



**MCDANIEL**  
COLLEGE

# Career Services

## 2010-2011 Annual Report

May 2011

Prepared by April Johnson

DISCOVER YOUR PURPOSE | CREATE YOUR DESTINY

**CAREERSERVICES**

## **STAFFING**

### ***Successes***

They hired two new Career Peers who have successfully progressed through their first year of training and are now able to critique resumes and serve students during their walk-in hours. Unfortunately, only one of them will return next year. Three student workers returned this year, which was good because they were familiar with the office and how it operates. However, Antoinette Adams is graduating therefore, only two will return next year. Mary Crocamo, their Graphic Design Intern has done an outstanding job designing publicity materials as well as updating their guides, handouts, postcards and brochures. Unfortunately, Mary is graduating also.

When Danielle Pelligrini, their temp secretary, accepted a full-time permanent position at Towson University, it created a vacancy for the fifth time in four years. However, they were approved for an Office Manager / Recruitment Coordinator position which they filled with McDaniel alum who has more than 25 years experience in Career Services. Jim Mayola is working out extremely well!

### ***Challenges***

Their director, April Johnson has accepted a position at Bowie State University, so the office will be without leadership until the position is filled. With the departure of Danielle and April, the office only has one person who can take appointments. The returning Career Peer nor the new Office Manager will have an appointment schedule.

## **BUDGET**

### ***Successes***

Even with the tight budget constraints, they were still able to provide the minimum amount of services and programs to students as mandated by national career services standards. They were also able to co-sponsor several events with academic departments and the MD Chamber of Commerce.

### ***Challenges***

Monies that were used to purchase “incentive products” (e.g. food/snacks, lip balm, chip clips, gift cards, and etc.) to lure students to use the services or attend programs have been reduced dramatically. Their revised marketing and advertising plan caused an increase in copying costs. More than a few times throughout the academic year, April found herself moving money around to cover negative balances in several budget lines.

## **PROGRAMMING:**

### **Workshops, Events, Programs & Outreach Activities**

### ***Successes***

This year, Career Services offered slightly less programs and events than last year; however they saw a huge increase in the number of students who participated or attended. This year, they offered 57 workshops and special events which reached a total of 672 students. Last year, they offered 66 workshops/special events and reached a total of 498 students.

In September, they hosted a Career Carnival where 110 students attended and their annual Internship/Community Service Fair where 139 students attended. They facilitated 1 workshop during Families Weekend, hosted Graduate School Month and their annual Graduate School Fair. A total of 187 students attended and participated in these events during September.

In October, 48 students took advantage of the Assessment Mania event, 6 students participated in the Extreme Makeover event, 11 students participated in the practice exams, 3 faculty attended their Open House, and 4 students attended their Extern Day Orientation for Legg Mason. The Philadelphia Center hosted an information table and session where 12 students attended and 13 students attended the workshops that were offered.

November was National Career Development Month. The office facilitated 9 career webinars, a Project Runway Dressing for Success event, 2 focus groups, and one Faculty Open House. They also facilitated the Maryland Career Consortium (MCC) Graduate School Symposium and two FYS Flex presentations. A total of 96 students participated in these events.

In January, Amanda facilitated an MBTI workshop for the LEAD group. 11 students were in attendance. She also facilitated a session at Transfer Orientation for 23 students. In February and March, they participated in the Focus on Your Future program by providing academic departments with information on what students could do with those majors. They also facilitated 4 focus groups and co-sponsored two Career Dinners, one with the Social Work department and the second with the Foreign Language Department.

In April, they attended the International Dinner, facilitated information tables at both of the Admitted Students Day events, hosted 15 students from the local Higher Learning, Inc program where they discussed career options and job search techniques with middle and high school students.

### ***Challenges***

Their campus outreach decreased 32% this year. They facilitated 19 class visits / student club presentations and reached a total of 363 students. Last year, they facilitated 28 class visits and reached 354 students. They also fell in the workshop category. Although they facilitated more workshops this year (17 versus 11 last year), less students attended (35 this year versus 50 last year). That's a 43% drop in attendance.

## **SERVICES TO STUDENTS, FACULTY, STAFF & EMPLOYERS**

### ***Successes***

Career Services served 1,324 students in individualized appointments, walk-ins, job/graduate school fairs, class visits, group presentations, employer information sessions and campus interviews this past year. That's an increase of 230 or 21%.

### ***Advising / Career Counseling***

In total, 478 students were served through one-on-one contact via appointments (241) and walk-ins (237). Last year, Career Services began tracking the academic status of students who were served via appointments and walk-ins. This year, they saw 45 freshman, 71 sophomores, 70 juniors, 168 seniors, 29 graduate students, and 36 alumni. The top 3 topics covered in their career counseling sessions were Resume Writing & Critiquing (461), Job Search (222), and Internship Search (141).

### ***Class Presentations***

This year, Career Services facilitated 10 fewer classroom presentations than last and reached 8 less students than last year.

### ***Virtual Services***

Email continues to be one of the most successful ways to communicate with students. Career Services received and sent 4,126 emails from students, employers and alumni. That is 1081 more (36% increase) email communications from last year. Blackboard is another successful avenue used to reach students. This year they created resources for veterans and resources for students with disabilities on their Blackboard page. To date, the

‘students with disabilities’ section has been accessed 42 times and the ‘information for veterans’ three times. In total, they have received 2,980 hits on their blackboard page.

### ***Employment Services***

Employment Services include the on-campus employer recruitment program, the Green Terror Job Connection database, job fairs, graduate school fairs, and consortium events.

Career Services belongs to two Career Services related consortiums...The Cumberland Valley Consortium (CVC) and the Maryland Career Consortium (MCC). These consortiums offer several events during the year that McDaniel students can attend. This year, the number of McDaniel students who participated in the consortium events increased. At the CVC Teacher Fair, 18 McDaniel students and alumni attended and 8 students attended the CVC Job/Internship Fair and Graduate School Expo. 27 McDaniel students attended this year’s MCC Career Fair, and that’s also an increase from previous years. The office offered shuttle services to both events which resulted in the increase in student participation.

The number of Green Terror Job Connection database users has increased tremendously. Currently, there are 2,185 registered employers (a 31% increase), 810 job seeking alumni (an increase of 50%), 1,567 job seeking students (a 660% increase), 153 alumni mentors, and 558 active jobs (a 20% decrease).

The Companies on Campus program has also had great success this past year. This year, the number of employers facilitating interviews increased by 85%. Likewise, the number of students participating in these interviews increased by 700% from 15 students last year to 120 students this year.

In November, the office sent a mailing to 700+ Carroll County Chamber of Commerce members. The mailing introduced the office, explained the ways they could help employers recruit our students and alumni and provided instructions on how to register with Green Terror Job Connection (GTJC) to post jobs and internships. They have formed relationships with the MD Chamber of Commerce as well as the Carroll County Chamber of Commerce and Jim Mayola, their Office Manager/Recruitment Coordinator, has attended several Carroll County Chamber PM Connections events to introduce employers to McDaniel’s Career Services Office and explain how they can assist them with their recruitment needs.

### ***Challenges***

This year, Career Services facilitated 10 fewer classroom presentations than last and reached 8 less students than last year. The number of active jobs/internships in the GTJC database decreased by 20% this year, the number of students attending information sessions decreased by 48% from 63 last year to 36 this year and the hits on their blackboard page decreased by 401 hits from last year. Unfortunately, the Carroll County Chamber mailing only yielded 28 employers registering with GTJC.

Through their meetings with focus groups, they have gathered some very valuable information related to how they can improve their programming, services and communication with students. A summary of the findings and recommendations from these meetings can be found in Appendix E.

## **PARTNERING WITH STUDENT AFFAIRS**

### ***Successes***

They had another successful year of partnering with other Student Affairs departments to offer programming to students.

With the moving of Andrea Andrews, Area Coordinator for upper classmen, to Smith House, they have seen an increase in requests from RAs to facilitate workshops. They facilitated five workshops and reached a total of 57 students.

There were several Student Affairs events that April and Amanda participated in: the Exam Break; Parent Chats; Neighbors in Need; the Families Weekend Student Affairs lunch; the RA/Peer Mentor Resource Fair; the Quazy in the Quad cookout; the Student Affairs Student Worker Training; the Cyber Bully webinar; the Thanksgiving and Christmas dinners in GLAR, the Midnight Breakfast and the Senior Week Casino Night. They set up an information table at the Study Abroad Fair sponsored by the International Programs Office and they also facilitated two workshops for the Greeks which was sponsored by the Student Engagement Office where they reached 107 students. In addition, April chaired the Families Weekend event for the second year.

### ***Challenges***

The Workshop on Wheels program has not flourished the way they had hoped it would. Last year they facilitated 5 workshops and reached 46 students. This year, they facilitated 5 workshops and reached 63 students. While this is a small increase, they hope to receive more requests next year.

## **PARTNERING WITH OTHER OFFICES**

### ***Successes***

I think this year proved to be another successful year regarding their collaborations with other departments.

### ***Academic Affairs***

Each semester they are invited to participate in the transfer students and the commuter students' orientations. This year they spoke to 95 students via orientation. They hosted their second annual Internship and Community Services Fair with the Center for Outreach and Community Service in September. 27 agencies participated and 139 students attended. Amanda has met individually with all of the department chairs to discuss their expectations of Career Services; how Career Services can supplement their curriculum; and opportunities for partnerships. They also facilitated a brief introduction of the office to 27 academic department faculty and staff to discuss their services and distribute their brochures.

For the fourth year in a row, Amanda has helped Professor Milstein coordinate the Accounting Interview Day event, which is hosted by the Business/Economics Department. Amanda ordered the food, coordinated some of the logistics and facilitated a resume and interview prep workshop for attendees. 22 students attended the preparation workshop and 42 students participated in the actual event.

Amanda is a member of the Community Engagement Committee. In addition to representing the office, she learns about volunteer/internship opportunities available for students. She also collaborated with Karen Violanti, Christine Workman and Ashley McCartney to create a First Year Celebration Week, which was held in the spring semester.

Once again, Career Services teamed up with the Education Department to offer information sessions and interviews with public school systems throughout the state. This year 52 students participated in these events.

Margaret Trader, Reanna Ursin, Karen Violanti and Jessame Ferguson all attended their Faculty Open Houses. Amanda has instituted a new service that is offered to each academic department. When requested, Career Services now provides placement information to academic departments. This information includes a list of where their graduates are working or attending graduate school. These reports are a result of conversations Amanda had with faculty. Several faculties wanted to know what their graduates were doing, but had no way of

obtaining this information. Since Career Services has this information, they offered to create individualized reports and send them to the departments.

#### *Institutional Research*

April has worked with Stephanie Clark to provide information about career services and alumni job placement information for several national surveys.

#### *Office of Diversity and Multicultural Affairs*

They prepared 18 care bags for graduating students attending the Multicultural Leaders Banquet.

#### *Alumni & Development*

They collaborated with the Development Office for a second year to host Externship Days at Legg Mason and T. Rowe Price. Career Services facilitated Orientation sessions for the attendees.

#### ***Challenges***

Through their meetings with faculty, they have been informed those faculties miss the Career Dinners that Career Services used to co-sponsor with academic departments. Budget cuts forced them to stop this program since the academic departments did not contribute to the costs for this event. They will now figure a way to bring this program back. A summary of the findings and recommendations from these faculty meetings can be found in Appendix D. Some faculty/departments are more open to collaborating with them than others. It will take some time before they are able to establish relationships with some departments.

### **STAFF DEVELOPMENT & MEETINGS**

#### ***Successes***

April and Amanda both continue to be very active in the career consortiums. April serves as the Past-President and Treasurer of the Maryland Career Consortium and Amanda serves as the Treasurer of the Cumberland Valley Consortium.

Amanda served on the Student Affairs Professional Development Committee and is a member of the Carroll County chapter of the Society for Human Resources Management.

April chaired the search committee for the Director of Student Engagement and both of them participated in candidate interviews for the Residence Life Area Coordinator and SEO Assistant Director positions.

For the second year, April chaired the 2010 Families Weekend committee and organized the events for that weekend. A summary of this event can be found in Appendix F. She also served on the Middle States Steering Committee and the president's Strategic Thinking Group.

Regarding staff training and management, they continue to facilitate their annual mini retreat to discuss programs and services for the upcoming academic year. Amanda continues to work well supervising their Career Peer program and they both facilitated a series of training sessions for the student workers in their department.

As for professional development training, April and Danielle participated in the Maryland Career Consortium annual Professional Development Conference held at Loyola University, Maryland. Amanda and April participated in the Intern Bridge Career Services Online Interactive Conference.

### ***Challenges***

Budget cuts have reduced their opportunities for attending regional professional development conferences and staying connected with the field.

## **FACILITIES**

### ***Successes***

This fall 2010, Smith House got a new tenant. Andrea Andrews, Area Coordinator for PA Avenue and North Village houses moved her office from the Student Affairs Suite in Decker College Center to the second floor of Smith House. This move benefited Career Services tremendously. More students came through the building, which resulted in more students utilizing the services and more RAs requesting the office to facilitate programs.

The rooms in Smith House also saw an increase in usage. The conference room was utilized for interviews for the Assistant Director of Student Engagement search, the Student Affairs Professional Development Committee meetings and several Residence Life related meetings. Lastly, the Group Workshop room on the third floor was utilized by Andrea for her weekly RA meetings.

### ***Challenges***

Like in previous years, they are running several space heaters to combat the drafty windows and as a result, the power keeps going out because they are tripping the fuses. In addition, the computers in the Career Resource Library are running extremely slow, due to their old age. It's becoming difficult for them to meet with students and show them their online resources with these old computers.

## **ASSESSMENT**

### ***Successes***

They facilitated 6 focus groups and have distributed the Class of 2010 One-Year-Out Survey and the Class of 2011 Post Graduate Survey. Survey results will be tabulated over the summer and posted on their website.

### ***Challenges***

None

## **MARKETING**

### ***Successes***

Career Services received and sent 4,126 emails from students, employers and alumni. Their student blackboard pages received 2,980 hits. In addition to their monthly Career Corner newsletter that is sent to all undergraduate students, they created seven additional specialized newsletters, which were sent to freshmen, coaches, international students, faculty, the Alumni Outreach committee, and the Board of Trustees. Career Services also purchased an email marketing campaign software and in November, they launched their online version of the Career Corner newsletter via this software. They now send monthly e-newsletters to all undergraduate students as well as those faculty, staff and parents who signed up to receive this form of communication.

They are still utilizing Informer and the campus-wide email announcement system to distribute information about upcoming events, internship and job opportunities, and employers that are recruiting on campus. Emails via Blackboard continue to be successful. All blackboard pages were condensed this year to one page.

Personalized emails also seem to gain a better response from the students as opposed to the standard campus emails sent out every day at 3pm. Targeted emails were used this semester to advertise job postings as well as events.

Career Services information was placed in the Commuter Lounge and they are making progress with putting up a Career Services display in Gill gymnasium. In the spring, they met with Anita Thiernian in Instructional Technology to discuss the most effective social media methods for the office to use.

In July, they sent the parents of all freshmen and seniors a packet of information detailing how parents can help their students with career planning and the services their office offers. They also participated in several online chats with parents of McDaniel students and April facilitated a career planning session during Families Weekend, where 25 parents attended.

### ***Challenges***

Identifying the best way to communicate with students continues to remain a challenge. The daily campus email is now ignored by students and even some faculty. Students have informed the office that the best way to communicate with them would be through social networks, like Facebook. As a response, they have started to create a Facebook page, but it hasn't yielded many friends and likes.

## **STUDENT ISSUES / TRENDS WITHIN CAREER SERVICES**

### **Higher Education Opportunity Act (HEOA)**

In October 2009, the U.S. Department of Education issued final regulations for the implementation of the HEOA, and these regulations became effective July 2, 2010. Most relevant to career services professionals are the regulations requiring educational institutions to make certain information available to current and prospective students. This information includes:

- ▶ The financial assistance available to students enrolled in the institution;
- ▶ The institution's retention rate;
- ▶ The institution's completion graduation and transfer rate;
- ▶ The placement and types of employment obtained by graduates of the institution; and
- ▶ The types of graduate and professional education in which graduates of the institution enroll.

Regarding the types of employment, an institution can use state data systems, alumni or other student satisfaction surveys; however institutions are required to identify the source of the information and any time frames and methodology associated with the collection of such data.

For many career centers, this information is already being captured, but for some, this means that they will have to begin to gather this data. A majority of career center directors have stated that they work in collaboration with their Institutional Research departments to facilitate these surveys and gather this data.

### **The Importance of Internships**

On a recent National Association of Colleges and Employers (NACE) list serve, the question was asked, "As more college grads flood the job market, do you think internships carry more weight on a resume than simply earning a degree? Are internships at a Tipping Point of necessity for entry-level talent?" Many career center professionals and HR recruiters responded with a resounding, "YES!" Here are a few of their comments:

- ▶ An internship in the field a college grad is seeking to enter can be very useful in answering that age-old question "how do I get experience without experience?" Whether paid or unpaid, an internship is experience. It

might not be necessary for a job...but it can be helpful in giving one a leg-up on the competition that does not have any actual work experience in the area involved.

▶ An internship suggests work experience, and "Work Experience" is golden to most any employer because it suggests that the college student/graduate in question is bringing both education (hopefully a good education) and work experience (hopefully relevant and good work experience) to the job. Work experience means a lot of things to an employer, e.g., relevant skills, maturity, capability, responsibility, ownership, learning curve advantage, work team/customer interplay exposure, etc.

▶ We almost never hire a college grad without at least one "decent" (i.e. related to the field, professional office environment) internship experience. It does not have to be with our company.

▶ In my experience, the most competitive students (the ones who get the jobs they want) have related work experience - either through internships or volunteer opportunities. For students pursuing certain industries, accounting as one example, lack of an internship can be a huge competitive disadvantage.

▶ Yes, I think the schools that are requiring internships as a graduation requirement are right on track. The candidates that have internships or practical work experience in their field are going to have a tremendous advantage.

▶ I believe it has become a "must have" on resumes. We do not hire anyone that does not have at least one professional internship. The other recruiters I talk to seem to be in the same mindset. I also know some employers that are moving towards a "hire interns only" model where they hire full time out of their intern pool almost exclusively.

### **International Students and Unpaid Internships**

Recently, the U.S. Department of Labor (DOL) announced that it will more rigorously investigate "unpaid internship" programs to determine if the work performed is legally "volunteer" work, or whether the work should be compensated. Over the years, many employers and many students (U.S. citizens and international) have engaged in unpaid internship programs that are in flat violation of DOL rules and the requirements of the Fair Labor Standards Act (FLSA). For students who are U.S. citizens or permanent residents, there is no risk or penalty to the student if they engage in an improper unpaid internship. However, foreign students risk violating their visa status and risk deportation if they engage in an improper unpaid internship. As a result, foreign students, employers and career services professionals need to know the rules about unpaid internships.

The DOL Wage and Hour Division has established six factor test for determining whether work is volunteer training (for which no pay or work authorization is required) or whether it is employment (for which pay and work authorization is required). If all six criteria apply, the trainees are not employees within the meaning of the FLSA, and are properly classified as unpaid volunteers:

▶ The training, even though it includes actual operation of the employer's facilities, is similar to that which would be given in a vocational school;

▶ The training is for the benefit of the trainees;

▶ The trainees do not displace regular employees, but work under close supervision;

▶ The employer that provides the training derives no immediate advantage from the activities of the trainees and on occasion, the employer's operations may actually be impeded;

- ▶ The trainees are not necessarily entitled to a job at the completion of the training period; and
- ▶ The employer and the trainees understand that the trainees are not entitled to wages for the time spent in training.

The DOL Wage and Hour Division issues opinion letters to employers that request guidance regarding internship programs. However, the safe rule is: If the international student trainee is providing a beneficial service to an employer, whether paid or unpaid, then proper work authorization should be obtained.

# APPENDIXES

## Appendix A

### Don't Cancel That Class & Workshop on Wheels Presentations

<b>Topic</b>	<b>Professor</b>	<b>Department</b>	<b># of Students</b>
Choosing a Major	Jennifer McKenzie	FYS – EPE	14
Working for the Federal Government	Julia Jasken	English	64
Resume Writing	Linda Van Hart	Art	16
What Can I do with My Major?	RA- Qwei Maduot	Residence Life	7
Resume Writing	RA- Eric Liggins	Residence Life	17
Resume Writing	RA- Katherine Frechette	Residence Life	2
Resume Writing	AC- Jana Frieman	Residence Life	24
Budgeting	RA-	Residence Life	7
Career Services 101	RA-	Residence Life	7
Career Services 101	Karen Violanti	Academic Affairs	59
Career Services 101	Paul Mazeroff	Psychology	14
Resume Writing	Paul Mazeroff	Psychology	27
Resume Writing	Cathy Orzolek-Kronner	Social Work	10
Resume Writing	Lauren Dundes	Sociology	28
Job / Internship Search	Mike Webster	Sociology	25
Resume Writing		Phi Sigma Sorority	32

## Appendix B

### Companies on Campus – On-Campus Recruitment Program

Company Name	Info Sessions	Info Table	Interviews	Graduate School/ Internship/Job Fairs	Jobs	Internships
Arc of Carroll County				X		X
Bear Branch Nature Center				X		X
Boys n Girls Club of Westminster				X		X
Caring Carroll				X		X
Community Media Center				X		X
Carroll County Youth Services Bureau				X		X
Celebree Learning Centers				X	X	
CHANGE, Inc				X		X
Community Mediation Center				X		X
EMA Senior Care				X		X
Enterprise Holdings			X	X	X	X
Fun Events				X		x
Goodwill Industries of Monocacy Valley				X		X
Marriage Resource Center				X		X
Mosaic Community Services				X		X
Rape Crisis Intervention Services				X		X
The Shepherd's Staff				X		X
T. Rowe Price			X	X		X
US Dept. of State				X		X
The Washington Center		X		X		X
The Washington Internship Institute		X		X		X
WBAL-TV 11				X		X
Westminster City Recreation				X		X
WTTR-Sajak Broadcasting Corp				X		X
Y of Central MD				X		X
Higher Learning, Inc				X		X
Villa Maria				X		X
The Philadelphia Center	X	X				X
Carroll County Public Schools	X				X	
Howard County Public Schools	X		X		X	
Baltimore County Public Schools			X		X	
Montgomery County Public Schools	X		X		X	
JHU Center for Talented Youth		X			X	
Aerotek			X			
Arthur Bell, CPAs			X			

<b>Company Name</b>	<b>Info Sessions</b>	<b>Info Table</b>	<b>Interviews</b>	<b>Graduate School/ Internship/Job Fairs</b>	<b>Jobs</b>	<b>Internships</b>
Constellation Energy/ BGE			X			
Bond Bebe, CPAs			X			
Carrollton Bank			X			
Corporate Brokers, LLC			X			
Erickson Retirement Communities			X			
Gross Mendelsohn, CPAs			X			
Novak / Francella, CPAs			X			
Salter \$ Co. LLC, CPAs			X			
Stone Ridge Construction Services			X			
The Mergis Group			X			
The Motley Fool			X			
WABC, CPAs			X			
William Jones			X			
Zimmerman & Associates			X			
Howard County Public Schools			X		X	
Anne Arundel County Schools			X		X	
Frederick County Schools			X		X	
Target Store of Westminster			X		X	

## Appendix C

### Collaborations with Campus Departments

<b>Program</b>	<b>Campus Department</b>	<b>Participants</b>
Accounting Interview Day	Business & Economics Department	56
Accounting Interview Day Prep Workshop	Business & Economics Department	3
Careers in Aging	Gerontology	10
Transfer Student Orientation	Academic Affairs	65
Peer Mentor Training	Academic Affairs	50
Multicultural Student Weekend	ODaMA	40
T. Rowe Price Extern Day	Alumni & Development	14
T. Rowe Price Extern Day Debriefing	Alumni & Development	4
High School Visit	Admissions	12
No Spare Marylander	SASS	4
Math Career Dinner	Mathematics Department	20
Teacher Information Sessions and School System Interviews	Education Department	24
Graduate School Fair	Graduate & Professional School	61
Families Weekend	Student Affairs	25
Study Abroad Fair	International Programs Office	N/A
New Student Orientation	Student Affairs / Academic Affairs	N/A
RA Training	Residence Life	35
Colors	Student Affairs	17
Aerotek Extern Day Meeting	Alumni & Development	4
Senior Series	Student Affairs & Alumni & Development	56
Chat Rooms	Student Affairs & Admissions	N/A

## Appendix D

### Faculty Meetings Summary

#### *Findings & Recommendations*

Students and faculty are not actively reading any information (particularly hard copies) sent out by the office.

Everyone is too busy and they are competing against one another for student attention/participation.

Moving forward, the best way to be successful is to collaborate with faculty and student groups for programming and use faculty to publicize events (employer postings, fairs, etc.) to students. They will offer to assist faculty with various projects in order to continue to build relationships and trust with them. Faculty has asked that they research employers that have internship/job opportunities for their majors and to share that information with them. It was also suggested that the office should create a Facebook page.

## Appendix E

### Focus Group Meetings Summary

Career Services facilitated seven focus groups this past academic year. Attendees included graduate students, commuter students, Phi Sigma Sigma sorority members, juniors, seniors, freshmen, sophomores, and Black Student Union members.

They asked each group the same questions. A summary of the responses are below along with a list of reflections and recommendations that the office will consider and implement.

#### **Question: What do you know about my department?**

**Responses:** Most of the students knew at least a little about the services they offered and the programs they sponsored. A few students indicated that they heard some good stuff about the office and had been to the office a couple of times. Many students knew they were located in Smith House and that they have a bulletin board near the Post Office and have looked up the internships posted there. Students knew that they offered walk-ins, appointments, helped alumni look for jobs, were really good for writing resumes, sponsored job fairs, and shuttles to the fairs. One student indicated that she appreciated the GRE and LSAT practice tests, and she takes them every year. Another student commented that when she redid her resume with the office and posted it on job sites, employers really called her back and before they didn't. Students also liked that the office reaches out to them...they don't have to go to the office all the time.

#### **Question: Have you used us? If so, how would you describe your experience with us?**

**Responses:** Those who visited the office found the experience to be helpful and productive. Some indicated that the staff was very friendly, efficient and timely w/ turnaround. They also added that the office was easily accessible and they found the "What Can I Do with a Major in X" helpful. One student commented that he came to the office in his freshman year to look for summer employment and was surprised at all of the resources they had to help him. On the other hand, some felt that looking for internships online was not helpful and they did not find the online assessments to be helpful either.

#### **Question: Have you used us? If not, why not?**

Some students indicated that they did not use the office because they don't know what to use it for or they don't know where the office is located and others stated that they just figured they would use the office later, like more towards their senior year. Many students stated that they want to use the office but just haven't. Others said they were not interested because they are going to graduate school. One student who is a former undergrad and now a graduate student said she did not use Career Services because she did not want to go alone.

#### **Question: What are students saying about us?**

**Responses:** Most students indicated that they hadn't heard anything really negative...matter of fact they don't hear much. Some admitted that their friends were saying that they don't use the office, they don't know what the office offers and they don't know where the office is. On the other hand just as many students said that a lot of people talked about the grad fair and enjoyed that and knew that the office gives out chap-stick and free clothes. One student said that her roommate was a big fan because she got names of contacts from the office. Students noted that more people (Dean Beth and Dean Karen) were referring students to the office and that more people know about the office than did in her freshman year. They said that the word on the campus is that if you don't know what you want to do Career Services is very helpful with showing you options.

**Question: If someone asked you about us, what would you tell them?**

**Responses:** Go see them and talk to them especially if you are very confused because they have lots of good resources to use. They help with resumes, interviews, and opportunities for internships and jobs. They offer a test to see what you're interested in and they help alumni look for jobs. They are really nice and they don't make me feel dumb.

**Question: Do you know where to find us on the web?**

**Responses:** Some students answered yes, but the majority said no. One student pulled up the web page while they were there but she felt it wasn't flashy enough and she also mentioned that with most of the information they (the students) could go online and look it up themselves without having to come to the office. Another student chimed in and echoed similar comments. Most students agreed that McDaniel's website sucks and that they can't find anything on it.

**Question: What's the best way my office can communicate to you?**

**Responses:** An overwhelmingly number of students indicated that the 3pm email has too much stuff so they don't read it unless it says "FREE" then they will scroll down to that message. They also said that stuffing papers in mailboxes is also not a good way to communicate because there is so much in there that a lot of students just throw papers away. They said that most students only go to their mailbox to look for their paychecks or packages from home. Many agreed that the office should get faculty to pass along information because in-class announcements have more weight. They also agreed that the use of texting and Facebook was another great way to communicate with them because people will delete campus emails, but not Facebook emails. And the last suggestion was to use target emails by year, major, etc., Blackboard, GTJC emails and posters and flyers on doors—they are going to read them more than emails.

**How can my office refine the way we use technology to communicate with you and/or offer services?**

**Responses:** Didn't get much response to this question. We asked about a Facebook page and another person chimed in that it wouldn't hurt to get one since they are free. A number of the students indicated that not everyone wants to use all the technology that is out there and that there are a lot of students that want more personal.

**Do you have any career needs that you see we are not meeting via our services, programs and events?**

**Responses:** They asked if we assist w/ grad/professional school stuff.

**Do you have any suggestions for us?**

**Responses:**

- ▶ Go visit SR capstone courses. (There were some mixed emotions regarding this comment as some students don't want to wait until their SR year for help).
- ▶ Offer more walk-in days other than Wednesday.
- ▶ Offer information about scholarships for minorities.
- ▶ Add Career Services as part of the campus tour.
- ▶ There should be some sort of orientation offered to the graduate students.
- ▶ Bring in a couple of employers every month instead of holding a fair. This way it wouldn't seem as intimidating.

**Other Comments:**

- ▶ “I feel like a lot of people don’t see how important it is to start early.”
- ▶ Offer a career services elective course. Someone even suggested having it worked into the McDaniel plan.
- ▶ Create a newsletter geared towards commuter students or create a separate section on the web page committed to commuter students.
- ▶ Use alumni in classes and as speakers

**Reflections and Recommendations:**

Students are still not aware of their services, programs and even where they are located. The suggestions that they made in these focus groups were all things that the department is already doing, but these students just didn’t know about it. It was obvious that students thought the department’s focus was solely for getting jobs. As a result, those students who aren’t going to work after graduation think it’s no need to use the services. On the other hand, students who are seeking employment after graduation seem to be overconfident about their skills and think they can do it themselves. Often times they wait until the last minute (2 weeks prior to graduation) to seek the department’s help...not realizing the need to start early and visit often.

Here are some of the changes that the office will implement:

There is a critical need to reach out to graduate students and commuter students. The office will work closely with the Graduate and Professional School to implement some sort of orientation to Career Services, as well as, sending an introductory email to graduate students inviting them to come to Career Services. The office will also host targeted workshops for graduate students introducing them to their webpage and resources. Likewise, an introductory email will also go out to commuter students and targeted workshops / sessions will be held in the Commuter Lounge.

With the additions of an Office Manager / Recruitment Coordinator, the office has plans to host Career / Job Fairs for different majors and target employers outside of Westminster. The office will also increase the number of employers coming to campus for interviews and information sessions.

With the increase in students making plans to attend graduate school after McDaniel, the office will step-up its marketing and advertising of their Graduate / Professional School services and increase programming.

The office will collaborate with the Women’s Leadership Network, the Alumni Office and the Alumni Outreach Committee to utilize McDaniel alums in Career Services related programming and events.

## Appendix F

### Families Weekend 2010 Summary

The Families Weekend Committee was charged with planning and facilitating events and programs for current McDaniel students and their families to attend and participate in over a two day period.

The 2010 Committee Members included April Johnson, Debbie Leazer, Sarah Shank, Kristin Lister, Cathy Gunther, Jana Frieman, and Ann Campbell

#### *Successes*

Families Weekend was held Friday, September 24<sup>th</sup> through Saturday September 25<sup>th</sup>. This year, the event was held in conjunction with Founder's Weekend which resulted in a host of events and activities that alumni, parents, students, staff, and friends of the college could participate in.

Friday kicked off with a Rice Gallery Exhibit and Classroom Experience for Parents. Later in the day, the Alumni Office hosted a Parent Cocktail Reception, an event for the McDaniel Women's Leadership Network, and a CCSGP Reception. The night wrapped-up with a Green and Gold Celebration - hosted by the Student Alumni Council, and a movie: Iron Man 2.

Saturday started with a Founder's Society Brunch, a First Year Program Meet and Greet for Families, Faculty, Staff and Students reception, and Hoover Library showcased their Creative Learning Spaces and held a Library Book Sale. Like in past years, we also facilitated several Special Interest Sessions. This year's topics included Study Abroad and a Parent's Guide to Career Services. The morning ended with a campus tour facilitated by the Admissions Office. The afternoon kicked off with a Smart Talk featuring McDaniel Alumna Class of 1991 and 2010 Pulitzer Prize Winner Wendy Ruderman. The Student Affairs Division sponsored by a Picnic Lunch & Tailgate Party and a Fun Room 4 Kids. The football team played Dickinson, the Men's Soccer team played Ursinus, and the Field Hockey team played Eastern Mennonite. The pool held open swim hours and Alpha Lambda Delta held its Induction Ceremony. The weekend ended with the McDaniel's Got Talent event that had Alumni Hall packed with parents, students, faculty and staff.

During the course of the weekend, parents and students received several McDaniel souvenirs like bags, *I am McDaniel* buttons, pom-poms, Green Terror Foam Claws, McDaniel themed Silly Bands, Green and Yellow Beach balls, and t-shirts. The Fun Room for Kids supplied children with charm bracelets, face painting, lollipops, coloring books, puzzles, and jump ropes. Picnic goers enjoyed pork bar-b-que, veggie burgers, baked beans, cole-slaw, fried chicken, lemonade, and green and gold cupcakes.

Participation in this year's weekend was phenomenal. The collaboration with the Alumni and Development Office and the marketing that was done by Edie Buchanan of the Marketing and Communications office, helped to make this event a huge success.

#### *Challenges*

There were no challenges for this event this year.