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

Dear Reader,

On behalf of Coe College Career Services, I am excited to present the 2013-2014 annual report showcasing the accomplishments of the Coe College Office of Career Services. The Career Services team is comprised of staff with a variety of backgrounds in a variety of industries, collectively spanning over 45 years of work experience. The range of our experiences enables us to speak to the richness and diversity sought by Coe College students as they endeavor to become successful, satisfied alumni.

Coe College Career Services is a holistic and student-focused education center. We pride ourselves on providing effective, personalized career counseling and creative, innovative programming for our students. We are intentional about the programs we design and we make decisions about them based on student learning outcomes. The staff of the Office of Career Services is 100% committed to connecting students’ liberal arts experiences to their lives after college.

Some highlights of the 2013-2014 accomplishments are:

- 71 workshops and events conducted with a total attendance of 1,367 people; 65 of these events were collaborations with faculty, student organizations, and/or community partners.
- 708 individual counseling sessions with 536 different students.
- The addition of 1,438 new jobs and internship postings to Coe Connections, our free live, online database accessible to students and alumni. **704 of these job/internship postings were from the Cedar Rapids metro area.**
- On behalf of the Coe College Committee on Diversity, a Career Services staff member took eight students to The White Privilege Conference in Madison, WI.

The Office of Career Services team is grateful for the strong Student Affairs-Academic Affairs collaborative environment at Coe, for our alumni, and for the support of the Administration and the Board of Trustees. It is this atmosphere that enables us to reach so many students in so many ways. Most importantly, we feel privileged to work with such smart and engaged students.

Respectfully,

Diana Rae Patten ’81, Director

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

The Coe College Office of Career Services is an education center offering 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 536 clients in 708 counseling sessions.
- 43% of clients were male and 57% were female.
- Counselors offered 56 walk-in sessions, which were attended by a total of 147 clients. Average attendance at Quick Fix Hours increased 21% over last year.
- Over 2/3 of appointments were with juniors or seniors.
- The most common reasons for student appointments were: career interests/options, resume/cover letter, and internships.
- Counselors met with students representing 40 majors. The majors most represented in student appointments were Business Administration, Psychology, Biology, Public Relations, and Accounting (Managerial and/or Public).

Workshops

- Career Services conducted 71 workshops/events with a total attendance of 1,367.
- Career Services engaged in 65 student-focused collaborative endeavors within the college (faculty, student organizations, or staff) and/or with community organizations.
- Over 1/3 of workshops and events were classroom or faculty-supported.
- 56% of workshop presentations were individually customized to a particular audience such as a specific class or student organization.

Employer Connections

- A total of 1,438 jobs and internships were posted to Coe Connections, the Career Services online database (a 17% increase in job postings over last year); 704 of these job/internship postings were from the Cedar Rapids metro area.
- 255 new employers were added into Coe Connections, bringing the total to 1816 active employers. 662 of these employers are from the Cedar Rapids metro area.
- 67 career networking events (local, regional, national, and international) were promoted to students through Coe Connections, 22% more than last year.
- Through a variety of planned employer relations and recruiting events, Career Services facilitated opportunities for Coe students to connect with 117 potential employers and graduate schools.
CONTACT WITH COE STUDENTS

During each of the last five years, the total number of student contacts made by Career Services staff through workshops, events, individual counseling appointments, and/or walk-in sessions has exceeded the total population of the Coe College student body:
**LIFE AFTER COLLEGE COUNSELING**

In 2013 – 2014, two full-time counselors met with 536 clients in 708 individual counseling sessions, reaching 38% of the student body through career counseling.

**Other reasons for meeting included:**

- Networking
- Alumni
- MBTI
- Practicum
- Life at work
- Workshop
- Networking
- Connections
- Internship
- Collaboration
- Job
cover Letter
- Resume
- Interview
- Grad School
- Major
- Recruitment Event
- Career/Interest Assessment
- Internship/Academic Practicum
- Job Search
- Resume/Cover letter
- Career Interests/Options
- Scholarship/Fellowship
- Networking
- Collaboration
APPOINTMENTS AND CLIENTS
2009 – 2014

<table>
<thead>
<tr>
<th></th>
<th># Clients</th>
<th># Individual Appointments</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2014</td>
<td>708</td>
<td>536</td>
</tr>
<tr>
<td>2012-2013</td>
<td>849</td>
<td>575</td>
</tr>
<tr>
<td>2011-2012</td>
<td>870</td>
<td>626</td>
</tr>
<tr>
<td>2010-2011</td>
<td>897</td>
<td>604</td>
</tr>
<tr>
<td>2009-2010</td>
<td>831</td>
<td>588</td>
</tr>
</tbody>
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APPOINTMENTS AND CLIENTS
BY CLASS YEAR

First Year: 71 # Clients, 91 # Appointments
Sophomore: 75 # Clients, 94 # Appointments
Junior: 160 # Clients, 215 # Appointments
Senior: 263 # Clients, 197 # Appointments
Alumni: 23 # Clients, 32 # Appointments
Faculty/Staff: 7 # Clients, 10 # Appointments
Other: 3 # Clients, 3 # Appointments
CLIENTS BY GENDER
2009 - 2014
COUNSELING APPOINTMENTS
BY MAJOR*

* The number represented on this chart is greater than the number of student appointments because students often indicate more than one major.
WALK-IN “QUICK FIX” SESSIONS*

*“Quick Fix” sessions were opportunities for students to meet with a career counselor without a pre-scheduled appointment. The sessions were offered two times a week: Monday afternoons in the Career Services office and Wednesday afternoons, rotating among the residence halls.
WORKSHOPS AND EVENTS

- Career Services staff conducted 71 workshops and events, with a total attendance of 1,367 people.
- 56% of all workshops were customized to a specific audience for a classroom, organization, or event.
- Over 2/3 of workshops and events were classroom/faculty-supported or delivered to campus organizations.
WORKSHOPS AND EVENTS BY CATEGORY*

*Workshop/Event Category Definitions:

- **Traditional**: Initiated, planned and promoted by Career Services staff.
- **Special Event**: Most often a once-a-year event with a unique theme or topic.
- **Recruiting Event**: Designed to facilitate student-employer connections.
- **Conference Presentation**: Developed for and presented at a professional development conference.
- **Outreach**: Presented to an audience largely comprised of people interested in and supportive of Coe’s mission but who are not Coe students.
- **Classroom/Faculty**: Developed, promoted, and/or conducted in conjunction with a Coe College faculty member; often held in a classroom during a normal class period.
- **Campus Organization**: Developed, promoted, and/or conducted in conjunction with a recognized campus organization or event.
COLLABORATIVE EFFORTS

Career Services staff engaged in 65 student-focused collaborations with faculty, student organizations, or staff at Coe and/or with community organizations.

COLLABORATIVE PARTNERS

Accounting Club
Alliance
Alumni Office
Coe College Committee on Diversity
Coe College Faculty in Biology, Education, Nursing, and Rhetoric
Coe College First Year Seminar Faculty
English as a Second Language
Higher Education Connection
Instructional Technology

Iowa College Recruiting Network
Lambda Chi Alpha Fraternity
Multicultural Affairs
Office of Admission
Residence Life
Society for Technical Communication
Speaking Center
Student Activities/Orientation
Student Affairs Committee
Student Alumni Association
UnityPoint/St. Luke’s Pet Partners
COLLABORATIVE EFFORTS (CONT.)

COLLABORATIVE EVENTS

Accounting Interview Day – Iowa College Recruiting Network
Campus Visit Day – Office of Admission
Career Services Workshop – First Year Seminar
Career Services Workshop – Multicultural Orientation
Coe College Diversity Conference – Student Affairs Diversity Planning Committee
Communication/Social Media Workshop – Residence Life
Conference Presentation – Career Professionals of Iowa
Conference Presentation – Lambda Chi Alpha Great Plains Regional Conclave
Conference Presentations – Coe College Sophomore Conference Consultant Workshop – Speaking Center
Elevator Speech Workshop – Residence Life
Elevator Speeches – Advanced Writing Workshop
Etiquette Meal – Alumni Office/Student Alumni Association
Fireside Chat – Alliance (LGBTQ+) Focus Group – Nursing Students
Interview Skills Workshop – Nursing Students
Iowa Private College Week – Office of Admission
Late Night Breakfast – Student Affairs
Life After College – Residence Life
Major Games Workshop – First Year Seminar
My Summer Plans Workshop – Residence Life
Networking Reception – ESL/Speaking Center
Networking Reception – Higher Education Connection
Networking Workshop – Advanced Writing Workshop
New Student Orientation – Student Affairs
Parent Visits – Office of Admission
Resume Critique – Advanced Writing Workshop
Resume Lab – Accounting Club
Resume Workshop for Educators – Teacher Education
Resume Writing – Advanced Writing Workshop
Resume Writing Workshop – Speaking Center
Resume Writing Workshop for Accounting Students – Accounting Club
Scholars Weekend – Office of Admission
Spring Interview Day – Iowa College Recruiting Network
Strong/MBTI Workshop – Advanced Writing Workshop
Transfer Student Orientation – Student Affairs
White Privilege Conference – Coe College Committee on Diversity
Workshop and Debrief – May Term Health/Science Internship
Workshop Whisperer – Speaking Center

2014 Annual Report.indd 15
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EMPLOYER RELATIONS AND NETWORKING OPPORTUNITIES

- There were 1,438 new jobs and internship postings on Coe Connections.
- 255 new employers were added to Coe Connections.
- There were 1,816 active employers in Coe Connections.
- 67 career events were posted on and promoted through Coe Connections.
- Students had opportunities to personally connect with 102 employers and graduate schools through five Coe-affiliated recruiting and networking events.

EMPLOYERS AND GRADUATE SCHOOLS WHO VISITED CAMPUS:
Bohr, Dahm, Greif & Associates
Dardis Academy
Infinity Contact
Learning Rx
Linnhaven, Inc.
OfficeTeam
Rockwell Collins
St. John & Gielau
University of Chicago Divinity School
Western Illinois University
Northwestern University (Health Sciences)

EMPLOYER RELATIONS AND RECRUITING EVENTS

Iowa College Recruiting Network Accounting Interview Day:
September 2013
BKD, LLP: CPAs & Advisors
Bohr, Dahm, Greif and Associates
CliftonLarsonAllen LLP
Deloitte & Touche - Des Moines
Deloitte & Touche - Eastern Iowa
Eide Bailly
Ernest and Young
HNI Corporation
Hormel Foods Corporation
John Deere
Kiesling Associates LLP
KPMG
McGowen, Hurst, Clark & Smith
Palmer Group
Principal Financial Group
Rockwell Collins
RSM McGladrey, Inc.
TaxAct
TD&T Financial Group, P.C.
Transamerica
WebFilings
Williams and Company, P.C.
Society for Technical Communication College Night: October 2013
Geometric
Pearson
Rockwell Collins
Schneider Electric
Stone River

Higher Education Connection Networking Reception: November 2013
ACT
Best Buy
Broadcast Interactive Media
Business & Financial Strategies
City of Cedar Rapids
CRST
Four Oaks
Frontier Natural Products Coop
GE Capital America
Genova Technologies, Inc.
GoDaddy
Highway Equipment Company
Hy-Vee, Inc
Infinity Contact
ING Financial Partners
Innovative Software Engineering
Iowa City/Coralville Area Convention & Visitors Bureau
Iowa Interstate Railroad
IowaWorks
Kirkwood Community College
KGYM 1600, 106.3 and 107.5
KZIA Inc. Z102.9
Linn Star Transfer
Management Recruiters of Cedar Rapids
McGrath Amphitheater
Mediacom Communications
Midamar Corporation
Mondelez/Nabisco
Northwestern Mutual
Old Creamery Theatre
Paramount Theatre
Principal Financial Group
Robert Half
RuffaloCODY
SecurityCoverage, Inc.
Skywalk Group
Strellner Agency Group
Tanager Place
The Cedar Rapids Country Club
The Gazette Company
The Old Creamery Theatre Co.
Thrivent Financial for Lutherans
Transamerica
US Cellular Center Arena
EMPLOYER RELATIONS AND NETWORKING OPPORTUNITIES

IOWA COLLEGE RECRUITING NETWORK SPRING INTERVIEW DAY:
FEBRUARY 2014

Allsteel
American Family Insurance
Berkely Technology Services, LLC
BKD, LLP: CPAs & Advisiors
C.H. Robinson
Central Financial Group
CRST International, Inc
Enterprise Rent-a-Car
Gannett Company, Inc.
HNI Corporation
Hormel Foods Corporation
Iowa Auditor of State
Kiesling Associates LLP
Kum and Go
MassMutual Financial Group
McGraw-Hill Education
Modern Woodmen Fraternal Financial
Nationwide Insurance
Northwestern Mutual Financial Network-Zach Group
Palmer Group
Pella Corporation
Pizza Ranch, Inc.
Renewable Energy Group
Sedgwick
Sherwin-Williams
Target
TD&T CPAs and Advisors
TEKsystems
Thrivent Financial for Lutherans
Toyota Financial Services
Vision Financial Group
Walmart
ACADEMIC PRACTICUM

- All Coe students are required to complete an academic practicum as a general education requirement in order to graduate from Coe College.
- Academic practicum options include research, honors thesis or honors project, community-based project, art show, theatre or music performance, student teaching, nursing preceptorship, study abroad, domestic off-campus study, and internship.
- The Career Services office works with students on exploring all of their practicum options, and works most often with students completing internships.
- Students can do internships for credit or for Summer Non-Credit (both registered with the College), or for experience only (not registered with the College).
- 91 students registered for academic internships in the 2013-2014 academic year.
- 231 student career counseling appointments (33%) were related to internships or the academic practicum.

SAMPLE INTERNSHIP SITES
- African American Museum
- Alliant Energy
- Alzheimer’s Association
- American Family Insurance
- Coe College
- Corning, Inc.
- Festival 56
- Hiawatha Day School
- KZIA – Z102.9
- Rod Blum for Congress
- St. Luke’s Hospital
- Unity Point/TIES Program
- University of Maryland

SAMPLE INTERNSHIP JOB TITLES
- Assistant Stage Manager Intern
- Coe Fund Internship
- Construction Technology Support Specialist
- Education Intern
- Film Editing Intern
- Information Technology (IT) Intern
- Law Intern
- Marketing and Public Relations Intern
- Music Director Internship
- Strength and Conditioning Intern
- Summer Outreach & Events Intern
- Summer Programming and Promotions Intern
CLASS OF 2013 FIRST DESTINATION REPORT SUMMARY
A ONE-YEAR SNAPSHOT

CURRENT ACTIVITY
- 99% of survey respondents reported engagement in productive post-graduation activity such as employment, graduate or professional school, military, or travel/adventure.
- One percent of respondents reported that they were unemployed one year after graduation.
- There was one Fulbright Scholar from the Class of 2013.

EMPLOYMENT
- 90% of those employed reported working in full-time, permanent jobs.
- Over 30% of respondents reported an annual salary greater than $40,000.
- 76% of those employed started their job searches either before or within three months after graduation. 57% had job offers within three months of graduation.
- 44% of respondents cited a personal referral as the source of a job offer.
- The most commonly reported employment fields were business-related (26%), marketing/sales (18%), education (18%), and science/healthcare/technical (17%).
CLASS OF 2013 FIRST DESTINATION REPORT SUMMARY (CONT.)
A ONE-YEAR SNAPSHOT

GRADUATE/PROFESSIONAL SCHOOL

- 17% of respondents reported that they were in graduate or professional school.
- 41% of those attending graduate school were pursuing a Master’s degree, and 59% were pursuing a PhD or professional degree such as medicine or law.
- Reported post-graduate fields of study were medicine/healthcare (26%), education/social services (26%), law (19%), engineering/applied science (19%), and business/management (11%).

GEOGRAPHY

- 57% of respondents came to Coe from Iowa, 39% came from other states, and 4% came from other countries.
- After leaving Coe, 61% of the class reported staying in Iowa, 21% went to a contiguous state (Illinois, Minnesota, Missouri, Nebraska, South Dakota, or Wisconsin), and 17% moved to one of 17 other states not contiguous to Iowa.
- Two percent of the class reported living in another country.

Coe College’s Office of Career Services collected and compiled information about the life-after-college activities of the Class of 2013 within one year of graduation. We gained knowledge of approximately 89% of the class through the Senior Survey (May 2013), the First Destination Survey (June 2014), or through other sources such as social networking websites or information from Coe faculty and staff.
2013-2014 TEAM

Erik Albinson, M.A.
Vice President of Student Affairs

Diana Rae Patten, M.A.
Director of Career Services & Co-Director of Washington DC Term

Michelle McIllece, M.B.A.
Assistant Director of Career Services

Judi Dirks, A.A.
Administrative Assistant for Career Services

STUDENT ASSISTANTS — CAREER SERVICES
Peyton Frank – Assistant
Annabeth Hampton – Communications Specialist
Ethan Lawrence – Assistant
Janey Day – Assistant
Hannah Vanourney – Assistant

SUMMER STUDENT ASSISTANT — STUDENT AFFAIRS
Ryan Adolfson – 2014

ACKNOWLEDGEMENTS

Thank you to Judi Dirks and Michelle McIllece for their efforts in compiling the data and writing this report as well as to Christina Kroemer and Drew Geiseman for graphic design.

Special thanks to our guest editors:
Kyrsha Balderas, Annabeth Hampton, Katelyn Laraia, and Jake Mills (Coe College students), and Denise Mineck and Melissa Randall, (community volunteers).

Questions related to this report may be directed to the Coe College Office of Career Services.
Coe College

Coe makes it possible. You make it happen.