

ST PAUL CAMPUS

# career center



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## 2008-2009 Annual Report



UNIVERSITY OF MINNESOTA

# St. Paul Campus Career Center Overview

## History

In 2004, three St. Paul colleges merged their career centers into one new, efficient and high quality center dedicated to serving the career needs of students affiliated with St. Paul colleges. The result was the St. Paul Campus Career Center (SPCCC) which opened its doors in December 2004. As a result of college restructuring in 2007, the SPCCC evolved to serve students in the College of Continuing Education and in the Architecture and Landscape Architecture programs.

## Mission

The purpose of the St. Paul Campus Career Center is to help students maximize their life experience. We assist undergraduate, graduate students and alumni to make informed career decisions, seize opportunities for building the skills required for success in life and career, and obtain information as well as skills related to job and graduate school search.

## Vision

The vision of the St. Paul Campus Career Center is to assist every student to develop the skills and knowledge needed to attain success as each defines it.

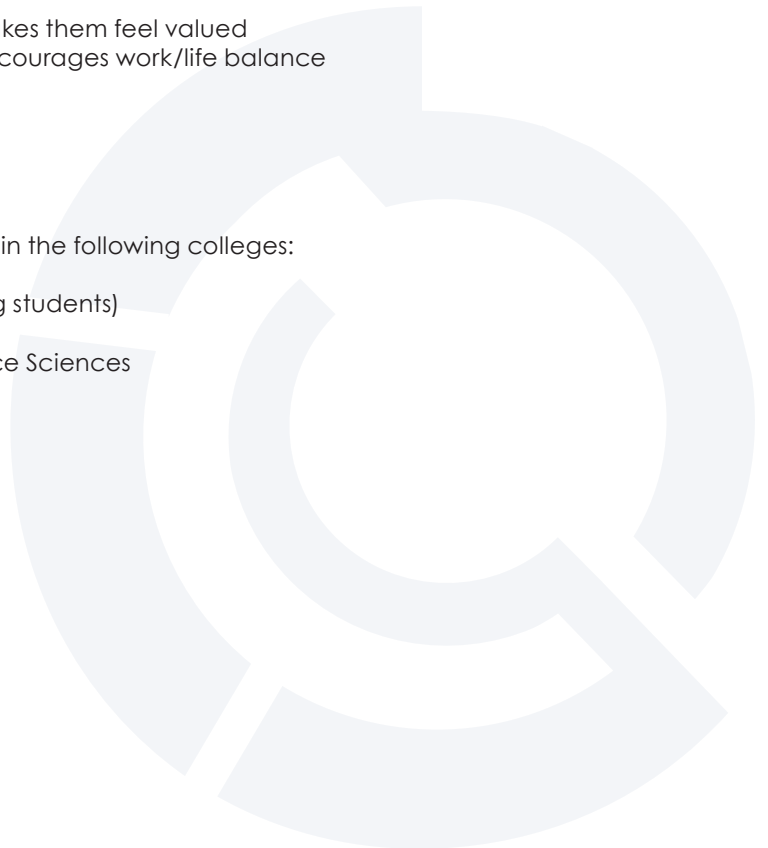
## Core Values

- Commitment to human growth, development and empowerment of students from all cultures, experiences, backgrounds and perspectives
- A progressive, innovative outlook and approach
- Excellent, extra-mile service to students which makes them feel valued
- A fun and supportive work environment which encourages work/life balance

## College Partners

The Center serves undergraduate and graduate students in the following colleges:

- College of Continuing Education (Degree seeking students)
- College of Design
- College of Food, Agricultural and Natural Resource Sciences



# Staff Overview

## Staff

### *Professional Staff*

The staff of the center holds 82 years of combined experience grounded in the field of career development. Staff with career counseling responsibilities hold masters degrees in counseling and student development theory and practice. Support is available in the areas of career development, assessment, student development, experiential education, and higher education administration.

SPCCC staff have contributed to the career services profession by presenting on the following topics:

- Strengths-based assessment
- Parental involvement in career planning
- Transferring skills from study abroad
- Employer survey information
- Assessment in Career Services
- Marketing Career Services
- Strengths-Based Performance Management
- Serving students with disabilities
- Building usable websites
- Engaging teaching methods

Each career professional is assigned industry and operational specializations within the Center as follows:

#### **Heather Fredrickson**

Industry Focus:

Operational Focus:

*Assistant Director*

Business

Career education (course quality, classroom outreach), Career Leaders Program

#### **Liz Hruska**

Industry Focus:

Operational Focus:

*Assistant Director*

Inter-disciplinary majors and Bachelors of Applied Science

Career education/communication technology, advertising, intern recruitment

#### **Sara Nagel Newberg**

Industry Focus:

Operational Focus:

*Director*

Horticulture and Plant Science

Budgeting, staffing, performance management, assessment, experiential education, multicultural development

#### **Heidi Perman**

Industry Focus:

Operational Focus:

*Assistant Director*

Design

Marketing, website, on-line presentations, Peer Adviser supervision

#### **Maggie Kubak**

Industry Focus:

Operational Focus:

*Assistant Director*

Science

Graduate student outreach, governmental employment, graduate intern supervision

#### **Sharon Heron**

Industry Focus:

Operational Focus:

*Employer Relations Manager*

Animal Science

Alumni relations, employer relations, Career Leaders Program

#### **Bill Marshall**

Operational Focus:

*Office Manager*

Technology (including GoldPASS), reporting, customer service

## Peer Advisers/Graduate Interns

Student peer staff and graduate interns are key to the success of the SPCCC. Their responsibilities include student intake, resume/vitae reviews, cover letter critiques, resource center assistance, presentations to student groups, GoldPASS approvals (of jobs and student resumes) and special projects.

### *2008-09 Peer Advisers/Graduate Interns*

Robby Cecil, Graphic Design Major

Natalie Gallagher, Retail Merchandising Major

Lucas Sjostrom, Animal Science Major

Jenny Stabenow, Early Childhood Education Major

Lindsay Kail, Retail Merchandising Major

Brian Okstad, Master's student - Counseling and Student Personnel Psychology

# Client Satisfaction

## Career Planning Coursework

SPCCC staff teach two courses to assist students in career preparation. Thirteen sections of Strategic Career Planning were taught in 2008-09.

This year, staff piloted a new course entitled Discovering Careers and Major, which is designed to assist students in making informed and thoughtful career decisions.

### **Course Evaluations**

Below is a summary of available evaluation data from Fall 2008 and Spring 2009 courses taught by SPCCC staff. Students were asked to rate the following questions on a scale of 1-6.

	All Staff
The instructor was well prepared for class	5.83
The instructor presented the subject matter clearly.	5.73
The instructor provided feedback to improve my course performance.	5.69
The instructor treated me with respect.	5.90
I have a deeper understanding of the subject matter as a result of this course.	5.71
My interest in the subject was stimulated by this course.	5.50

## Individual Appointments

Students meet individually with career center staff for job search coaching, internship planning, clarifying career goals, solidifying major choice, graduate school planning, and practice interviewing. Satisfaction evaluation is conducted by electronic survey two weeks following each appointment. Here are the results of the 2008-09 surveys:

	All Staff* (N = 168)
The career staff member was helpful in addressing the concerns I brought to the appointment/workshop.	3.78
The career staff member was respectful, friendly and courteous.	3.84
The career staff member was competent and knowledgeable.	3.73
If career center staff was unable to answer my question, they referred me to the appropriate resource/person.	3.67
I would recommend this career staff member to others.	3.79

(1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree)

# Programs and Services

## Collaboration with Faculty/Staff

The success of SPCCC programs depends greatly on the support and collaboration of college faculty and staff. Here are some of the ways we have partnered with faculty and staff over the past year:

- SPCCC presentations to classes and student groups on career topics
- Faculty promotion of career opportunities such as on-campus interviews, career fairs, career panels and other events to students
- Joint meetings with industry representatives
- Promoted student participation in the InterNetwork system
- Developed career segments to be embedded in existing coursework
- Identified industry contacts to enhance employment opportunities for students
- Faculty/adviser referrals to individual appointments and second-year check-ins

## Second-year Check-ins

We encourage students to meet with career center staff during their second year in order to develop an action plan for their career development.

## Career Fairs

The SPCCC sponsors the St. Paul Campus Career Fair which focuses on applied business, agriculture, and retail opportunities and the Environmental Career Fair for environmental, horticulture and natural resources opportunities. We support the College of Design in hosting the Architecture, Landscape Architecture and Interior Design Career Fair.

## InterNetwork

This on-line system allows students to report information about internship participation for the benefit of students seeking future opportunities. Organization names, contact information and a "learning contract" feature are available. Currently, seven majors are requiring student use of the learning contract.

## Resume Doctor

We bring our services to locations convenient for students by offering resume review on-site in the St. Paul Student Center, Rapson Hall and Skok Hall 4-5 times each semester.

## Career Resources

Career information is key to good decision making. The SPCCC has a resource library with over 300 books, handouts and references related to career decision making and job search. Our extensive major-specific career resources include lists of employers, internships, professional associations and student clubs, and includes recent career and industry-related articles. The SPCCC website provides electronic access to comprehensive career information.

## GoldPASS

GoldPASS is the on-line job and internship posting service available across the University of Minnesota system. Students may search listings, save searches and forward results to their e-mail accounts and place resumes online for employer review.

## Web Site

The SPCCC web site was re-designed in 2008 based on extensive usability testing. It has received broad praise since the December launch for its ease of use. Highlights include information from past graduates, key resources by major, online workshops and videos on career topics.

# Programs and Services (Cont.)

## Assessments

Assessments offer students the opportunity to gain new insight to their personalities, interests and strengths. Professional interpretation helps students consider implications for career planning. Assessments offered include:

- Myer-Briggs Type Inventory (\$8)
- StrengthsFinder (\$15)
- Strong Interest Inventory (\$12)

## Practice Interviews

Students are encouraged to conduct a practice interview with a career professional to receive coaching on interview skills. Sessions are videotaped so students may observe their own performance.

## On-Campus Interviews

Employers are welcomed to campus to conduct interviews with interested students.

## Online Career Workshops

A wide variety of 10-15 minute workshops are available on-line to students. Topics include:

- Resume Writing
- Curriculum Vitae
- Job Fair Success for Undergraduate Students
- Interviewing
- Phone Interviews
- Job and Internship Searching
- Networking
- Graduate School Planning
- Writing Effective Personal Statements
- Pre-Law Workshop
- Writing Professional Portfolios
- Salary Negotiation
- Transitioning from Student to Professional
- Networking for International Students
- Federal Job Applications
- GLBT Job Applications
- Resume Writing for Design Fields
- Marketing Your Individualized Degree
- Job Fair Success for Graduate Students
- Professional Associations
- Planning for Medical School
- Personal Statements for Health Programs
- Interviewing Skills for Health Programs

## Speakers Bureau

Staff of the center are available to speak on a variety of career topics to classes or student groups. Here are the topics available:

- Introduction to the St. Paul Campus Career Center
- Resumes and Cover Letters
- Internship Planning
- Interview Preparation
- Job Search Strategies
- Knowing Yourself: The First Step to Career Satisfaction
- Career Fair Preparation
- Salary Negotiation
- Building the Skills Employers Seek
- Maximizing Your Use of GoldPASS

## Building Bridges

We invite students, employers, alumni and friends to volunteer for informational interviews, job shadowing, mock interviews, career panels and other activities. A database of contacts is maintained and shared with students through appointments with staff.

# Client Data

## Client Contact Data

	2008 - 2009	2007 - 2008	2006 - 2007	2005-2006	2004-2005
Individual contacts	3415	3356	2557	2935	1088 (Spring Only)
Individual clients	2047	1789	1399	1723	N/A
Individual appointments	1752	1565	1151	N/A	N/A
Individual on-campus interviews	136	219	227	334	245
On-campus interview employers	20	45	51	54	57
Career fair attendees	857	683	521	684	N/A
Mock interviews conducted	138	127	131	62	N/A
Students on GoldPASS/JIL	2724	1452*	N/A	N/A	1340
Positions posted on GoldPASS	3199	3691	N/A	N/A	2217
Presentations to students	2464	2437	2565	2009	1288
Annual enrollments in career courses	394	273	165	159	79
Phone calls received	2258	2510	N/A	N/A	N/A
Career Leader Presentations	2368	N/A	N/A	N/A	N/A

\*Number of students served by SPCCC who were registered on GoldPASS, January 2008

## Client Breakdowns

### By College\*‡:

CCE	112
CDES	485
CEHD	83
CFANS	1001
CLA	187
CBS	50
CSOM	25
IT	52
Misc.	69

### By Class Status\*:

Freshman	388
Sophomores	406
Juniors	623
Seniors	1554
Graduate Students	376
Non-degree	54
Unknown	14

### Diversity†:

Domestic Students of Color	265 (13% of total clients served)
International Students	124 (6% of total clients served)

The percentage of students of multi-cultural background in our target population (those served by St. Paul Colleges) is 11.5%

\*The numbers here represent contacts with students (i.e. one student may have multiple contacts at the center)

‡The total number of students here is slightly larger than "individual clients" number above due to dual-degree students

# Satisfaction Assessment

## Promotion and Outreach to Students

### *Communication Methods*

As a follow-up to individual appointments, clients are asked to indicate how they heard about the SPCCC. Here are their responses:

Career Center E-mail	32.4%
Faculty/Instructor	14.7%
Flyer	16.2%
Advisor	29.4%
Career Course	13.2%
Class Presentation on Career Topic	10.3%
Brief Class Announcement	7.4%
Friend/Classmate	16.2%
Stand-up Sign on Sidewalk	1.5%
Other E-mail	4.4%
Event	4.4%
Other	17.6%

## 2009-2010 Goals

Goals for the 2009-2010 academic year include:

- Repeat the SPCCC Career Survey which was initially administered in 2005 to assess career needs, satisfaction and outcomes of students with whom we work.
- Gain better understanding of emerging careers in the environmental industry. Identify employers and industry groups.
- Support CFANS as it begins planning for new undergraduate curriculum and experiential education initiatives.
- Provide an increasingly flexible work environment for professional staff in order to maintain morale and increase productivity.
- Identify a new system to support InterNetwork.
- Continue cultural competency development for staff and continue to assess inclusiveness of services. Continue consulting with ISSS to build on the foundation that has been laid.
- Disseminate survey information collected over the past year related to special populations (First generation students, international students) to other career professionals across campus.
- Explore the use of new technologies such as Twitter and Facebook to better communicate with students.
- Explore the need for a graduate-level version of the "Strategic Career Planning" course.