University Career Services
Human Resources Department Showcase

November 17, 2015
Areas of Focus = 3 Key Priorities

• Student Career Readiness
• Employer Relations
• Faculty Engagement
Employed or Enrolled in Graduate Programs

2010: 80.0%
2011: 86.0%
2012: 88.5%
2013: 91.0%
2014: 93.2%

Target 95%
Employment Industry of Choice (Undergraduates)


- Direct: 75.5%
- Indirect: 15.3%
- Not At All: 9.2%

Target 75%
National Association of Colleges & Employers (NACE)
• Transformative Organizational Models

National Associations of Student Affairs Professionals (NASPA)
• Employability, Careers and College
• The Data Driven Career Office: Effective Use of Data to Enhance Student Career Outcomes through Shared Accountability
• Educate, Connect, Partner: Strategic Engagement of Faculty in Career Preparation Initiatives

Intern Bridge Career Services Online Conference
• Developing a Global Mindset

American Association for Employment in Education (AAEE)
• 1+1 Adding Value to Students’ Teacher Preparation Programs Through Intentional Partnerships

Metropolitan New York College Career Planning Officers Association (MNYCCPOA)
• Together we Triumph: ESPN Day at SJU
National Association of Colleges and Employers (NACE)
Members Choice Award
Diversity & Inclusion Excellence Award

National Association of Student Personnel Administrators (NASPA)
Excellence Award for Career, Academic Advising and Support, Silver Award

Eastern Association of Colleges and Employers (EACE)
Innovation in Assessment Award
"Share Your Fair" Social Media Contest, Second Place

Metropolitan NY College Career Planning Officers Association
Alva C. Cooper Award, Second Place
<table>
<thead>
<tr>
<th>Traditional</th>
<th>New</th>
</tr>
</thead>
<tbody>
<tr>
<td>Counselor</td>
<td>Consultant/Facilitator</td>
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<tr>
<td>1-on-1 counseling</td>
<td>Group facilitating</td>
</tr>
<tr>
<td>Promotions</td>
<td>Branding</td>
</tr>
<tr>
<td>Print resources</td>
<td>Web-facilitated connections</td>
</tr>
<tr>
<td>Generalized</td>
<td>Customized</td>
</tr>
<tr>
<td>Referral source</td>
<td>Expert</td>
</tr>
<tr>
<td>Recruiting</td>
<td>Engagement</td>
</tr>
<tr>
<td>Traditional job fairs</td>
<td>Networking events &amp; Career Expo</td>
</tr>
<tr>
<td>Resource and time intensive</td>
<td>Scalable</td>
</tr>
<tr>
<td>May be intimidating</td>
<td>Approachable</td>
</tr>
<tr>
<td>Placement rates</td>
<td>Destinations outcomes</td>
</tr>
</tbody>
</table>
Central Advisors
- Centrally located
- Focus on development of career planning and foundational skills development.

Leadership Development
- Centrally located
- Focus on leadership development and professional competencies

Co-Located Advisors
- Embedded within college
- Focus on connecting students with internships and creating bridge with academics

Employer Relations
- Centrally located and embedded within college
- Focus on expanding employer relations
Shared Culture of Accountability

Career Community
(Career Services)

- Students
- Admin & Staff
- Employers
- Alumni
- Deans & Faculty
- Institutional Advancement
### Skills Desired by Employers

<table>
<thead>
<tr>
<th>Skill/Quality</th>
<th>Weighted Average Rating*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to work in a team structure</td>
<td>4.61</td>
</tr>
<tr>
<td>Ability to make decisions and solve problems</td>
<td>4.61</td>
</tr>
<tr>
<td>Ability to verbally communicate with persons inside and outside the organization</td>
<td>4.60</td>
</tr>
<tr>
<td>Ability to plan, organize, and prioritize work</td>
<td>4.59</td>
</tr>
<tr>
<td>Ability to obtain and process information</td>
<td>4.57</td>
</tr>
<tr>
<td>Ability to analyze quantitative data</td>
<td>4.32</td>
</tr>
<tr>
<td>Technical knowledge related to the job</td>
<td>4.19</td>
</tr>
<tr>
<td>Proficiency with computer software programs</td>
<td>4.03</td>
</tr>
<tr>
<td>Ability to create and/or edit written reports</td>
<td>3.75</td>
</tr>
<tr>
<td>Ability to sell or influence others</td>
<td>3.56</td>
</tr>
</tbody>
</table>

*5-point scale, where 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; and 5=Extremely important*

**SOURCE:** 2015 Job Outlook Survey, NACE
Attributes employers seek on a candidate’s resume

- Leadership: 77.8%
- Ability to work in a team: 77.8%
- Communication skills (written): 73.4%
- Problem-solving skills: 70.9%
- Strong work ethic: 70.4%
- Analytical/quantitative skills: 68.0%
- Technical skills: 67.5%
- Communication skills (verbal): 67.0%
- Initiative: 66.5%
- Computer skills: 62.6%
- Flexibility/adaptability: 62.1%
- Interpersonal skills (relates well to others): 60.6%

SOURCE: 2015 Job Outlook Survey, NACE
A Johnny’s Journey to Success

Four Year Internship & Career Plan

1st Year Students: Connect & Evaluate
• Recognize your interests, skills and values and how these impact your future career

2nd Year Students: Identify & Explore
• Identify career opportunities, including internships and experiential programs and participate

3rd Year Students: Refine & Experience
• Develop & implement the strategies necessary to conduct an effective internship or job search

4th Year Students: Execute & Transition
• Successfully execute your job search and transition from student to professional
Personalized Advisement

- Career Advisors assist students in developing their career path; including choosing a major, resume writing/cover letters, internship/job search strategies, networking and evaluating job offers/salary negotiations.

Peer Mentoring

- **Career Peers** are paraprofessionals who model professionalism and share expertise gained through their own experiential education opportunities. They serve as a resource to students, faculty, administration and employers and are trained to assist students with: resume and cover letter development; job and internship searches; interview techniques; using our online resources; and navigating and utilizing department programs and events.

Mock Interviews

- Mock interviews are offered to help students practice interviewing skills so they may receive constructive feedback on what they do well and suggestions for how they might improve. Sessions are recorded using tablets (iPads, etc.) so that students can view together with the advisor.
Employer Site Visits

- Career Services brings a group of approximately 20 other students on a tour of an employer site to meet with professionals from a variety of departments and learn what they do from day to day, into the work and culture of different organizations and industries.

Job Shadowing (C3: Creating Career Connections)

- Job Shadowing is an opportunity for students to connect or "shadow" a professional to gather career related information and expand their networking contacts, it also allows students to build interviewing skills, become aware of trends in the field and often leads to internship opportunities.

COACH (Count on Alumni for Career Help) Mentoring

- Open exclusively to the St. John’s community our LinkedIn group COACH Career Connect provides students with the opportunity to connect with mentors to learn about employment trends, job functions, salary expectations, effective job/internship searches, and career paths from alumni.
On Campus Recruiting (OCR)

- Students engage in one-on-one meetings with employers through on-campus interviews. Students meet with a career advisor to complete the requirements for participation, including an approved resume, understanding of business and interview etiquette and the importance of researching employers.

Career and Internship Fairs

- Employers from various fields come to campus several times each year offering advice about careers in their organizations and seeking to meet qualified candidates to fill internships, part-time and full-time positions.

Speaker Panels, Networking Events & Meet Ups

- Our speaker panels and networking events bring together alumni and professionals working in various industries to share their career paths, how they got their foot in the door, and advice on how students can prepare for similar careers.
Leadership & Professional Development

**L.E.A.D. Student Leadership Program**
- Emerging, Empower, Professional Development, Women in Leadership & Capstone
- Leadership Workshops & Trainings

**Co-Curricular Transcript (CCT)**
- An extensive record of students’ out-of-class experiences certified by the Vice President for Student Affairs. The transcript validates students’ involvement in co-curricular & extracurricular activities in compliment to their academic transcript.

**Don’t Cancel That Class (DCTC)**
- An extensive record of students’ out-of-class experiences certified by the Vice President for Student Affairs. The transcript validates students’ involvement in co-curricular & extracurricular activities in compliment to their academic transcript.

**Honor Societies**
- The National Society of Leadership & Success (ΣΑΠ)
- Omicron Delta Kappa Honor Society (ΩΔΚ)
Enhanced Professional Development

- U-LEAD Freshmen Leadership Experience
- Top Talent Rotation Program
- Leadership Academy
- Leadership Symposium
Vault provides employee surveys of top employers, career advice, job listings, and career guides to individual industries.

Going Global provides country-specific career and employment information.

What can I do with this major? provides information about the typical career areas and the types of employers that hire people with each major, as well as strategies ensure marketability.

Interfolio helps students manage their academic credentials securely in one place.
Four Year Trend Data (2011-2015)

273% increase
Program Participation

6585 (2015)
1767 (2011)

251% increase
Career Advising

2827 (2015)
805 (2011)
2014-2015

• 60% of undergraduate population in career-related activity - *40% increase since 2010*
• 38% increase in student participation in On Campus Recruiting program
• 7.5% increase in job fair attendance

Science

Management & Leadership Development

Government & Legal

Travel, Leisure, Entertainment & Sports

Education / Social Service

Marketing / Advertising
Our students most often seek career advice from faculty.

Faculty did not feel equipped to provide career advice.

**Strategy:**
Educate, Connect and Partner with faculty

Faculty expressed need for additional support.
Educate: Outreach & Events

- New Faculty Orientation and other CTL events
- Monthly “Career Corner” column in the Center for Teaching & Learning Newsletter
- Faculty Toolkit
- Outcomes Data & Industry Research
- The Current State of Internships
Connect: Faculty with Employers & Students

- Faculty participation in industry events and conferences
- Networking luncheons with employers and site visits
- Major specific advisory boards to aid in curriculum revision and internship policy development
- Faculty participate as moderators/ participants at career-related panel events
- Invite faculty to career fairs; provide a list of organizations that are interested in hiring students in their discipline
Partner: Collaboration & Commitment

- Co-location of advisors helps increase opportunities for collaboration
- Curriculum Touch-points
- Division-wide “Don’t Cancel that Class” program
- Industry-specific guest speakers for classroom presentations
- Develop collaborative class assignments (virtual mock interviews, resume reviews)
- Partner in the planning of student career-related events
Career Services Faculty Engagement

467% increase in Classroom presentations over four years (2011-2015)

Academic Year 2011-2012
45
+ 467%

Academic Year 2014-2015
255

Assessment: Outcomes & Results
Strategic Objectives

• Employer engagement model that leverages connections across departments, colleges and industries
• Consistently superior experience
• Employment and internship opportunities for all students and majors
• Effective use of resources-scalable model
• Reputation in the marketplace as the talent source for our key employers
Employer Segmentation Process

External Marketplace Analysis
- Largest companies in metropolitan region
- Growth industries

Review existing relationships
- Industry/major alignment
- Depth

Internal needs
- Critical majors
- Placement gaps
## Portfolios Align with Industries

<table>
<thead>
<tr>
<th>Tobin College of Business</th>
<th>College of Professional Studies</th>
<th>College of Pharmacy &amp; Health Sciences</th>
<th>St. John’s College of Liberal Arts &amp; Sciences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>Information Technology</td>
<td>Pharmacy</td>
<td>Government, Public Service</td>
</tr>
<tr>
<td>Insurance</td>
<td>Sports Management</td>
<td>Health Sciences</td>
<td>Not-for-Profit</td>
</tr>
<tr>
<td>Marketing</td>
<td>Media</td>
<td></td>
<td>Communications, Publishing</td>
</tr>
<tr>
<td>General Sales, Management</td>
<td>Hospitality</td>
<td></td>
<td>Consumer Products</td>
</tr>
<tr>
<td>Professional Services</td>
<td>Criminal Justice</td>
<td></td>
<td>Health Care, Science, Research</td>
</tr>
<tr>
<td>Retail</td>
<td>Legal</td>
<td></td>
<td>Global Opportunities, Foreign Language</td>
</tr>
<tr>
<td>Advertising</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Managed Portfolio Relationships

350
Fall 2013

500
Spring 2015
Ratio of Industry Partnerships

2011-2012

- Financial Services
- Government Non-Profit
- Education
- Media
- Other

2014-2015

- Financial Services
- Government Non-Profit
- Education
- Media
- Other
• Share the 4 year plan with students – *A Johnny’s Journey to Success*

• Encourage students to engage in career services activities early and often

• Ask a student “Where do you plan to intern?”

• Consider creating an academic internship within your department

• Utilize the Student Worker Supervisors’ Toolkit

• Refer a potential employer to recruit at SJU

• Know a career/internship success story? Let us know!

• Let us know how we can help you in advising students
Question & Answer
REFERENCE SLIDES
Graduate Outcomes / Placement

- 2014: 92.3%
- 2013: 88.1%
- 2012: 88.3%
- 2011: 83.8%
- 2010: 74.0%

Employed or Enrolled in Graduate Programs

- Direct: 85.70%
- Indirect: 10.50%
- Not At All: 3.80%