2014

Center for Career and Professional Development
Annual Report, 2013-2014

Clemson University

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LETTER FROM THE EXECUTIVE DIRECTOR

According to a 2014 study by NACE (National Association of Colleges & Employers), the benefit college graduates desire most from their future employers is opportunities for personal growth. Such growth rarely occurs by chance, however—it must be pursued. Most students realize professional growth is not an accidental occurrence, yet many are reticent about assuming ownership of the process; they require a little encouragement and assistance along the way. Providing such encouragement and assistance is the CCPD’s top priority. Through experiential learning programs, professional networking events, career fairs, counseling appointments and other such interactions, the CCPD provides a variety of opportunities for students to build their professional identities and to equip themselves for their professional aspirations. CCPD support for these endeavors aligns with our core philosophy that success isn’t measured by the sheer number of students who walk through our doors, but by how many students leave with the knowledge, skills and self-efficacy to achieve their career goals.

Another recent NACE study revealed that graduating students are utilizing college career centers more often than ever. While we enjoy working with our seniors, we believe it is imperative to introduce students to CCPD services and resources much earlier in the collegiate experience. By creating personalized multi-year plans to help students think strategically about everything from volunteer activities to part-time jobs to campus involvement, we hope to provide individually tailored blueprints they can follow to achieve their desired careers. While such plans are unique to each student, they utilize widely-offered programs and services that evolve continuously according to trends identified through assessment and evaluation. Moving into the 2014-15 academic year, our goal is to offer initiatives and programming that continue to meet our students where they are and provide them with the tools to successfully pursue life after Clemson.

Neil Burton
Executive Director
Center for Career and Professional Development

OUR VISION STATEMENT
Connecting educational experiences with professional aspirations.

OUR MISSION STATEMENT
Engaging students in career development and experiential learning activities that will empower them to successfully pursue their educational and professional goals.

OUR DIVERSITY STATEMENT
We strive to educate ourselves and others about the issues of a pluralistic society. We are committed to reaching beyond views of individuals to value a community that appreciates and learns individuals’ similarities and differences. Our services and programs seek to create a safe environment that affirms the dignity and worth of everyone. We demonstrate the commitment by embracing differences, including those differences that are not visually apparent.

99% of students from underrepresented populations felt the CCPD provided a welcoming environment
*based on post-counseling survey responses

careers begin here

#5 IN CAREER SERVICES
- Princeton Review
93% of recent graduates are confident their resumes showcase marketable skills and talents
*consistent with results from 2012-13 graduation survey

85% of recent graduates feel prepared to interview for jobs
*consistent with results from 2012-13 graduation survey

74% of recent graduates had a strategy for landing jobs after graduation
*4% increase from 2012-13 graduation survey

PROFESSIONAL STATUS OF RECENT GRADUATES

- 49% have received or taken job offers
- 21% are pursuing graduate school
- 45% have accepted a full-time job offer or already working full-time
- 1% are serving in U.S. Uniformed Services or Armed Forces
- 3% are working part time
- 3% are considering a job offer
- 21% are applying to or enrolled in graduate or professional school
- 2% are taking time off
- 20% are looking for a job
- 5% are other

total respondents 2,080

PROFESSIONAL DESTINATIONS OF RECENT GRADUATES

- 54% of new graduates took positions in SC
- TOP 3 STATE DESTINATIONS OUTSIDE SOUTH CAROLINA
  - GEORGIA: 293
  - NORTH CAROLINA: 34
  - TEXAS: 8
- 67 other SC areas
- 459 other U.S. states
- 13 international

“I’m excited about my professional future” - 2014 graduate
PARTICIPATION IN CAREER COUNSELING AND WORKSHOPS
According to the first destination survey, an increasing number of recent graduates participated in CCPD workshops and counseling while enrolled at Clemson:

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011-12</td>
<td>73%</td>
<td>27%</td>
</tr>
<tr>
<td>2012-13</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>2013-14</td>
<td>80%</td>
<td>20%</td>
</tr>
</tbody>
</table>

*these figures do not include career fairs, orientation sessions, or on-campus interviews

STUDY ON PERSISTENCE AND CAREER SERVICES PARTICIPATION

IN A FIVE-YEAR STUDY OF STUDENTS WHO DID NOT PERSIST TO GRADUATION: 71% of those students did not participate in career counseling or attend CCPD workshops while enrolled at Clemson

“Clemson has so many good resources to help me with my job search”
- 2014 graduate
STUDENT PARTICIPATION BY COLLEGE

These figures show how many students pursued CCPD counseling by college:

UNDERGRADUATE STUDENTS

<table>
<thead>
<tr>
<th>College</th>
<th>Drop-in Counseling</th>
<th>One-on-One Appointment</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHEHD</td>
<td>19%</td>
<td>14%</td>
</tr>
<tr>
<td>CES</td>
<td>14%</td>
<td>50%</td>
</tr>
<tr>
<td>CBBS</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>CAAH</td>
<td>30%</td>
<td>7%</td>
</tr>
<tr>
<td>CAFLS</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>CHEHD</td>
<td>3,300 total</td>
<td></td>
</tr>
<tr>
<td>CES</td>
<td>1,043 total</td>
<td></td>
</tr>
<tr>
<td>CBBS</td>
<td>27%</td>
<td></td>
</tr>
<tr>
<td>CAAH</td>
<td>37%</td>
<td></td>
</tr>
<tr>
<td>CAFLS</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>CHEHD</td>
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</tr>
<tr>
<td>CAFLS</td>
<td>7%</td>
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GRADUATE STUDENTS

<table>
<thead>
<tr>
<th>College</th>
<th>Drop-in Counseling</th>
<th>One-on-One Appointment</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHEHD</td>
<td>30%</td>
<td>4%</td>
</tr>
<tr>
<td>CES</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td>CBBS</td>
<td>19%</td>
<td>6%</td>
</tr>
<tr>
<td>CAAH</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>CAFLS</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>CHEHD</td>
<td>329 total</td>
<td></td>
</tr>
<tr>
<td>CES</td>
<td>824 total</td>
<td></td>
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<tr>
<td>CBBS</td>
<td>60%</td>
<td></td>
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<tr>
<td>CAAH</td>
<td>19%</td>
<td></td>
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<tr>
<td>CAFLS</td>
<td>6%</td>
<td></td>
</tr>
<tr>
<td>CHEHD</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>CES</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>CBBS</td>
<td>10%</td>
<td></td>
</tr>
<tr>
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</tr>
</tbody>
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POST-COUNSELING SURVEY RESULTS

99% of students were satisfied with their CCPD counseling session and knew their next steps
*Survey of 1,571 students

99% of students left the CCPD with at least one professional resource
*Survey of 244 students

93% of students waited less than 15 minutes for a drop-in session
*Survey of 968 students

CAREER ASSESSMENT SURVEY RESULTS

After taking the Strong Interest Inventory and completing a follow up meeting with CCPD staff,

99% of 229 students were satisfied with their follow-up appointment and felt confident articulating how skills, interests, and values influence their career/major choices

“assistance was very thorough and easy to understand”
Sophomore, Counseling Survey
### EXPERIENTIAL EDUCATION

#### STUDENT ENROLLMENT IN EXPERIENTIAL EDUCATION

Figure 1 shows the total student enrollment in CCPD internship courses (designated as INT), while Figure 2 shows how academic enrollment in our internship and cooperative education programs relate to enrollment in other experiential education courses at Clemson:

<table>
<thead>
<tr>
<th></th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>+1,155 STUDENTS enrolled in the Cooperative Education Program</td>
<td>53 Total</td>
<td>223 Total</td>
<td>489 Total</td>
</tr>
<tr>
<td>130% increase in student enrollment from 2012-13 to 2013-14</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### STUDENT PARTICIPATION IN THE UPIC PROGRAM

This chart documents student participation in the University Professional Internship and Co-op (UPIC) Program since its conception:

- 482 students enrolled in CCPD INT courses
- 348 part-time internship students
- 1,155 students enrolled in Cooperative Education Program
- 50% enrollment in experiential education

#### TOTAL UPIC INTERNSHIP EXPERIENCES

<table>
<thead>
<tr>
<th></th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>74</td>
<td>87</td>
<td></td>
</tr>
<tr>
<td>Spring</td>
<td>20</td>
<td>78</td>
<td>206</td>
</tr>
<tr>
<td>Summer</td>
<td>33</td>
<td>71</td>
<td>196</td>
</tr>
</tbody>
</table>

#### STUDENT INTERN ATTRIBUTES

On a five-point scale, organizations rated the degree to which Clemson interns exhibited:

- **Creative Thinking**: 4.5/5.0
- **Critical Thinking**: 
- **Communication**: 

“I feel very good about being a UPIC mentor and acknowledge the wonderful outcomes of the program”

- UPIC mentor, spring 2014
### COOPERATIVE EDUCATION PROGRAM DATA

This experiential education program grew 6% from 2012-13:

<table>
<thead>
<tr>
<th>Metric</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students participated in the program</td>
<td>1,155</td>
</tr>
<tr>
<td>Student advising sessions</td>
<td>3,508</td>
</tr>
<tr>
<td>Interactions with students via workshops and group meetings</td>
<td>650</td>
</tr>
<tr>
<td>Students reached in classroom presentations</td>
<td>1,700+</td>
</tr>
<tr>
<td>Companies actively participated as teaching partners</td>
<td>200+</td>
</tr>
<tr>
<td>Companies participating as new teaching partners in 2013-14</td>
<td>72</td>
</tr>
<tr>
<td>Site visits conducted by Cooperative Education Program staff</td>
<td>62</td>
</tr>
</tbody>
</table>

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“I gained a true perspective of the business world and what it takes to work at an international, global management level”

- Management major who participated in experiential education
8% increase in student attendance from the 2012-13 academic school year

CAREER FAIR - ATTENDANCE BY COLLEGE

The following charts show total student attendance at 2013-14 Career Fairs:

**FALL 2013 - TWO-DAY EVENT**
- CHEHD: 63%
- CES: 25%
- CBBS: 4%
- CAAH: 1%
- CAFLS: 2%
- 2,314 total

**SPRING 2014 - ONE-DAY EVENT**
- CHEHD: 67%
- CES: 23%
- CBBS: 6%
- CAAH: 4%
- CAFLS: 1%
- 1,983 total

**TOTAL ATTENDANCE**
- CHEHD: 65%
- CES: 24%
- CBBS: 6%
- CAAH: 1%
- CAFLS: 1%
- 4,297 total

**GRADUATE + PROFESSIONAL SCHOOL NETWORKING EVENT**

This networking event was offered for the first time since 2006:
- Number of participating schools and programs: 302
- Number of students in attendance: 191

**TIGERS GO TO WASHINGTON**

To offer networking and increase awareness of opportunities in the Washington DC area,
- 243 participating students
- 91% of students said attending the event was worthwhile and led to 49 percent of students searching for positions in the D.C. area

“I got to meet so many company representatives”
- Junior, Spring Career Fair 2014
CAREER EVENTS CONTINUED

EDUCATION CAREER FAIR STUDENT ATTENDANCE
This one-day event connects education majors with hiring committees from local and regional school districts:

- 26 graduate students (20%)
- 128 students (80%)
- 102 undergraduate students

461 INTERVIEWS IN ONE DAY

ON-CAMPUS INTERVIEWS
The CCPD facilitated

3,160 STUDENT INTERVIEWS

ON-CAMPUS INTERVIEWS

CAFLS 54
CAAH 115
CBBS 1,051
CÉS 1,440
CHÉHD 500

68% full-time positions (22 percent increase)
7% part-time positions (25 percent increase)
24% internships (39 percent increase)

ONLINE JOB POSTINGS
Via ClemsonJobLink, employers posted

7,389 total positions

“The Career Center did an excellent job with this event. It was a great experience”
- employer, Fall Career Fair 2013
"I got the direction I needed to build my resume for my future internship search" - workshop attendee

WORKSHOPS
The following figures examine metrics related to student workshop/presentation attendance:

273 total workshops facilitated
73% facilitated at various campus locations by request
27% facilitated in-house in the CCPD conference room

5,713 total students

GRADUATE STUDENT WORKSHOP FEEDBACK - BASED ON SURVEY RESPONSES

99% of students found information presented at workshops to be useful
*the same percentage felt the presenter did a good job holding their attention

98% of students felt knowledgeable about the topic after attending a workshop
*56% of students felt knowledgeable about the topic before attending

100% of students said they would recommend CCPD services to a friend

STUDENT ACCOUNTS, ONLINE RESOURCES
These figures recount the total number of new accounts students created among CCPD Online resources:

- ClemsonJobLink - undergraduate students: 8,497
- ClemsonJobLink - graduate students: 1,705
- CareerShift (job hunting web service): 826
- Strong Interest Inventory: 500
- Interview Stream - online mock interview system: 291

11,819 student accounts created

INTERVIEW SERVICES
304 mock interviews conducted in office (36%) or via online service (64%)

“CAREER RESOURCES”

GRADUATE
SENIOR
JUNIOR
SOPHOMORE
FRESHMAN

BREAKDOWN BY CLASS YEAR

12% GRADUATE
26% SENIOR
13% JUNIOR
17% SOPHOMORE
32% FRESHMAN

27% facilitated at various campus locations by request
23% facilitated in-house in the CCPD conference room