

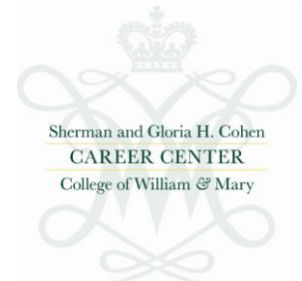
Sherman and Gloria H. Cohen Career Center at the College of William & Mary





Agenda

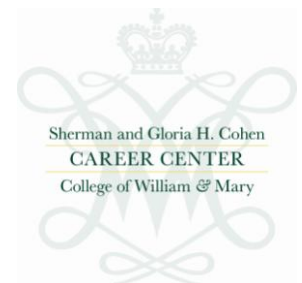
- Cohen Career Center – 1 Year Later
 - Statistics
 - Programs
 - Initiatives
- Alumni Engagement
- Employer Development
- Senior Survey Data



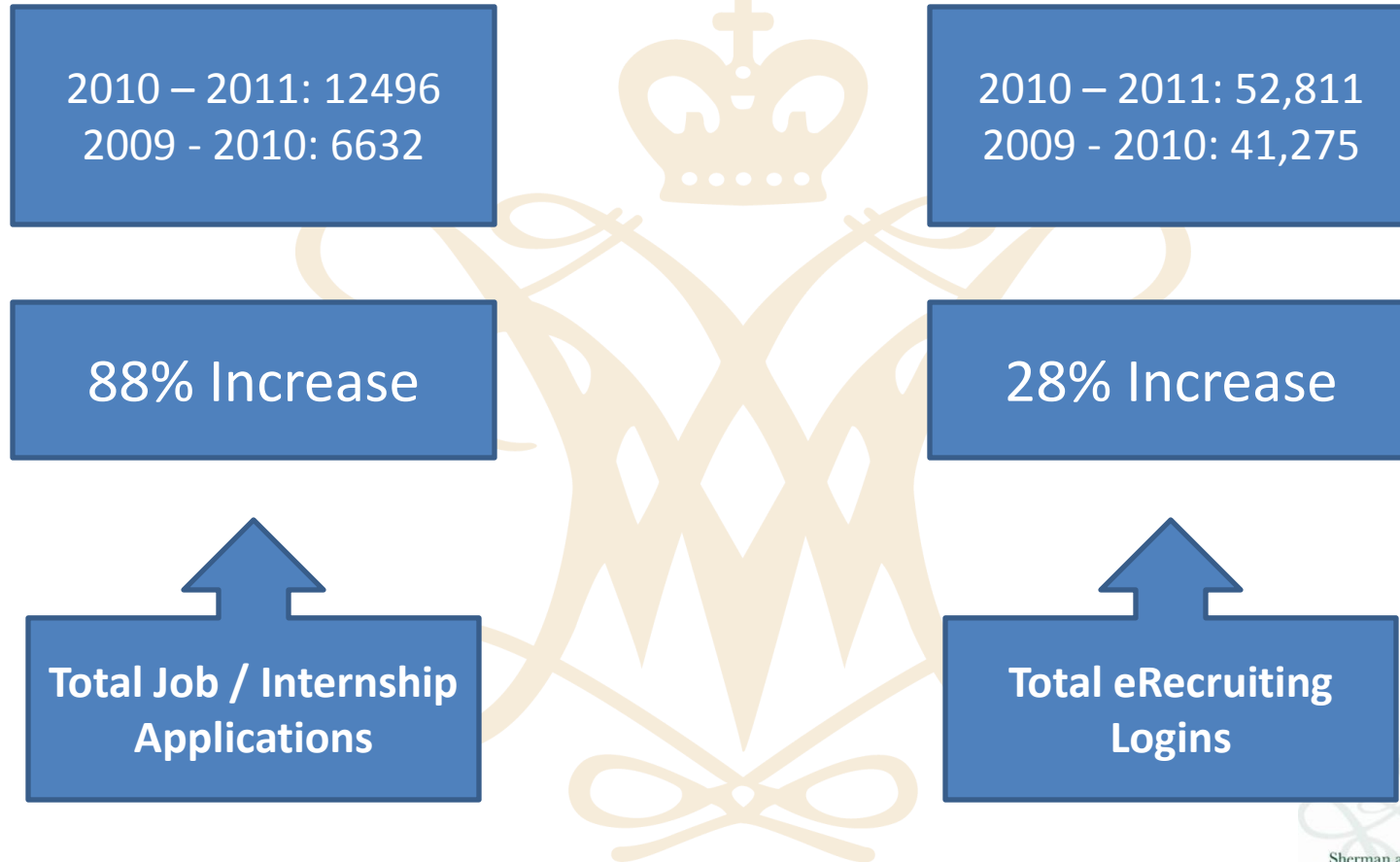
2010-2011 Goal:

Increase Number of Student Contacts

- Total in-person student contacts increased 54%, from 7,657 to 11,776
- Unique in-person student contacts increased 26%, from 2,730 to 3,473
- Employer Information Sessions up 246%
- Walk-in Appointments up 145%
- Special Events up 145%
- Internship Interviews up 80%



Impacts on Programming and On-Campus Recruiting



CAREER FAIRS

- Fall Career Fair -- September
- Spring Career Fair – January
- Just in Time Career Fair – April
- Government/Non-Profit Career Fair – February
- UVA/W&M Alumni Career Fair -- February
- Workster Alumni Career Fair -- June
- Education Recruiting Day -- March
- Graduate/Professional School Day -- September

CAREER SYMPOSIA

- Meet the Firms Friday – Accounting/Consulting
- From DoG Street to Wall Street – Finance
- Ferguson Publishing Seminar
- Marketing Careers Symposium
- Non-Profit Careers Symposium
- Government/IR Careers Symposium
- Science/Technology (STEM) Careers Symposium
- Health Care Careers Symposium

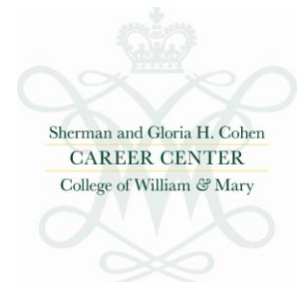
CAREER NETWORKING TRIPS



- Wall Street Program – NYC
- Marketing Immersion – NYC
- Capitol Hill Day – DC
- Theatre Trip -- NYC
- Science Careers Trip – Richmond
- Consulting Trip – DC/NoVa

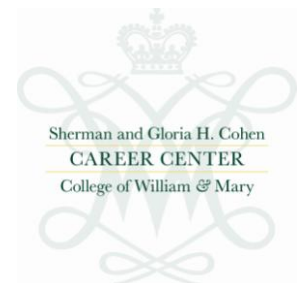
EXPERIENTIAL EDUCATION

- Local Internship Program
 - Opportunity for students to intern in the greater Williamsburg area for 7-10 hours per week, no credit, no pay – Petersburg initiative
- University Career Action Network
 - Searchable data base of 2,000+ internships shared by 22 selective colleges and universities across the country
- MAcc Winter Field Experience
 - Opportunity for MAcc students with A&S backgrounds to intern between Jan - March



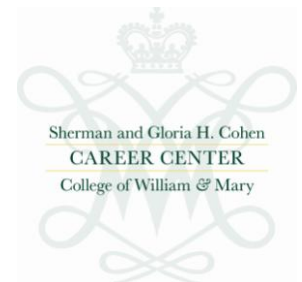
INITIATIVES

- Compass – for freshmen and sophomores
- Programs/Services for A&S Graduate Students
- Alumni Career Services
- Diversity Mentoring Program
- Strategy Consulting
- Athletics Collaboration
- Management Skills for Public Service
- Sciences and Math Programs/Services
- Academic Department Initiatives
- *Rethinking Success: From the Liberal Arts to Careers in the 21st Century*



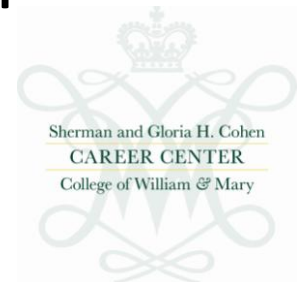
SCIENCES INITIATIVE

- *Employer Information Sessions:*
 - National Institute of Standards and Technology
 - National Institutes of Health
 - NASA Langley
 - Jefferson Lab
 - Student Conservation Association
- *Career Panels:*
 - Computer Science Night
 - Biotechnology
 - Health Care
 - Environmental Consulting/Policy/Law
 - Science/Math Education



Employer Advisory Board

- Bain & Company
- JPMorgan
- FTI Consulting
- Ernst & Young
- Colgate Palmolive
- Booz Allen Hamilton
- GreenOrder
- eglobaltech
- Teach for America
- Williamsburg-James City County Schools
- CIA
- Naval Sea Systems Command
- Washington Open MRI
- Swiss Log



The Career Center is focused primarily on one experience in the lifelong connection

“W&M helped make me who I am, and I want to give back in some way”

“I want to get into W&M”

Apply

Alumni

“W&M offers me the best opportunity”

Decide

Brand & Engagement

Exit

“W&M prepared me for what I want to do next”

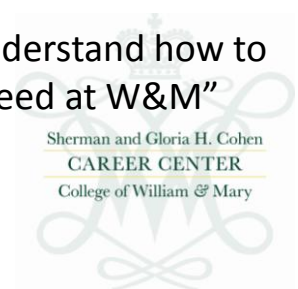
Enter

Attend

“I am a valued part of an inspiring community”

“I understand how to succeed at W&M”

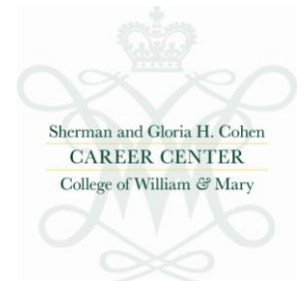
Sherman and Gloria H. Cohen
CAREER CENTER
College of William & Mary



Career Services for Alumni

1. one-on-one **career advising**, either in person or via telephone
2. career development/transition information and **resources on our web site**
3. **job databases** on our web site
4. all of the Career Center's **career fairs**, both on and off campus
5. three **alumni-only career fairs**, offered with consortia -- possibly more outside this region
6. Career-related **programming for chapters**

Senior Survey – Data Analytics



We have established a fact base to outline drivers of the Center's vision and mission

The Vision
(outcome metric)

W&M brand is strengthened

Alumni are more engaged, attributing career success to W&M

The Mission
(output metric)

Each senior pursues an attractive career

What has to
be true to
reach it
(input metrics)

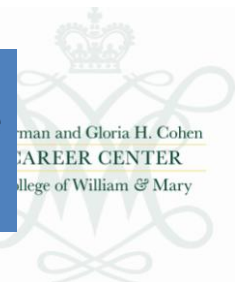
Students are engaged
in their career search

Students and staff are
aware of which
positions/careers are
attractive

Students can
communicate fit with
an attractive
position/career

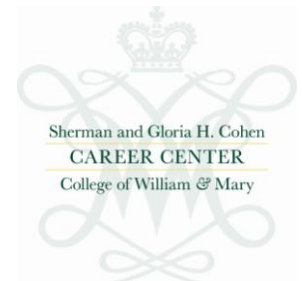
Students are prepared
to obtain the attractive
position they want

Attractive positions are
available to students



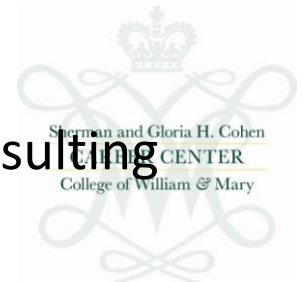
Executive Summary

- **Engaging more students with the existing career planning tools** will significantly increase overall job search success
 - Key drivers are a student's GPA and the number of career planning tools (i.e., internships, career fairs, resume reviews, etc) they use
 - Students who engage with more tools are more likely to find jobs; however, engaging more often with the same tool (ex: >1 internship) does not provide differential success
 - Students who engage early and often have a greater likelihood to achieve success in their desired outcomes
- **Virginia faces a net loss of 20% of the employed population**
- **50% of employed students enter one of five industries** (Education, Government, Non-profit, Healthcare, and Banking)
- Students and influencers would benefit from an **accurate picture of opportunities**
 - Student conceptions that some industries "only hire business students" is flawed: with exception of the "trades", industries pull students from every major
 - Professors are willing to coach/encourage students if trained/informed on where students go
- Opportunity exists to **deepen relationships with target employers**
 - Employers are highly fragmented, with the top 20 companies doing only 14% of hiring
 - Only 400 of the 2,300 companies hired more than once in the past four years

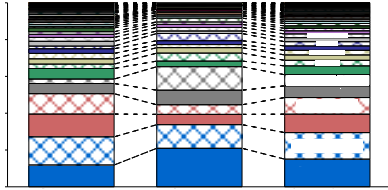


TOP EMPLOYERS

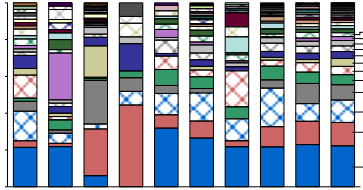
- Top 10 Employers - 2011
 - Teach for America
 - Ernst & Young
 - KPMG
 - PricewaterhouseCoopers
 - Booz Allen Hamilton
 - Deloitte / Deloitte Consulting
 - CGI Federal
 - Capital One
 - IBM
 - Berkeley Research Group
- Other Notable Employers
 - Goldman Sachs, JP Morgan, Deutsche Bank, FTI Consulting



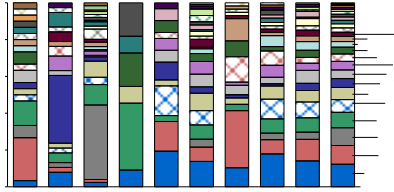
Education, Government, Non-profit, and Healthcare are the top overall employers



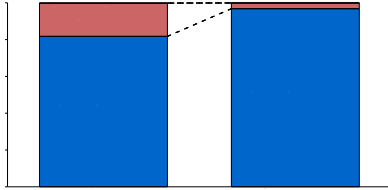
The top four overall industries take 30-60% of the students in each major



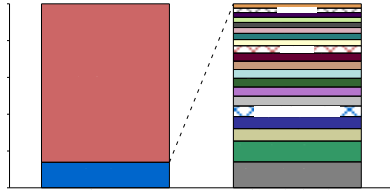
Each major feeds a diverse mix of industries beyond the top four most popular industries



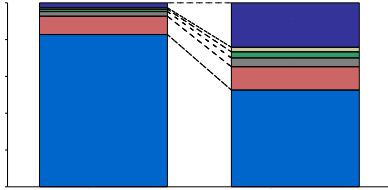
“Campus Recruiters” make up 3% of hiring companies and hire 18% of students



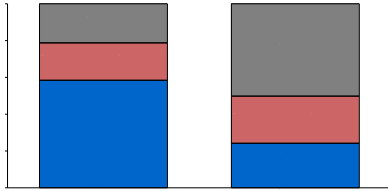
Employers are highly fragmented, with the top 20 companies doing only 14% of hiring



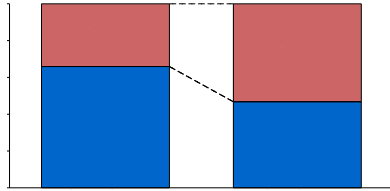
Only 400 of the 2,300 companies hired more than once in the past four years



80% of VA students remain in VA or the Mid-Atlantic, and some others come to the area



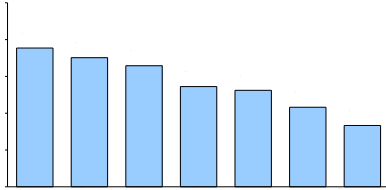
However, VA faces a net loss of 20% of the students enter the work force after graduating



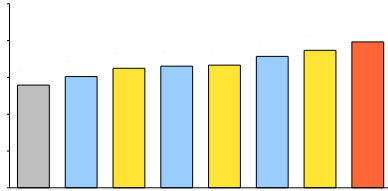
EMPLOYER DEVELOPMENT

- CERT
 - Corporate and Employer Relations Team
 - Office of Strategic Initiatives, Economic Development, Development, Corporate and Foundation Development, Cohen Career Center, MBA Career Services, Mason School of Business
- Goal – W&M Top 50
 - Cultivate and maintain relationships that run-deep and across the College

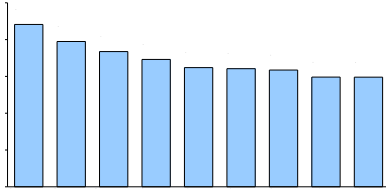
Seniors with higher GPAs – especially >3.0 – are more successful in their job search



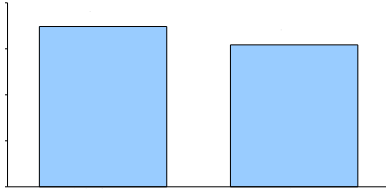
Successful job seekers are engaged in the process, taking advantage of CCC tools



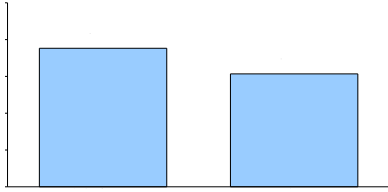
There is an 18pt spread of job search success across categories of major



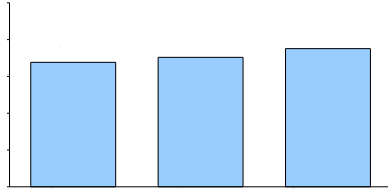
Seniors who did at least one internship are more successful in their job search



Seniors who had their resume approved are more successful in their job search



Students who engage earlier are more likely to have success in their job search



Discussion

Further questions and information:

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