

Inspired futures...



2010-2011

University of Oregon Career Center



Achieving Results: The Career Center Team

Administration & Operations

Chelsey Augustyniak, Office & Communications Coordinator
 Deb Chereck, Director
 Julie MacKenzie, Program Assistant, Portland
 Kate Werdebaugh, Associate Director, HR & Administration
 Megan Green, Fiscal Coordinator
 Mika Farrington, Marketing Specialist
 Tauno Hogue, Web Developer

Employer Relations

Colleen Lewis, Employer Relations & Events Coordinator
 Mandy Devereux, Associate Director, Employer Relations
 Pam Macki, Job Developer
 Pat Ferris, Employment Services Coordinator
 Tina Haynes, On Campus Recruiting Coordinator

Career Development and Counseling

Clarice Wilsey, Senior Career Counselor
 Dani Amtmann, Assistant Director, Educational Programming
 Daniel Pascoe Aguilar, Co-Director
 Hilary Vos, Career Counselor
 Kristi Lodge, Assistant Director, Career Connections
 Kristin Grieger, Career Counselor
 Linda Williams Favero, Assistant Director, Alumni Career Services, Portland

Graduate Teaching Fellows

Dan Richmond, Sophomore Experience Program GTF
 Hannah Klausman, Peace Corps GTF
 Karina Ramos, Career Counseling GTF
 Kevin Wiles, Career Counseling GTF

Highlights

The Career Center saw many successes and achievement of goals in 2010-2011 that aligned with the Oregon 20-20 Plan, Student Affairs Strategic Plan and the University of Oregon Academic Plan. We are proud to list the following accomplishments:

- Completed and implemented the Career Center Strategic Plan
- Initiated and launched the Sophomore Experience Program
- Increased part-time job earnings for UO students by 80% from the previous year to nearly \$1.8 million
- Retained core Career Center partners and increased revenue by 40% from the previous year in a difficult economic climate
- Increased student participation in the Career Development Internship Program (CDIP) participation by 60%
- Collaborated with a multitude of UO departments, academic units, faculty and recruiters on events, programming and on campus recruiting to enhance student learning, career development and opportunities
- Expanded liaison roles in the College of Arts & Sciences, student services units and academic departments
- Strengthened course content of Career Connections Program through the addition of exercises from the Dependable Strengths Articulation Process
- Introduced group sessions designed to provide content in eight core service areas prior to individual counseling sessions to students
- Increased opportunities for students to engage in the design and delivery of programs and services through Career Center Student Advisory Board
- Redesigned website to allow for feedback, participation, personalization and comments from users
- Launched Career Center instructional video program to deliver services to students 24/7 via website
- Participated in Student Affairs Marketing Committee and collaborated on recommendations for central marketing functions
- Partnered with IE3 to award credit for international internships
- Completed Multicultural Organizational Development training and helped to create related Student Affairs New Employee Orientation
- Strengthened ability to serve students by staff participation in professional development opportunities
- Increased collaboration and participation in graduating senior survey to 50% of senior class (from 24% previous year)
- Increased job placement for recent graduates by 50% in the Portland Alumni Services Program through curriculum in six-part Job Search Group series

Student Affairs Strategic Plan

Goal: To be the preeminent residential university through the following outcome-oriented goals and objectives:

- Programs and Services
- Marketing and Communications
- Resources
- Multicultural Organizational Development
- Facilities
- Curriculum

Oregon 2020

Oregon 2020 is a comprehensive plan to create a UO that:

- Inspires scholarship, creates purposeful and inviting spaces, and encourages community engagement
- Fosters cross-institutional collaboration and partnerships
- Designs opportunities for students to learn outside the classroom
- Positions the University of Oregon as the institution where education, research, and community engagement are at the core of its interdisciplinary efforts
- Furthers the University of Oregon's commitment to academic excellence and educating the next great leaders of our state, our country, and our world

University of Oregon Academic Plan

The University of Oregon Academic Plan embraces the following Values:

- Liberal Education at Our Core
- Academics on a Human Scale
- Respectful Stewardship
- Institutional Agility / Core Strengths
- Cooperative Leadership and Community Engagement
- Resourceful Creativity

Career Center Programs and Services 2010-11

Career Assessment Program

The Career Connections program is a valuable resource designed to help students gain an understanding of interests, values, strengths and family/cultural influences that impact the career decision-making process. Inventories used include the Myers-Briggs Type Indicator, Strong Interest Inventory, Skillscan, Majors Card Sort, Ideal Day and Values Sort.

The Career Center provided assessment interpretations to nearly 650 students in 2010-11.

Career Connections Program

The Career Connections Program (CCP) experienced a successful year with stable enrollment and increased collaboration among instructors. Eleven classes were offered in winter and spring terms reaching 180 students in the College of Arts and Sciences, School of Journalism and Communication and the Lundquist College of Business. Instructors from the Career Center, LCB Career Services, School of Journalism & Communication and faculty from Psychology and International Studies collaborated in delivering instruction.

Several changes were made to the Career Connections Program curriculum during the 2010-2011 academic year to better serve enrolled students. Curriculum changes focused on strengthening students' abilities to understand and market their strengths, both through oral communication and marketing documents such as resumes and cover letters. Career Connections Program Assistant Director, Kristi Lodge, introduced exercises from the Dependable Strengths Articulation Process, designed to help students uncover their unique pattern of strengths, to the curriculum and led instructor

training on how to facilitate the exercises in each class. Other curriculum changes included adding a requirement to the resume assignment requiring each student to meet individually with instructors to receive feedback on his/her resume draft before final submission.

Career Development Internship Program (CDIP)

The CDIP reunited with the College of Education Counseling and Psychology department to award credit to students through meaningful learning experiences through internships supported by academic self-reflection, evaluation, and counseling facilitated by Career Center counselors.

CDIP serves students from all majors seeking to explore their career interests through internships across industries, both domestically and abroad. The initiative of these students who have, in most cases, created these opportunities for themselves is most impressive, and the promise of their future career success and contribution to the world is moving and strategic (e.g., at a national level, 58% of internships are expected to be converted into jobs this year). Over 80 students participated in this program in 2010-11, reflecting a 60% increase in student participation.

Student Advisory Board

The Career Center Student Advisory Board celebrated its fourth consecutive year. As the "student face" for the Career Center, Student Advisory Board members play an integral role by acting as liaisons between student and campus communities and the Career Center. Advisory board members gave valuable input and feedback on the creation and implementation of Career Center programs, events, and services. Members gained



project planning skills through organizing and implementing liaison projects, and developed strong leadership skills through participation in officer positions. Board members also learned valuable skills through career related training sessions and formed personal connections with both Career Center staff and other board members.

Sophomore Experience Program The University of Oregon

The UO Sophomore Experience Program (SEP) was created through a grant from the Oregon 2020 Committee in the fall of 2010 by representatives from the Career Center and University Housing in order to address the concerns of second year students. The combination of several factors made this a particularly challenging year for sophomores. This program is intended to be a retention tool and provide students with increased confidence, empowered decision making skills, and a sense of engagement in our community. During the 2010-2011 strategic planning of the Sophomore Experience Program workgroup, the SEP implemented preliminary programming, including three

career-development/student-engagement events for sophomores (i.e., Make a Difference Day, Dependable Strengths Workshop, and iCareer Panel) with a total attendance of 233 sophomores, in addition to 19 workshops on a diversity of subjects relevant to sophomore student development, with a total attendance of 108 sophomores.

Portland Center

The Portland Alumni Career Services branch of the Career Center completed its third year serving UO alumni in the Portland area. In addition to alumni, the Portland office serves close to 150 Journalism and Architecture & Allied Arts students in the White Stag Block. This added service has increased attendance at all events and counseling appointments to over 650 touchpoints to students and alumni. The program recently announced the extension of free services from six months to one year from graduation due to the slow economic recovery.

Employer Relations

Overall, employer participation in major recruiting events increased by 27% from 2009-10, showing us the first signs of renewal in a slow to recover economy. Over 5100 undergraduate, graduate students and alumni (a 25% increase from last year) worked to broaden their job search by connecting with 325 employers on campus.

Employment Services

The Career Center hired a job developer, Pam Macki, to solicit part-time job opportunities for UO students. We are proud to report that these efforts, in combination with a slowly improving economy, resulted in 1.8 million dollars earned by UO students in part-time jobs, an increase of 80% from the previous year.

Events

The Career Center hosted four major career fairs during the 2010-11 academic year. The Fall and Spring Fairs are the center's major job fairs; in addition, the Career Center hosts the Internship Fair winter term and Health Fair spring term. Before each major fair, an employer/student networking event is held in order to facilitate increased opportunity for connection.

In collaboration with International Affairs, the center co-hosted the first Career Fair for International Students during winter term. Key collaborations were continued with the So you Want my Job alumni panel in partnership with the College of Arts and Sciences (CAS), the UO Library and the Alumni Association. This event brings CAS alumni with interesting and unique jobs to campus to share their career paths with students and alumni.

The center also received a grant from Target Stores and partnered with UO Housing and Oregon Community Credit Union to create iCareer, where 32 panelists from a variety of industries and 140 UO students participated in eight occupationally-themed panels. The Career Center continued the annual Student Employee of the Year award reception, in which close to 80 outstanding student employees on campus were recognized for their work.

On Campus Recruiting Program

The On Campus Recruiting Program had a highly productive year, facilitating 1415 interviews, a 28% increase from the previous year. The On Campus Recruiting Program hosted 211 employer visits to campus.

Career Center Partner Program

The Career Center Partner Program, a mutually beneficial strategic partnership between the Career Center and organizations seeking

to recruit UO students had a very successful year. The program grew by 40% from 2009-10, increasing revenue from \$47,000 to \$69,000 and welcomed five new organizations.

Next Destination Survey

The Next Destination Survey (formerly titled Senior Survey), designed to collect data from graduating seniors about their plans upon graduation was a great success, with nearly 50% of all seniors responding. Data collection from the graduating class of 2010-11 began in August 2010 and ended June 2011. The survey was sent to 3,535 students, and aggregating this year's Lundquist College of Business senior data, the total number of respondents was 1,552 or approximately 50% of graduating seniors.

The majority of respondents (61%) intended to work after graduation either full time, part time or at an internship. Of those intending to work, 46% indicated having secured employment and another 8% declared having been evaluating job offers. 21% percent of graduates intended to continue their education, with 35% choosing to stay at the University of Oregon.



Capitalizing on New Media Outreach to Students

Online Services

The Career Center recognizes the importance of marketing and branding to our core audience, students. This past year we focused on using technology to further enhance and appeal to our students. Part of this effort included making our website more accessible to users. Online service enhancements included streamlining user access to UO JobLink in order for students to access job postings directly from the website, eliminating the need for a second login, as well as the creation of short online instructional videos designed to engage students in a familiar technological way. Most importantly, the revamped website continues to provide a solid foundation for future updates and expansions of our online offerings.

Marketing and Social Media

The Career Center reached out to over 1000 UO students, faculty and staff daily through Facebook, Twitter, LinkedIn, Foursquare and YouTube. By embracing and educating ourselves about social media, the Career Center aims to meet students on their own ground in a medium that they find compelling and convenient. We share event details, videos, job search tips, leads and interesting online articles.

One of our most powerful social networking tools is the Career Center website, and our blog is central to the interactive and personalized content we offer. The Center debuted a new series of blog posts called "You're Hired!" which features job search success stories from UO students and recent graduates. We



Senior Jenn Torres, featured on the Career Center blog

believe that sharing these successes is not only a great marketing tool for our services, but will serve as an inspiration to other students who may be feeling discouraged by a challenging job market. We are excited to have this new avenue for sharing our students' accomplishments, and the posts included in the "You're Hired!" series have proven to be some of our most-read blog posts.

Video Technology

Video is an increasingly important medium for college career center websites, and in fall 2010, the Career Center launched its first major video project. Career Counselor Hilary Vos, who has a background in television news reporting and producing, supervised the project and employed a student video producer to videotape career center events and produce segments for the Career Center website. Senior Kyle Steinbach '11, a double major in Cinema Studies and Business, utilized an SLR camera and laptop to shoot and edit videos. The UO Career Center marketing team then posted the videos on YouTube and linked them to the center's website.

Over the course of the year, Steinbach produced a variety of videos – including interviews with alumnae who spoke at the So You Want My Job panel discussions and recruiters participating in Career Center career and internship fairs. Steinbach also recorded interviews with Nike Collegiate Programs Recruiter Sharlene Alagar and State Department Diplomat in Residence Brooks Ann Robinson during recruiting visits to the UO Career Center. He taped a variety of events, including some of the new group sessions that were added to the center's menu of services in spring term, and the iCareers Sophomore Experience panels of professionals. Steinbach also wrote and created a series of "How To..." segments on how to navigate various parts of the Career Center website and UO Joblink. During the summer of 2011, Steinbach continued working as video producer, taping interviews with students participating in the Career Development Internship Program, and with student interns working for partner employers including Target and First Investors, and interviewing students about their success stories in finding work. Steinbach also videotaped events and interviews at the Portland Career Center office for Alumni Services. In all, Steinbach created 29 videos to make the video project a huge success.

By the Numbers

Throughout the year, Career Center staff monitored the usage of our services and concentrated on data and learning outcomes. The usage of our kiosk tracking system through UO-JobLink improved our ability to assess student priorities and track attendance at events, and Google Analytics measured key data.

264,726

visits to the Career Center website ¹

4,147

students visited the Career Center for individual counseling appointments, drop-in and employment services and resource assistance ²

100,669

student logins to UO-JobLink ⁴

1,988

students served through workshops and class presentations delivered by career counselors ⁵

120

workshops, presentations, group sessions and tours delivered to students ⁵

1,415

student interviews with employers hiring career positions facilitated by the On Campus Recruiting Program ⁵

5,102

students served at Career Center hosted events ³

325

employers and organizations served at Career Center events ⁵

662

Alumni served by the Portland Alumni Career Services operation at the White Stag building ⁵

638

Career Assessment administrations delivered to students ⁵

How Do We Know?

- ¹ Google Analytics measures page views, unique visitors, and time spent on career.uoregon.edu
- ² Touchscreen kiosk in our Career Center lobby tracks student visit counts, reasons, and demographics
- ³ Card swipe/ID number kiosks at events track student traffic and demographics
- ⁴ UO-JobLink system usage data
- ⁵ Quarterly reports track trends in primary service areas

1000

students reached out to daily through social media such as Facebook, Twitter, LinkedIn, FourSquare and YouTube ⁵

17,756

active student and alumni UO-JobLink accounts ⁴

\$1.8 million

earned in part-time jobs by UO students ⁵



Thank You to our Partners

CAREER CENTER PARTNERS

Career Center Partners play a vital role in providing the Career Center discretionary funding to enhance career education on campus.

Diamond Level (\$10,000)

Fred Meyer
US Marine Corps

Platinum Level (\$5,000)

Enterprise Rent-a-Car
Oregon Community Credit Union
US Navy
Verizon Wireless

Gold Level (\$3,500)

College Pro Painters
Fisher Investments
First Investors
Frito Lay
Knowledge Learning Corporation
Northwestern Mutual Financial Network
Progressive Insurance
Target

Emerald Level (\$1,500)

Boly:Welch
Ferguson, a Wolesley Company
Levi Strauss & Co
Pacific Source Health Plans

EVENT AND PROGRAMMING PARTNERS

A variety of employers and colleagues from campus and beyond supported the Career Center by cosponsoring and participating in events, hosting outreach programs, working as liaisons and providing resource assistance.

Academic Departments and Colleges

Anthropology
Biology
Chemistry
Clark Honors College
Classics
College of Arts and Sciences
College of Education
Computer and Information Science
Counseling Psychology and Human Services
Department of German and Scandinavian
East Asian Languages and Literatures
English
Environmental Studies
Ethnic Studies
Geography
Geological Sciences
General Science
Graduate School
History
Human Physiology
Humanities
Institute of Molecular Biology
International Studies
Lundquist College of Business
Mathematics
Planning, Public Policy & Management
Political Science
Psychology
Religious Studies
Romance Languages
School of Architecture & Allied Arts
School of Journalism & Communication

School of Music and Dance
Sociology
Special Education and Clinical Sciences
UO Clark Honors College
UO School of Law
Women's and Gender Studies

Student Services, Groups, Programs and UO Departments

Alpha Kappa Psi
Alumni Association
ASUO Executive
College Scholars
Co-Op Family Center
Craft Center
Department of Anthropology
Department of Planning Public Policy and Management
Department of Public Safety
EMU Food Services
EMU Moss Street Children's Center
Environmental Health & Safety
Ethnic Studies
First Year Programs
Graduate School
Greek Life
Holden Leadership Center
Humphrey Program
Intercollegiate Athletics
International Affairs
Men's Center
Mortarboard Honor Society
Multicultural Career Alliance
National Broadcasting Society
Office of Academic Advising
Office of Admissions
Office of the Dean of Students
Office of International Affairs
Office of Multicultural Academic Success
Order of Omega Honor Society
Oregon Bach Festival
Oregon Daily Emerald
Oregon Hillel
Oregon Young Scholars Program
Pathway Oregon
Printing and Mailing Services
Purchasing and Contracting
Service Learning Program
Sophomore Experience
Student Affairs IT
Student-Athletic Development
Student Recreation Center
Teaching and Learning Center
The Duck Store
University Counseling and Testing Center
University Housing
UO Annual Giving Program
UO Catering
UO Disabilities Services
UO Facilities Services
UO Libraries
UO Office of Development
UO Scheduling and Event Svces
Women's Center
Yamada Language Center

Employers and Organizations

A Family for Every Child
AAA Oregon/Idaho
Abercrombie & Fitch
Aerotek Inc.
Altria Sales and Distribution
American Red Cross
Archaeological Legacy Institute
AT&T
Banana Republic
Beyond War
Big Brothers Big Sisters of Lane County

Bi-Mart Corporation
Binyons
Blount International, Inc.
Boly: Welch
BrucePac
Buckle, Inc.
CampusPoint
Cartwright School District
Cascadia Behavioral Healthcare
Cinema Pacific Film Festival
City of Eugene
Civil Liberties Defense Center
College Pro Painters
College Works Painting
Columbia Sportswear
Committed Partners for Youth
Community Mentor Network
ConMed Corporation
Consolidated Graphics
Costco Wholesale
COUNTRY Financial
E & J Gallo Winery
Enterprise Rent-A-Car
Eugene School District 4J
Expedia, Inc.
Express Employment
Federal Bureau of Investigation
Federal Deposit Insurance Corporation (FDIC)
Ferguson, a Wolesey Company
Fire Mountain Gems and Beads
First Investors Corporation
Fisher Investments
Forest Pharmaceuticals, Inc.
Fred Meyer
Frito-Lay Inc.
Fund for the Public Interest
George Fox University
Girl Scouts of Oregon and Southwest Washington
Greenhill Humane Society
Hampton Lumber Mills Inc.
Hidden Valley Camp
Huron Healthcare
Insight Global
Intrax Internships Abroad
Journalism
KeyBank
KidSports
Knowledge Learning Corporation
Kraft Foods
Lane County Environmental Health
Lane County Historical Society and Museum
Levi Strauss & Co.
Longview Fibre Paper and Packaging, Inc.
Looking Glass Youth & Family Services
Lutheran Volunteer Corps
Macy's Inc.
Mutual of Omaha Oregon
Nearby Nature
NEDCO
New Horizons In-Home Care Agency
New York Life Insurance Company
Next Step Recycling
North Star Resource Group
Northwest Youth Corps
Northwestern Mutual Financial Network
Ophelia's Place
Oregon Bach Festival
Oregon Community Credit Union
Oregon Daily Emerald
Oregon Dept of Fish & Wildlife
Oregon Dept of Forestry
Oregon Dept of Transportation
OHSU
Oregon Secretary of State Audit Division
Pacific Capital Resource Group
Pacific Office Automation
PacificSource Health Plans

Peace Corps
PECI
Pentagon Federal Credit Union
Pepsi Beverages Company
Portland Fire & Rescue
Portland Trail Blazers
Professional Credit Service
Progressive Insurance
RadioShack Corporation
Regence
Reiki Without Borders
Rite Aid
River Point Farms
Road Trip Nation
Safeway
SAIF Corporation
Science Factory Children's Museum
Secretary of State Audits Division
Shangri-La Corporation
Shelter Care
Siuslaw Bank
Skipping Stones Magazine
SMART Reading Program
State Farm Insurance
State of Oregon DHS/OHA
Susan G. Komen for the Cure
Target Stores
Teach For America
Techtronics Ind., Inc.
The Bonneville Power Administration
The Sherwin-Williams Company
Toys 'R' Us, Inc.
TransPerfect Translations
U.S. Army Corps of Engineers
U.S. Army Recruiting Command
U.S. Department of State, Bureau of Diplomatic Security
U.S. PIRG (Public Interest Research Group)
United States Marine Corps Officer Program
United States Navy
United Way
Universal Forest Products
Unum
US Army
UO Army ROTC
US Bank
US Environmental Protection Agency
US Marine Officer Selection
US State Department
USDA Forest Service
USDA NRCS
Verizon Wireless
Vestas
VTM, Inc.
Waddell & Reed
Walgreens
Washington River Protection Sol.
Wells Fargo
Western Beverage, LLC
Willamette University MBA
Womenspace
Yaquina Head Outstanding Natural Area BLM
YMCA Camp Seymour Zones, Inc.

SERVICE PROVIDERS

The Career Center delivers its mission by contracting with numerous organizations:
The Big Guide to Living and Working Overseas
CPP (assessment services)
Interfolio
Internships.com
NACELink Network (powered by Symplicity)
Oregon Career Information System
Student Voice (supported by the Vice President of Student Affairs)