

UNCW Career Center Annual Report, 2007-2008

A. Executive Summary

1. Career Events: Major career events coordinated this year were very successful.

Part-Time Job Fairs: 527 students attended the Fall event, interacting with 56 on and off-campus employers, a record number for this event. Employers rated this job fair overall 3.64 (4=excellent). 359 students attend the Spring event to talk with 27 employers.

Education Job Fairs: Over 390 student candidates participated in the fall and spring Education Job Fairs, and talked to representatives from 108 school districts. With more Education graduates than in the past, student attendance was up at both fairs. Both events were rated very highly by the school districts.

Graduate & Professional School Day: The 29 graduate program representatives overall rated the event Superior. Student attendance was lower than previous years, perhaps related to a Law School event sponsored by students and scheduled within a few days of our event.

Academic Majors Fair: All UNCW professional schools, two interdisciplinary minors, and 24 of 25 Arts & Sciences departments were represented. Co-sponsored by University College, this event attracted approximately 430 students- a record attendance for the third year of this event.

Nursing Fair: A record 42 employers attended this event, with an also record student attendance of 139 nursing students. Extensive pre-event work was done with nursing students to help them prepare for this event, plus development work with employers to sponsor canvas bags for all students who attended.

Internship & Job Fairs: This fall's comprehensive job fair boasted a 10% increase in employer participation from last fall (up to 63), and a record student attendance of over 800. Extensive employer development was conducted to enhance this job fair, as well as new and unique marketing strategies to encourage student participation. Employers rated this event overall a 3.62 (4=Excellent). The spring job fair hosted an impressive 82 employers, but yielded a dramatic drop in student attendance. Despite this lower student attendance, employers rated the event very highly.

2. Student Services

Individual Student Contacts: Counselors worked individually with over 4,450 this year, and made group presentations in over 340 classes, student organization meetings, and other events. These group presentations and special events resulted in over 10,700 student contacts for the year.

Minority Mentor Program: Recruited student mentees and employer mentors for this new program. 14 students were paired with mentors in professional career fields, and interacted throughout the spring 2008 semester. A kick-off reception was held in January, and a report panel held in April. Feedback from participants and other employers will be used to refine the program for next year.

Self-Managed Credential Files: This year we moved our traditional paper credential files to electronic files that students manage for themselves. This process replaces a decades old procedure of gathering recommendation letters, Praxis scores, transcripts, resumes and completion letters and holding them in physical files for five years. Students' files are now housed in their individual SeaWork accounts.

Expanded Counseling Staff: This fall we were successful in hiring an additional full-time counselor to work with Deciding students, and students in the Arts & Humanities. Also we were able to secure funding for an additional half-time counselor for Spring 08 to work with our minority mentor program, job search preparation services and vodcasts. Approximately 52% of this counselors individual appointments were developed while working approximately half of their time in University College.

Student Employment: Career Center staff continues the responsibility for approving approximately 1,000 student employees into the campus payroll system each year, approving

all hourly wage rates, securing the newly required EEV, plus the I-9 and W-4 for all student employees.

Residency Appeals for Tuition Purposes: Career Center staff continues the responsibility of coordinating the campus Residency Appeals Committee, including individual student hearings, educating students and parents about the state laws, processing state appeals, etc. A record number of appeal cases- 124- were heard this year.

UNCW SeaWork: Transitioned to new online career management system, including all job and internship listings, employer database, student resumes, on-campus recruiting, etc. Spring 2008, MonsterTrak jobs were added to the features available to UNCW students. We also initiated a consortium of seven area campuses to solicit employment opportunities for students as a group which will go live fall 2008.

B. Program Highlights Addressing the Strategic Plan

B1. Employer Development (Strategic Goals 1, 3, 4)

Outreach to the region consisted of specific invitations and visits to employers for participation in the variety of Career Fairs that were conducted throughout the academic year. Additional employer development was implemented to attract employers to recruit and hire student interns and full time career positions. Among a few of the employers where recruitment efforts took place include:

Image Products	Kelly Scientific	Metrics Incorporated
NC Justice Academy	US Army Corps of Engineers	NC Coastal federation
Duplin Count Events Center	NC Dept. of Env. And Nat. Resources	Flow Sciences
Terex Cranes	Federated Insurance	BB&T
Scynexis	AAI Pharma	Stephenson Honda
Nike	Edward Jones	Linacare
Hard Rock Park	Extron Electronics	Vein Care of Wilmington
Harris Corporation	Quantum Technology Sciences	T. Rowe Price
Publix Super Markets	Metro One	Consensus Communications
GEICO	InfoSec. Inc.	Progress Energy
Seminole Public Schools	Telovations	Enporion
Ascent Healthcare Solutions	Anexio	Raydon

Each Career Counselor also took a lead role in identifying specific geographical areas throughout North Carolina and within the Southeastern US to build resources of potential intern and career opportunity tracks for students. Targeted areas identified included: Western North Carolina, Charlotte, NC, Research Triangle Park and the Raleigh, NC area, Piedmont Triad area, Georgia, Virginia and the District of Columbia, Florida and South Carolina. These resources will be featured in a special section of our website.

Efforts to connect with the Black Chamber of Commerce and direct contact with the Wilmington Minority Network expanded the Career Center's visibility with diverse businesses in the area.

B2. Minority Mentor Program (Strategic Goals (1, 3))

This program was implemented during the Spring 2008 semester. We received 17 student applications and 12 employer (mentor) applications. 14 students were paired with mentors and then two of those students chose not to participate in the program. A kickoff reception was held on the UNCW campus on January 17, 2008. Mentors and mentees had an opportunity to meet each other, talk about goals for the semester and schedule their first meeting. Participating students were in the following majors: business, physical therapy, psychology, criminal justice, biology, English, political science, creative writing, and pre-engineering. Mentor experience included: management, finance/marketing, environmental sciences, parks and recreation, training project planning, and counseling psychology. Although the inaugural semester of this program was very successful, we plan to change and improve the program based on feedback from the mentors and mentees.

B3. Self-Managed Credential Files (Strategic Goals 1, 5)

The Career Center moved to a self-managed credential file system for education, nursing and other students in the fall 2007 semester. Nationwide, over 70% of career centers no longer manage credentials and haven't for several years. A new recommendation form was created and posted on the Career Center web site for interns to email to faculty, teachers and other people writing recommendation letters to complete electronically. The students have the option of completely self-managing their files on their own computers or they can manage them in SeaWork, our new online system. The Completion Letters, Praxis Scores and electronic transcripts are sent directly to the Career Center and uploaded into the students' SeaWork accounts. In years past, students became very frustrated when their credential files couldn't be sent because they weren't complete. Now they manage it themselves and can send the recommendation letters only, or the entire file as one bundle through SeaWork. During the spring 2008 semester, Career Center staff met with Watson School of Education staff to review this system and make changes. UNCW supervisors and partnership teachers may still write a confidential recommendation and mail it directly to the employer, with the other documents being self-managed by the students, and therefore are non-confidential.

B4. Career Center Staff (Strategic Goals 1, 2)

Summer 2007, the Career Center completed an effective search to hire a new Career Counselor to work with Deciding students and students in the Arts & Humanities area. Mike Phillips joined the Career Center staff in September. He devotes approximately 50% of his time with the University College and Deciding students. Mike maintains office space in both University College and the Career Center.

Beginning Fall 2007, the Career Center hosted a volunteer counselor who devoted approximately 10 hours per week working with students. This volunteer, Chandra Grant, recently completed her Masters degree in Counseling and wanted to implement her education in a meaningful way. Chandra focused on working with academic departments interested in mock telephone interviews for their students, as well as minority student marketing of the Career Center, and enhancement of career awareness with students in the pre-engineering program. In addition, she worked with

two other counselors to write and film a pilot short video to post on our website as a first vodcast for student information. Due to the value added to the Career Center by Chandra's work, funding was secured to continue her in a half-time position for the Spring 2008 semester. A proposal has been submitted to create a full-time, ten-month position to continue the valuable work this position brought to the campus.

Additional efforts to retain and develop quality staff included numerous opportunities to attend state and regional conferences with training and information on the most current career development trends. Staff members also were provided opportunities to present at state and regional conferences as well as participate in leadership positions within university committees and professional association committees.

For data regarding staff activities and involvement, see Section F.

B5. Part-time teaching opportunities for Career Center Staff (Strategic Goals 1, 2)

For the first time in many years Career Center staff members were granted permission to apply for part time positions on campus as instructors for Freshman Seminar (UNI 101). Leslie Wright and Sarah Clark were selected as instructors and taught the 11 week course in Fall 2007. This teaching experience is directly related to student learning because it is required to instill a sense of community with the new students and assist them with campus involvement, and the process of making informed life and career decisions. The final project, called the College and Career Portfolio, takes the students step by step through the process of making a choice of an academic major. Career assessment, information interviews, resume writing, and computer research are components for each portfolio and culminate in a reflective paper informing the instructor of their progress. These activities all have a direct connection to career decision making

B6. Student Employment (Strategic Goal 1)

Approximately 961 student employee checks are cut each month for students working on campus. This is up about 50 from last year. All student employee paperwork is processed through the Career Center, including hiring contracts, federal EEVs, I-9s and W-4s. Beginning January 2008 all students were required to use direct deposit for their payroll checks.

The office works closely with new employees training them on the system, and helps keep supervisors informed on changes in the laws and deadlines so that month end payroll runs smoothly.

On July 24, 2008 the minimum wage goes up to \$6.55 and July 24, 2009 goes up to \$7.15.

B7. Graduate & Professional School Day (Strategic Goals 1, 3)

- Evaluations -- overall rating - Superior
- 29 graduate programs represented
- Recruiters really liked the help of IT for the internet connection (several people commented on this) Very helpful—good idea
- Student numbers were a little low this year ---- look at different ways to get more student attendance
- Separate fair for Law Schools - maybe combining them – bring in more students
- Fall 2008 – Fair will be in the new Burney Building --- hopefully larger attendance of students

B8. Education Job Fairs (Strategic Goals 1, 3)

The Fall 2007 Education Job Fair was held on October 9, and the Spring 2008 fair was held March 3, both in the Warwick Center Ballroom. A total of 108 employers / school systems registered for the fairs. The Watson School of Education had more interns this year, so

approximately 390 candidates participated in the fairs. Both fairs had very positive evaluations from the employers, with the categories averaging 3.63 – 3.89 out of a 4.0.

Comments from the employers were very positive, with statements such as:

- Good job fair communication
- Always enjoy coming here!
- Students are always dressed professionally and handle themselves well
- Very well run. Staff was kind, courteous, and professional. They went out of their way to be accommodating.
- Like the quality of students
- Candidates are very well prepared!
- I was very impressed with the caliber of your students. They were very professional and prepared with quality questions.

B9. Part-Time Job Fairs (Strategic Goal 1)

527 students attended the Fall 2007 Part-Time Job Fair. 56 employer organizations attended showing a 59% increase over last fall's employer attendance. Papa John's sponsored lunch for the employers by providing pizza at this fall's fair. 359 students attended the Spring 2008 Part-Time Job Fair. 27 employer organizations attended. Employers were asked to evaluate each event and rated the overall experiences as excellent.

B10. Academic Majors Fair (Strategic Goals 1, 3, 4)

The 2007 Academic Majors Fair was held in conjunction with University College on October 3rd in the Warwick Center Ballroom. Participants from 24 of the 25 majors in Arts and Sciences were present as well as representatives from the Cameron School of Business, The Watson School of Education, The School of Nursing, and two interdisciplinary minors.

Student attendance for 2007 of approximately 430 was up from the previous year and were the highest of the three years that this event has been held. This increase could be attributed to the enhanced advertisement for the event that was done by the staff, the promotion specialists, and the faculty. Promotion specialists are undergraduate students that work for the Career Center on circulating promotional materials for various Career Center events throughout the year.

The future success of this annual fair will rest not only on promotion, but on strengthening partnerships with the academic community in an attempt to build confidence in the Career Center and the programming that it brings to UNCW students.

Though this event is primarily for first and second year students, there is also a considerable number of third and fourth year students as well as non-traditional students in attendance.

Broken down by class year, the 2007 numbers were:

Freshmen: 106 Sophomores: 112 Juniors: 88 Seniors: 78

B11. Nursing Fair (Strategic Goals 1, 3, 4)

A record 42 employers attended this event, with an also record student attendance of 139 nursing students. Extensive pre-event work was done with nursing students to help them prepare for this event, plus development work with employers to sponsor canvas bags for all students who attended.

B12. Residency Appeals (Strategic Goal 4)

Numbers of students applying for Residency Appeals

Fall 07 – 92 (a campus record number)

Summer I & II 07 - 12

Spring 08 – 20

Summer I 08 - 7

The State Residency Appeals Committee upheld all UNCW decisions this year.

B13. Services to Students (Strategic Goals 1, 3)

Over 4,450 individuals were served through counseling appointments. The Counseling staff led or collaborated on 340 presentations and events. Over 10,700 constituents were served by these presentations and events.

These counseling appointments and presentations/events contributed to the Student Affairs Learning Outcomes, including Informed Reasoning, Effective Communication, Personal Responsibility and Pluralistic Maturity.

Counselor Evaluations

Of those individual students who completed evaluations of their experiences with our counselors:

“My counselor helped me meet my career or job search needs.” 98.3% Agreed or Strongly Agreed for an average rating of 3.68 (4=Strongly Agree; 1=Strongly Disagree).

“My counselor was knowledgeable.” 99.2% Agreed or Strongly Agreed for an average rating of 3.87 (4=Strongly Agree; 1=Strongly Disagree).

“I rate my overall experience at the Career Center today:” 99.2% rated Moderately Good or Very Good for an average rating of 3.89 (4=Very Good; 1=Very Poor).

These evaluations also gathered an extensive list of learning outcomes as reported by individual student clients.

B14. Internship and Job Fairs (Strategic Goals 1, 3, 4)

Each semester the Career Center hosts a major Internship and Job Fair for the campus. In Fall 2007, the event took place in the Warwick Center and welcomed 63 employers to meet and network with students from all academic disciplines. Employers evaluated their overall Fair experience as “excellent”.

Trask Coliseum served as the venue for the Spring 2008 Internship and Job Fair. We hosted 82 employers but noticed a dramatic drop in student attendance from the same event held in spring 2007. We conducted extensive post-event surveying in senior and junior classes to try to identify the issues. The concerns seemed to be a combination of a later Easter pushing mid-term exams to job fair week; distant location in Trask Coliseum; too busy; no employers that interested them, etc. The event still was rated “excellent” overall by the employers.

Both fair for 2008-09 will be held in a more central location- Burney Center, and our marketing campaign will focus more on the employers rather than just the event.

B15. Deciding Students (Strategic Goals 1, 4)

- a) New Career Development Counselor hired and began work September 2007.
- b) Counselor spends 16-20 hours per week working in Westside Hall. Collaboration has begun to take shape in the form of three way joint effort between Admissions/University College/Career Center to do seven outreach visits to Community Colleges in North Carolina in Fall 2008.
- c) Counselor has assumed responsibility for planning all UNI 101/Freshman Seminar Career Jeopardy presentations.
- d) Counselor aided in planning Academic Majors Fair with University College last year and will do the same for 2008. Date set for October 1st, 2008. Event last year drew 430 students which set a record for that event.
- e) Counselor has increased number of students using Choices Interest Profiler assessment.
Future Plans.
 - a) Completion of Community College outreach for potential students at UNCW.
 - b) Institution of information tables in a campus location TBA that would spend several hours one night per month giving information about both the Career Center and the services

offered by University College. This would provide further outreach services for Deciding Students at UNCW.

B16. Assessment and Outcomes in Career Center (Goals 1, 2, 3, 5)

SEACnet Benchmarking Survey

The 2008 SEACnet Benchmark survey for the Career Center, conducted early in the Spring 2008 semester, has yielded some interesting results which are summarized below:

- 1.) There were 598 students who began the survey; however, every question was not mandatory response so not all students answered every question.
- 2.) UNCW was benchmarked against 14 other universities in the United States, two of which would be considered regional, and one from the CAA.
- 3.) Eight items on the survey indicated a result that had a *statistical significant difference*. Each time, UNCW was above the national average. Those were:
 - a. Students felt confident in their ability to land a job in their chosen field upon graduation. 45% strongly agreed while the national average was 38%.
 - b. Students indicated that having job responsibilities consistent with their major was a big factor in job choice. 44% agreed that this item was very important compared with a national average of 37%.
 - c. Students indicated that working for an environmentally friendly company was a big factor in job choice. 12% agreed that this item was very important compared with a national average of 7%.
 - d. Students indicated that as a result of utilizing their Career Center that they are aware of careers that related to their major of interest. 38% strongly agreed compared to a national average of 34%.
 - e. Students indicated a comfort with allowing employers to check their Facebook profiles prior to being hired. 46% felt very comfortable compared with a national average of 42%.
 - f. Students also indicated a comfort with allowing employers to search for them on Google or one of the other search engines. 71% felt very comfortable compared to a national average of 63%.
 - g. Students were comfortable with allowing employers to run a credit check on them prior to hiring. 71% felt very comfortable compared to a national average of 66%.
 - h. Students believed that skipping classes or poor classroom attendance would negatively impact future career opportunities. 25% indicated a definite negative impact compared to a national average of 19%.
- 4.) As of June 2008, more results are being run to isolate the junior/senior students and benchmark with more appropriate peer institutions in the survey database. These results will then be reviewed to determine any problem areas and suitable service or program changes.

This year the Career Center worked to streamline several of its assessment processes. For example, we were receiving very limited response to our online career counseling evaluation. Clients were emailed at the end of each month asking them to click to an online survey. Starting in February 2008, we instituted a new feedback procedure, with clients being asked as they left the Career Center to use a laptop computer near the exit to complete a 1-2 minute feedback survey housed on the StudentVoice website. The response rate now is much higher, and summary reports are pulled each month for each career counselor.

For career events, student feedback forms were simplified to comments regarding how they heard about the event giving us targeted information about our marketing efforts. Career presentation evaluations continue to be paper forms, but the questions have been more targeted and the process more streamlined, getting this feedback into a database for staff use. Next year this database also will be housed at StudentVoice making reporting an easier process.

We have conducted our student two-minute Career Center feedback survey using PDAs every other year, with our second survey last year. Next year we will once again gather comparative data from our students.

C. An Evaluation of Last Year's Planning Documents

C1. Marketing

Goals Reached:

- On-campus marketing efforts were increased through the continued refinement of the Promotion Specialist program. Also created a promotional tee-shirt to hand out at events. Our off-campus marketing efforts have increased by focusing more staff time in developing relationships with employers, as well as through our increased involvement in professional organizations.
- We have successfully moved into our new location, and already see a steady flow of student traffic. We also have fully integrated our new online system, SeaWork.
- We continue to market SeaWork at most of our events and in most of our marketing materials. We have also included SeaWork information in our new Career Center brochure.
- We continue to educate employers on the use of our new system, SeaWork.
- Along with marketing information we have received from the division, we have implemented a survey that allows us to evaluate the effectiveness of each of our efforts, and then adjust accordingly. As such, we have discontinued the use of sidewalk chalking and information tables for many events. We found that writing on classroom boards is much more effective and less time consuming.

C2. Diversity Outreach

Goals Reached:

- The Career Center will increase efforts to provide quality and appropriate programs and services to our diverse student clients, and explore a more diverse range of employers for internship and employment opportunities. Career Center action: the staff reached out to diverse employers, including the Wilmington Minority Network, and created a Minority Mentor Program for students and employers.
- The Counseling Staff will explore career development research that suggests diverse interventions for a diverse clientele. This will include counseling methods, programs and services, marketing and outreach. Fortunately, the Career Center was able to hire a part-time minority staff person to counsel students and help with outreach and programs. There still needs to be more work on diverse interventions for counseling methods and marketing.
- Staff will make strategic efforts to establish relationships with diverse student organizations, providing targeted programming, and marketing of services and programs. The Career Center staff reached out to all diverse student organizations, as well as diverse offices on campus such as the Upperman African American Cultural Center, Centro Hispano, Center for Multicultural Affairs and Pre-college Programs. The staff will explore resources and opportunities to reach a more diverse range of employers for internship and job prospects. Outreach was made to diverse employers through different community organizations, but more effort needs to be made on diverse employers registering for job fairs and signing up for campus interviews. Another part of this section was the goal to explore career development research related to diverse student populations and appropriate interventions. This goal was reached through the attendance of conference presentations on reaching out to diverse students and how to develop resources for them at both the ACPA and NCACE conferences.

C3. Deciding Students

Goals Reached:

- Hire new Career Development Counselor to work with Deciding Students
- Counselor will work with University College staff in collaborative method while also maintaining an office in Westside Hall for a set amount of hours each week
- Counselor will coordinate UNI 101/Freshman Seminar classes
- Counselor will coordinate planning of Academic Majors Fair (with Univ. College)
- Counselor will oversee online career exploration program and assessment inventory

All of these goals were accomplished this year.

C4. Self-Managed Credential Files

Last year's planning materials included the development of self-managed credential files for students. This system was developed and put into place for fall 2007. Files from past years have also been scanned and put onto a hard drive for alumni and all paper copies were shredded. There are no longer paper credential files in the Career Center.

C5. SeaWork

Goals Reached:

- Change vendors
- Learn functionality of new software
- Market new program to students and employers
- Create regional consortium to share job listings

Successfully transitioned from UNCW Experience/eRecruiting to SeaWork (CSO). Although we view SeaWork as one of our accomplishments, it's also been one of our challenges. It is a complex new system to learn and we have had to retraining ourselves on how to develop reports, post jobs, enter new employers, orchestrate on-campus recruiting, manage job fairs, etc. The new vendor has been very responsive to our requests for assistance and software modifications.

We also continue to work with the development of a regional consortium of campuses to launch a centralized website for employers to post internships and jobs instantly to all consortium members. Our plan to launch this consortium this year turned out to be too ambitious, so we will pursue this venture again this next year.

C6. Career Development Class

Goals Reached:

- Explore creation of academic credit bearing Career Development class.
- Discuss pilot course with Provost's office and faculty in Leadership, University College and Psychology.

Extensive time was spent with faculty in Leadership (Watson School of Education). Student focus groups were conducted in three levels of Leadership classes for input in course planning, and a course proposal was submitted by Leadership faculty to the WSE Dean's office. No action has yet been taken on our proposal.

Psychology faculty also was approached, but their interests are more in a strict career development theory. class (which already is taught periodically), than a class that includes applied student career development.

C7. Employer Development

Goals Reached:

- Plans included identification of employer contacts in targeted geographical areas throughout the southeastern United States.

- Expansion of professional groups such as NCACE, SoACE, NACE, SAEE, etc.
- Participation in the Florida High Technology Career Expo and the Charlotte Bobcat employer fair.

Goals Achieved: The staff did complete their targeted geographical employment sources in the targeted geographical areas. This information will soon be available to students via the Career Center website. An increase in staff participating in the Southern Association of Colleges and Employers and the North Carolina Association of Colleges and Employers has increased employer connections with employer members. For the second year, UNCW participated in the Florida High Tech Career Expo and the Charlotte Bobcat employer fair.

C8. Internships

- Goals:**
- Expand program efforts to educate students on internships
 - Revision of the UNCW Internship Guidebook
 - Facilitation of campus internship related issues with the Internship Advisory Committee
 - Expansion of International Internship education

Goals Achieved: Improvements were made in programming for 2008. Early in the Fall semester a specific student program with a panel of previous UNCW student interns presented to 50+ student participants. Additional collaborative efforts with the Office of International Programs resulted in a presentation to 60+ students on International Internships.

D. Current Challenges

D1. Lack of Career Development Course

One of the challenges that the Career Center faces is the lack of a career development class on campus. Employers email us about how some UNCW graduates lack professional development skills and it's just impossible to reach out to all seniors. A career development course could be offered to freshmen and sophomores about future career possibilities and to juniors and seniors about job searches resume preparation, professional development skills, etc. These courses would allow us to bring in guest speakers, such as local employers, employers from Fortune 500 companies, and more. We are currently exploring the potential of a career development course for credit through the Leadership minor in the Watson School of Education for Spring 2009.

D2. Self-Managed Credential Files

The current challenge with self-managed files is the understanding of this system by partnership teachers and UNCW supervisors in the Watson School of Education. This system has gone through a couple of renovations, and with the School of Education, the recommendation forms have been updated and information has been sent out to the students, supervisors and partnership teachers. The Career Center receives Praxis scores, degree posted transcripts and completion letters, all of which are scanned and uploaded into SeaWork. The letters of recommendation are be handled by the students. If these letters are confidential, the person writing the recommendation sends it directly to the employer; otherwise, the letters can also be posted in SeaWork. This process will continue to evolve and each group of interns will be educated on the process.

D3. Marketing to Students

Marketing our services and programs to students will remain as a continual challenge. Students are inundated with marketing messages on campus, in the local media, on television and on their computers. We have to compete with all of that, and create marketing strategies without any formal marketing training. The three student Promotion Specialists have been a great help in helping us understand how to better reach students and provide information in a format and

location that is impactful. We will continue to adapt and change our approach with the students' help, and with the staff of the campus' Marketing and Communication department.

D4. Employer Development

Communication to existing and new employer contacts for student internship and job opportunities has and will in the future remain a challenge. The Career Center is now in the final stages in the development and printing of an employer marketing piece to support marketing efforts with organizations. Additionally the Career Center is in the process of reviewing new technology utilized at other Career Centers to capture and monitor employer development and relations. This software incorporates triggers to assure timeliness of contacts, cross referencing to avoid duplication of efforts.

A new effort for the 08-09 year will be to host a training seminar for local employers on working with hiring, training and utilization of UNCW Interns.

D5. SeaWork

Our new accomplishment for this year has been the transition from UNCW Experience to CSO (SeaWork). Once we passed the initial start-up stage, the program has been good in many ways including being a more user friendly system for the students and employers. The program is definitely much faster than Experience. We are still working on various reports but our overall review is "Great". We are looking forward to another great year with CSO.

SeaWork is our new online database system for jobs (full-time, part-time, internships), resumes, and interview schedules. It works great for recruiting schedules because it's easy to move students around on the schedules. Employers like the system because they can see students on certain schedules and specify who they want on which schedule.

CSO (vendor of our branded SeaWork) has been very good about fixing problems and the turnaround is very quick. CSO has worked very closely with us on the schedules and fairs and trying to rewrite programs in the system to make it better and more user friendly for our students and employers.

In addition, the CSO staff has been very helpful and supportive in the development of an area consortium of campuses. This consortium will be represented on a single website, making it easy for employer to instantly list a position on all seven consortium campuses. Our staff also will participate in the CSO User's Conference in July. We plan a "soft" launch of the Consortium website this Fall and will celebrate the official "hard" launch by December for Spring 2009.

D6. The Graduate Survey

We need to see the results from 02 – 06 ASAP. Turnaround of the results after calls are done is extremely long and we need to see the results of this work in a timely manner. We may explore the use of StudentVoice or SeaWork to make the survey and development of reports more effective and efficient.

Other schools use their assessment office to gather, compile, and disseminate the results.

- Outsource their grad survey calls to off campus contractors.
- Partner with the alumni office and add the grad placement survey to other surveys all grads take. Some campuses make the survey mandatory for all those who apply for graduation, and grades/transcripts/paper diplomas will not be released until it is submitted.
- Find a way to track alums longitudinally over 6 months, a year, 2 years....after graduation to record progress. How close is UNCW to making email addresses permanent?

D7. Deciding Students

There are really two big challenges in working with Deciding Students. The first challenge is that some of those students who are referred from their Academic Advisors do not follow up with a career counselor. Although there is a good working relationship between University College and the Career Center, some students are not taking the initiative to work with both departments in their quest for a major. Students who have taken advantage of the services are getting a great look at the connection between choosing a major and related classes to reach that goal.

The second major challenge comes in working with the Choices Interest Profiler in Freshman Seminar. Though many deciding students are exposed to this assessment in the first year, they only get a very small summary of what the assessment results mean in the Career Jeopardy presentation. They are encouraged to come to the Career Center for a more thorough explanation, but many do not follow up. They need a professional results analysis that is personalized to them and only we can deliver that.

I believe increased efforts for outreach will begin to improve the exposure to the Career Center for the Deciding Student. See above section on Deciding Students for an explanation of outreach plans.

D8. Potential Relocation of the Career Center Next Year

Spring 2008 our challenge of 18 months in a triple-wide trailer morphed into the challenge of moving quickly into the newly renovated Fisher University Union. We have spent time and resources creating our new space as a professional and inviting environment for students and employers.

We now have the opportunity to help design a new office space in the Warwick Center. The design process will continue throughout the summer, with budget identification occurring in the fall. The aggressive plan is for construction to be completed spring and a move in summer 2009.

E. Diversity Efforts

The Minority Mentor Program implemented in the 2007-2008 fiscal year provided significant programming with emphasis on diversity for the career center. There were significant challenges with implementation, monitoring and assessment upon completion of the first program. Through interpretation of the assessment information and program revisions, the 2008-2009 minority mentor program will continue to improve.

The Career Center worked with a recent graduate student in Higher Education Administration to offer part-time volunteer hours and eventual part-time temporary employment to a new Career Counselor in the Career Center. This new professional counselor has worked on the following Career Center projects over the duration of the academic year: Pre-engineering majors, assisted the Career Counselor in Arts and Humanities projects, conducted practice interview sessions with students and Career Center, helped create vodcast Career Center segments, and collaborative work with the Upperman African-American Cultural Center.

F. Professional Development and Dissemination

Development/Training. This year staff participated in a wide range of professional development activities, including the venues listed below:

American College Personnel Association conference

College Student Inventory Training

Diversity (transgender, multi-cultural institute, gender roles, LGBT, BGLAD, One-in-Four, diversity career development, I-CARE, etc.)

Florida High Tech Career Conference

Lower Cape Fear Human Resources Association keynote speakers

Myers-Briggs Type Indicator training

North Carolina Association of Colleges & Employers conference

North Carolina College Personnel Association conference
North Carolina Dept of Environmental & Natural Resources job fair
Southern Association for Employment in Education
Southern Association of Colleges & Employers conference
Student Affairs & Career Center staff retreats

Memberships & Leadership: Staff has been very involved in related professional associations, and campus and state committees, including an impressive number of leadership positions and awards.

Professional Associations:

American Assoc for Employment in Education
American College Personnel Assoc
Assoc for Admt of Sustainability in Higher Educ
Assoc of Presidents Consortium
Lower Cape Fear Human Resources Assoc
Nat Assoc of Student Personnel Admin
National Assoc of Colleges & Employers
National Career Development Assoc
North Carolina Assoc of Colleges & Employers
North Carolina College Personnel Assoc
Omicron Delta Kappa
Southern Assoc for Employment in Educ
Southern Assoc of Colleges & Employers
Wilmington Chamber of Commerce

Committees & Task Groups

Banner Reporting Committee
 Campus Life Group
 Campus Residency Appeals Committee
 Internship Advisory Committee
 IT Communications Committee
 ITSD Information Security Committee
 Military & Veterans Committee
 Search Committees (Provost, ITSD Assoc VC, Alumni Director, Assoc Registrar, University College Assoc Dean, Orientation Leaders, University College Pre-Health Academic Advisor, Counseling Center Outreach Coord/Staff Psychologist, etc.)

State Residency Appeals Committee
 Student Affairs Assessment Committee
 Student Affairs Professional Development Committee
 Student Affairs Awards & Recognition Committee
 Student Affairs Diversity Committee
 Student Affairs Professional Administrative Staff Committee
 Student Affairs Social Committee
 Student Affairs Technology & Web Committee
 Student Services in Onslow County Task Group
 UNC Tomorrow sub-committees
 UNCW Sustainability Committee
 UNCWelcome Committee

Presentations: Each year, the Career Center conducts a large number of presentations to students and other audiences. This year's activities included 340 presentations and events to over 10,700 students. This included academic classes, student organization meetings, housing groups and additional special groups.

Cameron Executive Network
 Campus Life
 Early College Students
 Employer Advisory Board
 Graduate Student Associations
 Greek Life
 Housing & Residence Life
 International Programs
 LEAD Conference
 Multicultural Pre-College Programs
 North Carolina Assoc of Colleges & Employers

North Carolina College Personnel Assoc
 Saturday Seahawk Salutes
 Southern Assoc of Colleges & Employers
 Student Government Association
 Student Organizations
 UNCW Faculty
 UNI 101/Freshman Seminar
 University Learning Center
 Orientation
 Graduate School Orientation

Advisory Boards

The Career Center Employer Advisory Board has been in existence for approximately eight years. The current Chair of the Advisory Board is Mr. Larry Vaudrin with Sherwin Williams Corporation. Board members include:

Brunswick County Schools-Pat Wise	First Citizens Bank-Joey Marlowe	National City Mortgage-Wendy McCoy
Target Inc.-Keith Adams	Northwestern Mutual-Margaret Hughes	Southern Bank-Mike Bailey
NC Coastal Federation-Tracy Skrabal	VisionAir Inc.-Mitzi Kincaid	Walt Disney Company-Amy Bennett
Pender County Schools- Alfredia Moore	AAI Pharama-Robbie Smith	ATS-Scott Tolbert
Enterprise rent-a-car-Kami Pugh	Flow Sciences-Curtis Howard	Hilton Hotels-Barry Eagle
PPD-Osvaldo Cordero	BB&T-Kay Jones	National Weather Service-Reid Hawkins
NC Aquariums-Peggy Sloan	Murphy Family Ventures-Tomeka Blue	Bruce Cavanaugh Motors-Bruce Cavanaugh
Verizon Wireless-Shery Murphy	City of Wilmington-Dewey Harris	New Hanover Health Network-Keith Strawn
Victaulic-Scott Adams	Vulcan Materials-Larry Miller	

The Employer Advisory Board meets two times during the academic year. The Fall meeting included members completion of a survey requested by the UNC Tomorrow commission and moved on to question efforts that are currently being developed to provide career development education and preparation for UNCW students via classes. Staff explained that current efforts included: integration of a career development component in the University 101 curriculum and career guest lectures' throughout numerous academic majors. The Career Center is also currently in the process of developing a Career Development course. This initiative has been developed within the last nine months with a projected implementation for Fall 2009. The initial course will emphasize skills, interest and values assessment and implementation of decision making into career theory and

strategy for career decision making related to academic majors, course offerings, internship opportunities and college to career transitioning.

The Spring meeting included a panel presentation of mentors and mentees of the Career Center sponsored Minority Mentor program and an indepth review and discussion of behavioral interviewing benefits and how UNCW students can be better prepared to respond to behavioral based questions.