



MCDANIEL
COLLEGE

Career Services

2009-2010 Annual Report

June 2010

Prepared by April Johnson, Ed.S, NCC, DCC

DISCOVER YOUR PURPOSE | CREATE YOUR DESTINY

CAREERSERVICES

PROGRAMMING:

Workshops, Events, Programs & Outreach Activities

Successes

This year, Career Services offered slightly less programs than last year and we saw a slight increase in the number of students who participated or attended. This year, we offered 55 workshops and special events which reached a total of 448 students

This was the third year that we facilitated a Graduate School Month. During the month of September, multiple events were offered as well as a graduate school fair. These events included information tables displaying testing information and school catalogs, practice entrance exams and in-house workshops. A total of 99 students attended and participated in these events. This year's graduate school fair changed format. Instead of inviting schools to participate; the focus was on McDaniel's sixteen graduate programs. Sixty-one students were in attendance.

February was dedicated as Federal Service Month, which improves with each passing year. Multiple programs were planned this year including five new ones. We offered 4 information tables, 4 webinars, 1 Annenberg Speaker, and 3 employer information sessions. In total, 87 students participated in the events during this month.

In November we facilitated a program called Cupcakes for Interns. The purpose was to get students to tell our office where they had done their internships. While we may not have reached as many students as we wanted (24 students participated), we were active on campus and it allowed students to stop by, talk to us and put names with faces.

A huge success this past year was the Project Runway: Dress for Success Clothes Closet. In April, we placed three clothes racks on the porch of Smith House and posted "Free Clothes" signs around campus. 37 students came by and got professional suits and shirts. Several students indicated that they had summer internships and upcoming job interviews and did not have clothes to wear. Perfect timing for this program!

One of our student workers was President of a student organization, which was selling congratulatory notes that could be sent to members of the McDaniel community. Career Services bought enough notes to send 'Congratulations' cards to all seniors who visited the office during their senior year.

Our campus outreach has remained steady. We facilitated 28 class visits / student club presentations which reached a total of 354 students. We set up information tables at two department events; facilitated three staff trainings; facilitated one workshop during Families Weekend; and participated in three orientation programs.

SERVICES TO STUDENTS, FACULTY, STAFF & EMPLOYERS

Successes

Career Services served 1,094 students in individualized appointments, walk-ins, job/graduate school fairs, class visits, group presentations, employer information sessions and campus interviews this past year.

Advising / Career Counseling

In total, 345 students were served through one-on-one contact via appointments (244) and walk-ins (101). This past year, Career Services began tracking the academic status of students who were served via appointments, walk-ins and email. Although there was a decrease in the number of graduate students (27 in 2008-2009 versus 15 in 2009-2010) using their services, the number of alumni increased from 23 last year to 26 this year. With regards to class demographics, we saw 40 freshman, 37 sophomores, 60 juniors, and 132 seniors. Topics covered in the career counseling sessions are as follows:



Class Presentations

This year, Career Services facilitated 3 fewer classroom presentations than last. Some of these presentations were for First Year Experience courses, which is great because the students are able to identify faces associated with Career Services. Additionally, Career Services is building good relationships with a handful of professors who routinely invite us back to their classes.

Virtual Services

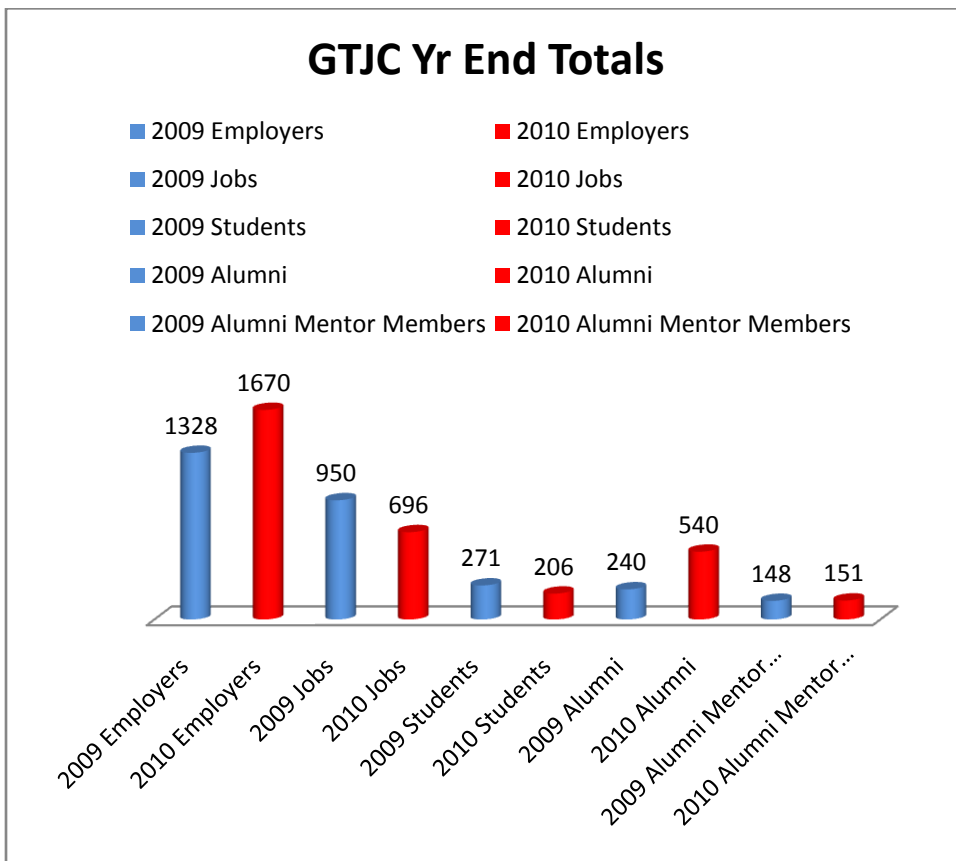
Email continues to be one of the most successful ways to communicate with students. Career Services received and sent 3,045 emails from students, employers and alumni. That’s a 67% increase in email communications from last year. Blackboard is another successful avenue used to reach students. In addition to sending out emails, we are also able to post announcements. This year we received 3,282 hits. That’s 403 more hits than last year and 1,148 more hits than in 2008.

Employment Services

Employment Services includes 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. 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 Job/Internship Fair and Graduate School Expo, student attendance more than doubled from the previous fair and has increased for the third year in a row.

The number of Green Terror Job Connection database users has remained steady. Currently, there are 1,670 registered employers (a 25% increase), 540 job seeking alumni (an increase of 52%), 206 job seeking students (a 23% decrease), 151 alumni mentors, and 696 active jobs (a 24% decrease).



Our Companies on Campus program has seen a lot of increase this past year. The number of employers and graduate schools that set up information tables both increased as did the number of graduate schools that facilitated an information session. We also saw an increase in the number of employers recruiting for internships. Thanks to our involvement with the consortiums, the number of students and alumni attending job fairs increased by 106%.

PARTNERING WITH STUDENT AFFAIRS

We had another successful year of partnering with other Student Affairs departments to offer programming to students. Amanda participated in the Late Night Breakfast event. April set up a table at the Study Abroad Fair sponsored by the International Programs Office. April also facilitated a session during Resident Assistant training that introduced the services offered via our office and participated as a judge for the RA Lip Sync contest.

For the second year, Amanda chaired the Senior Series Committee. Keeping with the original goals, this committee offered programs to help seniors become educated community members who are knowledgeable about life skills. As a result of being the chair, Amanda coordinated meeting times for the committee, oversaw publicity efforts and managed the budget. She also created a web page and attended all programs. A total of 56 students attended the workshops.

PARTNERING WITH OTHER OFFICES

Successes

We think this year proved to be another successful year regarding our collaborations with other departments.

Academic Affairs

April met with Tom Falkner to discuss ways to implement the Internship Centralization process, as indicated in the Strategic Plan. After a lengthy discussion, it was agreed that April would make contact with department chairs and those faculty who coordinate internships to discuss (1) their process of facilitating internships, (2) the best ways for them to share information about internships, and (3) if there's any way career services can assist them.

Each semester we are invited to participate in transfer orientation and to introduce Peer Mentors to Career Services during their August training. This is helpful as Peer Mentors are encouraged to refer their students to Career Services. This year we spoke to 50 Peer Mentors and 65 Transfer students.

We hosted our first Internship and Community Services Fair with the Center for Outreach and Community Service in September 2009. 24 agencies participated and 214 students attended.

April and Amanda also held several meetings with Siri and Karen of the Center for Outreach and Community Service to discuss ways to partner and refer students between the offices.

Once again, Career Services teamed up with the Education Department to offer information sessions and interviews with public school systems throughout the state. Student participation at these events is always good. Amanda coordinated with county school system representatives and identified dates for them to visit campus. She also worked with Sue Travetto in the Education Dept. to publicize the events and was able to connect a county HR representative with Sue Travetto. The representative came to campus to present on interviewing and professional behavior. He enjoyed his visit and offered to come again. While it was more challenging this year due to the economic crises, the recruiters are always impressed with McDaniel College education majors.

For the fourth year in a row, Amanda has helped Professor Milstein coordinate Interview Day, which is hosted by the Business/Economics Department. Each year additional tasks are delegated to her, which she enjoys. In addition to creating publicity and presenting a workshop on interviewing, this year she took care of reserving the Forum and coordinating the menu. This year 56 students and 18 employers participated in the program.

Institutional Research

April requested from Stephanie Clark the Internship Report that indicates the number of students registered for internship classes, the number of credits they received, the work site, and the focus of the internship (tasks they were responsible for). She now receives these reports every semester.

Student Academic Support Services

We met with SASS staff and Brittany of the MD Department of Disabilities Office to discuss events and resources that they can offer our students with disabilities. We participated in a 4 series workshop offered to SASS students.

Graduate & Professional School

Larry Hoffman facilitated a Graduate School Strategies session for us in Smith House, 8 students attended. We also sponsored a McDaniel College Graduate School Fair with the Graduate and Professional School. 18 departments participated and 61 potential graduate students passed through.

Office of Diversity and Multicultural Affairs

We prepared 40 care bags for students which contained career related information and a chip-clip.

Alumni & Development

This year Career Services established a new, collaborative effort with the Alumni and Development offices as they networked with potential donors. As a result of this relationship, the office was able to attend meetings with T. Rowe Price and Aerotek. Amanda gave a presentation to help prepare students for their extern visit to T. Rowe Price and the office hosted a debriefing event with participating students in conjunction with the Development Office. A total of 14 students participated in this event. Plans are under way for hosting extern days at other companies.

We met with Pat O*Toole and Cathy Nosel to discuss how we could partner to meet the needs of alumni who want to recruit McDaniel students and alumni for their job and internship opportunities. We created a system for

both offices to follow in an effort to announce employment opportunities offered by alumni to students and to get faculty to refer students to these opportunities.

We met with Joyce Muller and Cathy Nosel to discuss the possibilities of us using the Women's Leadership Network for Career Services related programming.

MARKETING

The use of Informer has proven to be successful when targeting specific students (i.e. class standing, major). This resource allows Career Services to target specific students when advertising jobs, workshops and events. Once again, the Blackboard pages continued to be well received. The addition of the federal section received a lot of student traffic.

Hiring Mary, a student intern, to help us with advertising/marketing efforts was one of the best decisions we have made. She has created beautiful marketing pieces that are extremely professional looking and eye catching to students. We will present our new marketing materials to the campus this fall.

A colleague taught Amanda how to send flyers in emails using Publisher. It is more exciting to receive a colorful email than solely text. This new marketing effort was used to advertise CVC's February Fair. We are hoping to use this method for future email communications.

STAFF DEVELOPMENT & MEETINGS

We attended several employer site visits over the summer. We visited McCormick and Company, Social Security Administration, Verizon, CareFirst BlueCross BlueShield and the Baltimore Paper Data Capture Center. These visits gave us an opportunity to network with employers and other career services professionals; promote McDaniel to employers; and gain a better understanding of different organizations and their recruiting processes. As a result of our partnership with the Baltimore Data Capture Center, McDaniel College's name was released to Senator Barbara Mikulski's office as one of the Community Based Organizations (CBOs) that partnered with BDCC and our commitment to serving the greater Baltimore area.

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

Both of us participated in several campus search committees, candidate presentations and committees, including the Director of Diversity and Multicultural Affairs, the Director of Student Academic Support & Services, Area Coordinator, and the Presidential Search. April chaired the 2009 Families Weekend committee and organized the events for that weekend and participated as a judge for the Homecoming Parade.

Amanda served on the Student Affairs Professional Development Committee and chaired the Senior Series committee. She also presented a True COLORS workshop to the Student Affairs division and is a member of the Carroll County chapter of the Society for Human Resources Management.

April attended the Carroll County Economic Development Business and Education Get Together to share recruiting services with employers in the Carroll County area. The event was held at the BEREC. Both of us participated in the Maryland Career Consortium annual Professional Development Conference at Loyola University, Maryland.

Regarding staff training and management, we continue to facilitate our annual mini retreat to discuss programs and services for the upcoming academic year. Amanda continues to work well supervising the Career Peer program and both of us facilitated a series of training sessions for the student workers in our department. We were very fortunate that Danielle, a graduate student in the counseling program wanted to volunteer in the office. Her assistance has been wonderful.

As for professional development training, Amanda attended a Word Press training and successfully completed the O*NET training offered by the Maryland Career Development Association. The training introduced her to the numerous ways one can research careers/occupations using skills, values and interests as well as key words. She also learned how to transfer the information contained in this free resource into job search documents. She is currently in the process of completing Hidden Gems, another professional development training course offered by MCDA. This training reviews numerous, free online resources used by career services professionals when working with their clients. She hopes to finish this training no later than mid-June. Both of us attended sessions offered during McDaniel's Professional Development Day held in January.

APPENDIXES

Don't Cancel That Class & Workshop On Wheels Presentations

Topic	Professor	Department	# of Students
Interviewing	Van Hart	Art	18
CS 101	Morris	Psychology	18
CS 101	McDevitt	Psychology	16
CS 101	McMillian	Biology	14
CS 101	Hardy	Environmental Policy & Science	15
Informational Interviewing	Simso	English	22
CS 101	Seibert	Exercise Science	15
Interviewing	Van Hart	Art	8
Resume Writing	Van Hart	Art	9
Resume Writing	Armstrong	Music	3
Careers in Gerontology	Martin	Psychology	16
GTJC	Jasken	English	18
GTJC	Jasken	English	17
Careers in Philanthropy	Jasken	English	17
Job Search Strategies	Morris	Psychology	16
Choosing a Major	Parrish	Biology	15
Choosing a Major	Feeley	History	15
CS 101	Medina	Education	12
What Can I do with My Major?	Kewi Maduot-Parek	Residence Life	8
CS 101	Craig	Chemistry	14
CS 101	Morris	Psychology	15
Career Planning Process	Craig	Chemistry	13
Choosing a Major	Jessica Oros	Residence Life	12

Companies on Campus – On-Campus Recruitment Program

Company Name	Info Sessions	Info Table	Interviews	Graduate School/ Internship/Job Fairs	Jobs	Internships
US Army Reserves		X			X	
Timber Ridge Camps		X			X	
Volunteer MD		X			X	
The Washington Center	X	X				X
Peace Corps	X	X			X	
Carroll County Public Schools	X				X	
FBI	X				X	X
US Dept. of State	X				X	X
Howard County Public Schools	X				X	
Baltimore County Public Schools			X		X	
Frederick County Public Schools			X		X	
Enterprise Holdings			X		X	
Anne Arundel County Public Schools			X		X	
UAG School of Medicine	X	X				
College of Notre Dame Pharmacy	X					
Morgan State		X				
Neuman University		X				
Higher Learning Inc				X		X
Flying Colors of Success				X		X
Carroll County DSS, Bureau of Support Enforcement				X		X
Rape Crisis Intervention Svc. Of Carroll County				X		X
US Dept. of State				X		X
Washington Internship Institute				X		X
Service Coordination Inc.				X		X
Carroll County Food Sunday				X		X
Joanna M. Nicolay Melanoma Foundation				X		X
Mosaic Community Svcs				X		X
Carroll Technology Council				X		X
The Shepherd's Staff				X		X
Westminster Boys & Girls Club				X		X
Carroll County Chamber of Commerce				X		X
Senior Inclusion Program				X		X
Carroll County Bureau of Aging				X		X
Mission of Mercy				X		X
Goodwill Industries of Monocacy Valley				X		X

Human Services Programs of Carroll County				X		X
Marriage Resource Center of Carroll County				X		X
Caring Carroll				X		X
Adams Hanover				X		X

Collaborations with Campus Departments

Program	Campus Department	Participants
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 Room	Student Affairs & Admissions	N/A