one year of graduation. We gained knowledge of 83% of the class through the Senior Survey (May 2012), the First Destination Survey (June 2013), or through other sources such as social networking websites or information from Coe faculty and staff. Reported activity of the class is described below.

Current Activity
- 98% of the Coe College Class of 2012 survey respondents reported engagement in productive post-graduation activity such as employment, graduate or professional school, military, or travel/adventure.
- 78% of those employed were in full-time, permanent jobs.
- 2% of the Class of 2012 respondents reported that they were unemployed and still looking for a job one year after graduating.
- Coe’s Class of 2012 produced four Fulbright Scholars.

Employment
- 85% of those employed started searching for a job either before graduation or within three months after graduation. 63% had job offers three months after graduation.
- 37% of respondents cited a personal referral as the source of a job offer.
- The most common employment fields reported by the Class of 2012 were business (26%), marketing/sales (24%), education (15%), and science/healthcare (10%).

Graduate/Professional School
- 20% of the Class of 2012 reported they were in graduate or professional school.
- 50% of those attending graduate school were pursuing a Master’s degree or a PhD.
- 29% were in a professional degree program such as medicine or law.
- The most common post-graduate fields of study were healthcare/medicine (36%), engineering/applied science (22%), and humanities (20%).

Geography
- 61% of the Class of 2012 respondents originally came to Coe from Iowa, 35% came from other states, and 4% came from other countries.
- After leaving Coe, 58% of the class reported staying in Iowa, 22% went to one of the contiguous states (Illinois, Minnesota, Missouri, Nebraska, South Dakota, or Wisconsin), and 16% moved to one of 18 other states within the United States. Four percent reported living in another country.
2012-2013 Office of Career Services Staff
Lou Stark, M.S.Ed. – Vice President of Student Affairs
Diana Rae Patten, M.A. – Career Services & Internships Director;
Co-Director of Washington DC Term
Michelle McIllece, M.B.A. – Assistant Director
Judi Dirks, A.A. – Administrative Assistant

Student Assistants – Career Services
Peyton Frank – Assistant
Annabeth Hampton – Communications Specialist
Ethan Lawrence – Assistant
Jason Maldonis – Assistant
Hannah Vanourney – Assistant

Summer Student Assistants – Student Affairs
Alan Reed – 2012
Ryan Adolfson – 2013

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

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