

## **Career Development Center, Division of Student Affairs Executive Summary 2010 -2011**

The Career Development Center along with our colleagues throughout the region has been responding to the ongoing challenges presented by a tight labor market. Although the 2011 year began with a positive and brighter job market forecast, there were still signs of a slow recovery. The National Association of Colleges and Employers (NACE) *Job Outlook Update 2011* reported employers planned on hiring 13.5% new college graduates than they projected from the class of 2010. However, the numbers of employers recruiting on college campuses continued to be on a slight decline. It was not until the spring of 2011 that employers who had not been visible on campus began to resume campus recruitment activities.

The Employer Relations team responded to the decline in campus recruitment by holding the “Dare to Be Prepared: for Today’s Job Market” the week after June commencement bringing to campus over 30 employers representing multiple industries to conduct breakout sessions and resume critiques for an increase of 58% as compared to the year prior in employer participation. In addition, FAU alumna Danielle Leitch, EVP Client Strategy from More Visibility held a workshop on using social media tools for your job search. Employer visits were made to cultivate new recruiting opportunities and to build upon existing employer relationships.

The Career Development Center Facebook “fan page” increased its fans by 443% through the use of an aggressive outreach survey to increase our fan base.

The Career Development Center staff responded to an especially challenging entry-level job market by boosting services and programs that offered expert career counseling, increased networking connections, and enhanced online tools. The director supervised the center’s first two practicum higher education graduate students. The center support new retention efforts through the Title III grant called Academic and Career Enhancement for Second Year Students (AcCESS) in the absence of the AcCESS Counselor who joined the staff in summer 2011. Staff continued to provide a full array of comprehensive career services and events during the absence of 2 full-time professional staff members for a 4 month and 6 month paternity and maternity leaves.

It has been a productive year for the CDC, and the following highlights chronicle our key activities:

**During 2010-2011, the CDC experienced the following:**

- **24.4%** increase in employers recruiting at Career Day in spring 2011 as compared to spring 2010 (102 employers vs. 92)
- **48%** increase in graduate schools/organizations attended Professional/Graduate School Fair in fall 2010 as compared to the year prior (74 vs. 50)
- Posted over **847** internships, Co-op and part-time jobs in OWL CareerLink
- Welcomed nearly **12,000** visitors
- **21,456** unique visitors conducted **63,975** visits to [www.fau.edu/cdc](http://www.fau.edu/cdc)
- **85%** of students attending a Job Search and Social Networking workshop felt they had a better understanding of social media job search strategies
- **86%** of students attending a resume critique session felt they better understand how to format their resume and highlight their skills
- **78%** of students attending a transitioning from student to new professional workshop strongly agreed they were more aware of strategies for successful job performance in the first year
- **99** students practiced their interview skills via webcam with Perfect Interview
- **41%** increase in workshop/event attendance (3,785 2010 vs. 2,682 in 2009)
- **536** on campus interviews were coordinated by the Employer Relations Team
- **443%** increase in fans to CDC Facebook page
- **71%** of students on academic suspension were retained through the AcCESS program at the end of spring term
- Supervised two Master's in Higher Education graduate practicum students
- Hosted STEM Employer Industry Panel for the Day Institute: Exploring Civic Engagement through the Lens of STEM (Scripps, State Farm, McMahan Engineering and Tyco)
- Recipient of Title III grant funding for a 4 year period to hire a Coordinator to provide intensive career development services to students enrolled in the AcCESS Program
- Launched the AcCESS Program in collaboration with the Dean of Undergraduate Studies, Center for Learning and Student Success, Freshman Advising
- 2 successful Career Day 101 (prepare for the job fair) events with corporate sponsors City Furniture and Next Era Energy
- Resume Mania events with **24** employers participating from different industries critiquing student resume prior to the job fair
- Student Government sponsored buses to take students to the FL Career Centers Statewide Job Fair held at UCF 2011 & 2010
- 3<sup>rd</sup> annual Dare To Be Prepared student conference for the graduation class of 2011 bringing to campus 4 corporate executives from industries that were actively hiring (Retail, Biotechnology/Science, Engineering, and Finance) along with a record number of 30 employers to participate in resume critiques
- Held the annual etiquette dining luncheon for **100** students featuring protocol expert Jacqueline Whitmore at the Marleen & Harold Forkas Alumni Center
- 1<sup>st</sup> CDC Luau Open House part of Weeks of Welcome for over **200** students
- Same Day Advising career priorities were: Choosing a Major, Job Search & Resume Writing