

# Summary of Student and Employer Engagement

Summer 2017 - Spring 2018



**OUR MISSION:** *To educate and empower students to achieve career success.*

**OUR VISION:** *Create a career-centered campus culture.*

Staff worked diligently to achieve the center's mission and vision through innovative programming designed to meet the needs of both students and employers. With an increased national focus on career outcomes, the CCD strives to build strong partnerships and deep collaborations across campus to better serve our students and help them meet their goals.

## Staff Changes

*The CCD experienced many staff changes over the course of the year including:*

- Danny Pape was promoted to Associate Director for Employer Development and is the first person to hold that title in the center. Danny's impact was significant as he created and implemented a strategy for employer development and increased the number of employer visits both locally and out of town. Unfortunately, the departure of Katherine Evans in August left the Employer Development team down a person all year.
- Njyhalo Pavati took on the Consultant to Haslam College of Business role and worked closely with the Haslam College of Business Undergraduate Professional and Career Development to serve students.
- Mary Beth Browder was promoted to Assistant Director for Internship Development, which is also a new position. In addition to internship development, Mary Beth leads initiatives around experience learning such as VolTreks and the Co-Curricular Transcript.
- Simone Stewart filled the Consultant to Arts and Sciences/Social Work/Education position and continued many of the unique programs offered to those students such as the Arts and Sciences Preview Night before the Spring Job Fair and Impact Careers Week.
- Lamar Black joined the team on June 1<sup>st</sup> as Assistant Director for Employer Development and will focus on STEM and healthcare recruiting.
- Marianne Reinert was promoted to Office Manager; Vicki Layman was promoted to the Accounting Assistant role; Lacey Wood was hired as the center's Receptionist. Together, the Operations team handles the customer service and financial transactions that keep the center running smoothly.

## Student Engagement

Thousands of students engaged with the Center for Career Development through individual student appointments, job fairs, on-campus interviews, workshops, events and completed profiles in Hire-A-VOL. Unfortunately, due to a migration of Hire-A-Vol to a new platform, data was lost in the transition. Total reported student interactions with the office were 42,595 with 16,744 unique users. Unique users are down approximately 1,000 from the previous year, and we believe this represents the loss in data, in particular, first-year students who attended class presentations provided by the CCD. Staff delivered over 550 class presentations and workshops.

In-person interactions totaled over 22,150 reaching more than 10,200 unique users. These users were well represented across years and college affiliation. Sixty percent of undergraduate students engaged with the CCD in some manner. Graduate student use of the center rose 18% as a result of an increased emphasis on graduate student career development. Over 12,000 students had active accounts on Hire-A-Vol. Details on one-on-one appointments and student participation in job fairs and programming are found later in this report.

*This past year...*

we had a total of  
**42,595**  
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**12,000**  
students had active accounts on  
Hire-A-Vol

**765**  
unique employers visited the  
University of Tennessee

*What can I do with this Major?*  
generated more than

**\$100,000**  
in revenue

## Employer Relations

Approximately 765 unique employers visited the University of Tennessee, Knoxville through events arranged by the CCD including: job fairs, on-campus recruiting, employer of the day and information sessions. Additionally, employers posted thousands of positions, part-time, internship, and full-time, in the Hire-a-VOL system. The office seeks opportunities to engage employers in educational programs to assist students through networking events, job fair preparation, and resume critiques. A number of employers provided financial and departmental support formally through the Elite Partners Program and supported programming such as Resumes and Lattes, an event offering resume critiques, free packets of resume paper and a coffee bar to participating students.

The center managed 10 career fairs that hosted a total of 773 employers and 5,329 students. These events ranged from large, all-major fairs to small, niche fairs. The center also offered logistical and staff support to colleges hosting their own fairs, including Nursing, Herbert College of Agriculture, and Architecture and Design.

The Employer Development team participated in dozens of meetings and phone calls with current and prospective employers. Staff visited Atlanta, Nashville, Huntsville, Birmingham, Cincinnati and Charlotte to visit employers and encourage them to hire UT talent.

The center held two employer-focused events on campus. In August, we had our first-ever Employer Summit, which offered a day of programming designed to help employers less familiar with the University of Tennessee learn about our students and methods to recruit them. It was well-received by the nearly 30 attending organizations, and we plan to offer it again. In April, we reinstated our Elite Partners Meeting. This provided an opportunity for us to gather the employers who consistently recruit our students and support the center. One and a half days of programming allowed employers to interact with staff and other administrators on campus. Over 30 representatives from 20 organizations in a variety of industries attended.

## Key Initiatives

*Over the course of the year, staff invested time and energy on the following initiatives:*

- **Career Readiness Competencies:** We made additional efforts to educate students and the campus community about the importance of gaining career readiness competencies and appropriately articulating them to potential employers. Staff created new resources focused on resume development and interview strategies for communicating competencies. Additionally, staff presented this information to students in one-on-one coaching sessions and presentations.
- **Experience Learning/QEP:** The center remains committed to increasing opportunities in the area of experience learning, including internships. Eight inaugural courses applied for and received the Internship (N) course designation for inclusion in the 2018-2019 course catalog. In cooperation with the Co-Curricular Transcript implementation team, a process was developed for students to include internships on the CCT.
- **Graduate Student Career Development:** Working closely with the Graduate Student Senate, the center provided additional and more targeted programming and resources for graduate students. We conducted a small needs assessment of graduate students and plan to continue efforts in this area.
- **First Destination Data:** One of the center's largest efforts is collecting and distributing career outcomes data on graduating students, including participation in national data collection through the National Association of Colleges and Employers. A significant amount of time is spent on this effort, and we reached a knowledge rate of 80% for the class of 2017, an increase from 65% in the prior year.

## Select Department Highlights

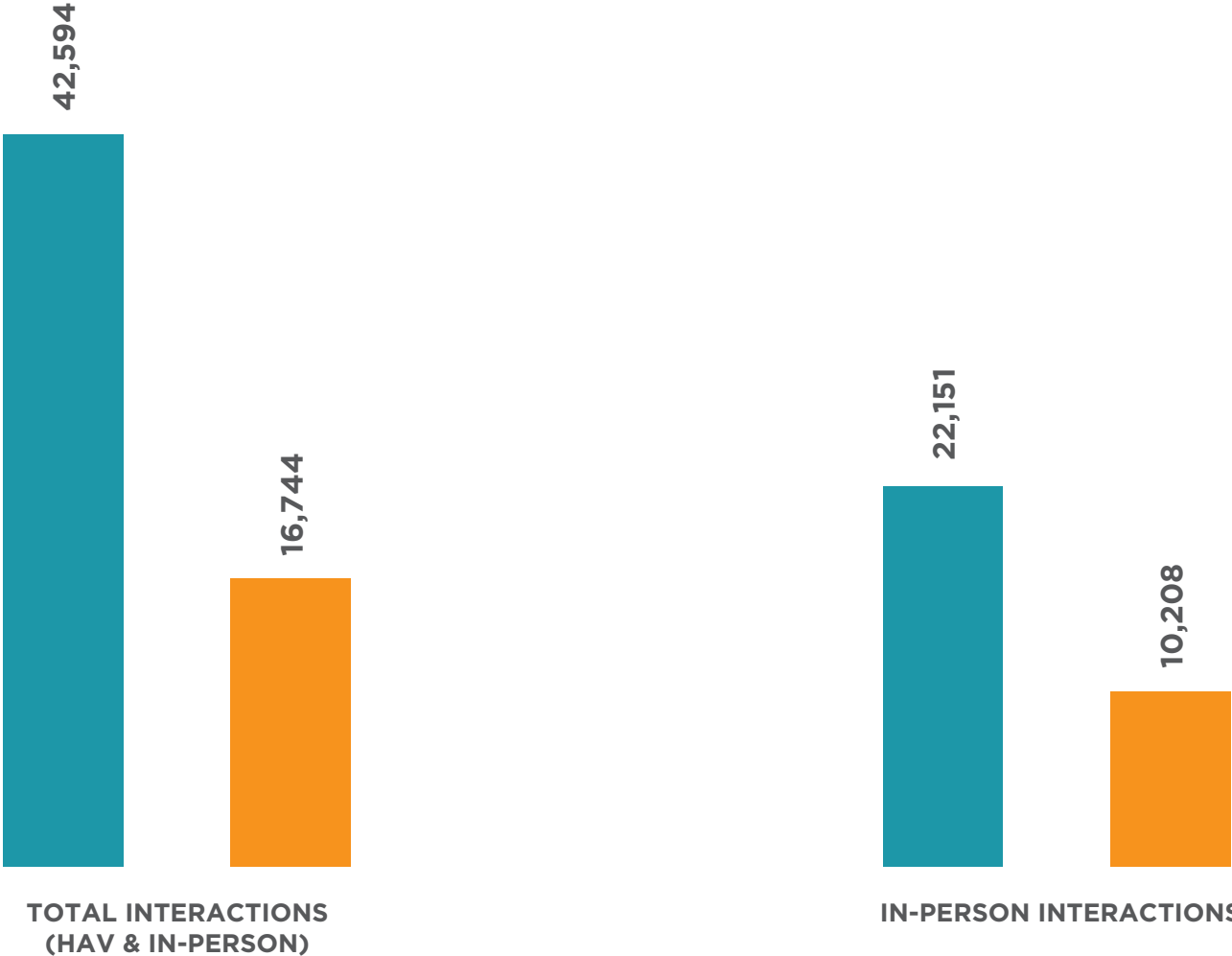
- Staff administered a post-appointment assessment to understand the student experience and measure learning outcomes of students who participated in one-on-one appointments. 97% of 1,210 respondents reported "strongly agree" to "offered a welcoming and respectful environment" when prompted to rate their experience at the Center for Career Development.
- The center utilized a graphic design firm to significantly redesign *What can I do with this Major?* We increased the yearly subscription fee. As a result, subscriptions rose by 120 institutions to 689 colleges and universities and generated more than \$100,000 in revenue.
- TCE Consultant hosted the *Life Skills Series*, which was recognized as Innovative Program of the Year by the Division of Student Life.
- In response to employer needs, we hosted the first annual *Just In Time Career Fair* in April. Forty-one employers and 150 students attended. We plan to grow this in the future.

# Student Engagement Data

Office-Wide Student & Alumni Interactions

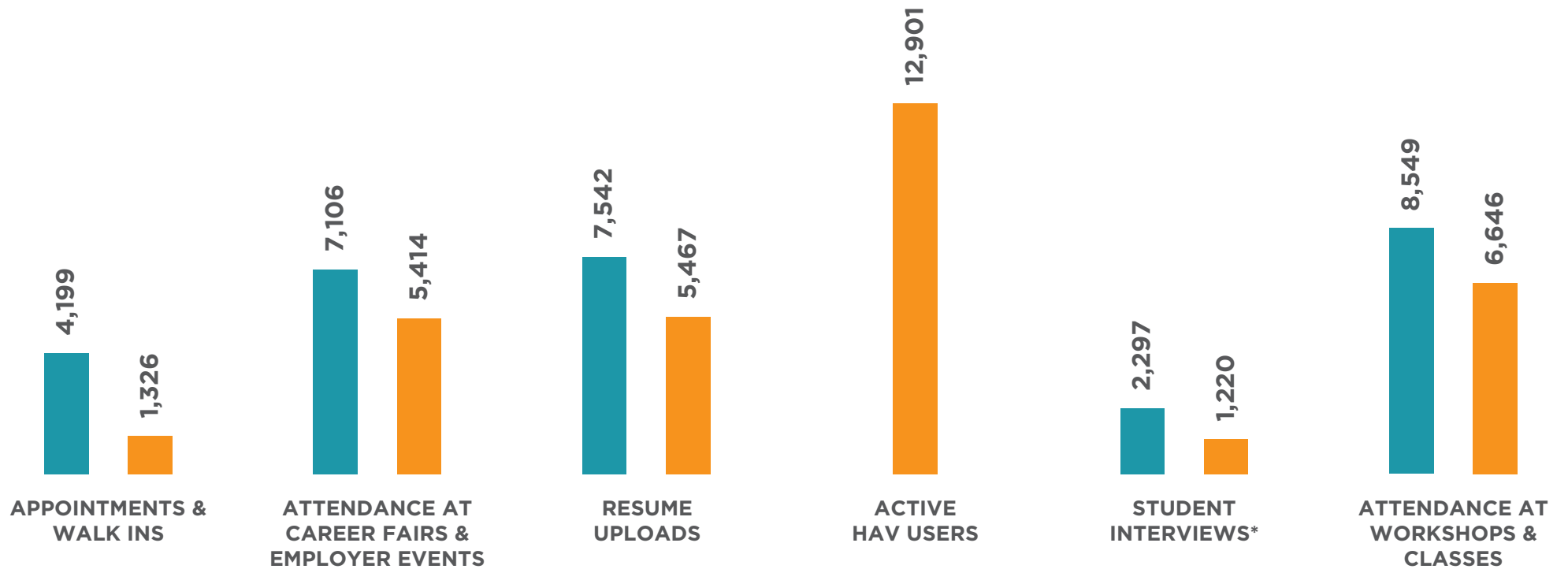
## OFFICE-WIDE INTERACTIONS

■ Total ■ Unique



# INTERACTIONS BY SERVICE-TYPE

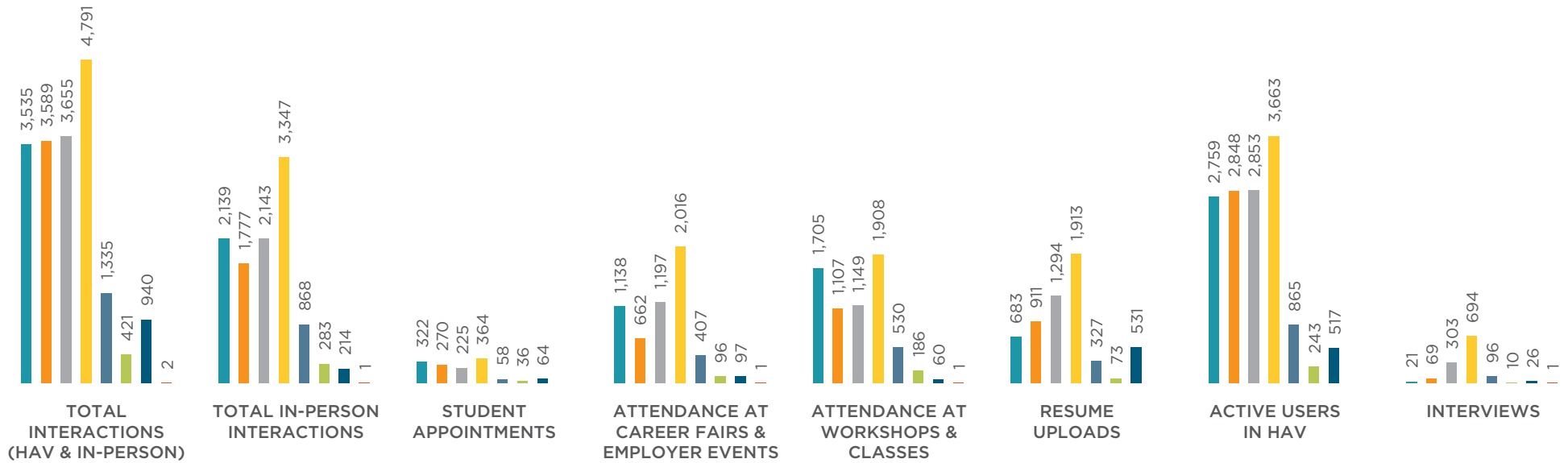
■ Total ■ Unique



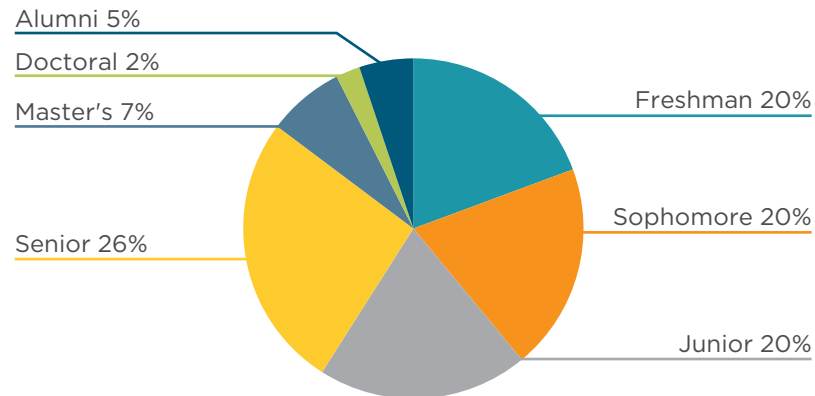
*\*Student Interviews captures pre-select, day-after career fairs, and various in-house interviews.*

## UNIQUE INTERACTIONS BY CLASS DEMOGRAPHICS

■ Freshman 
 ■ Sophomore 
 ■ Junior 
 ■ Senior 
 ■ Master's 
 ■ Doctoral 
 ■ Alumni 
 ■ Unknown

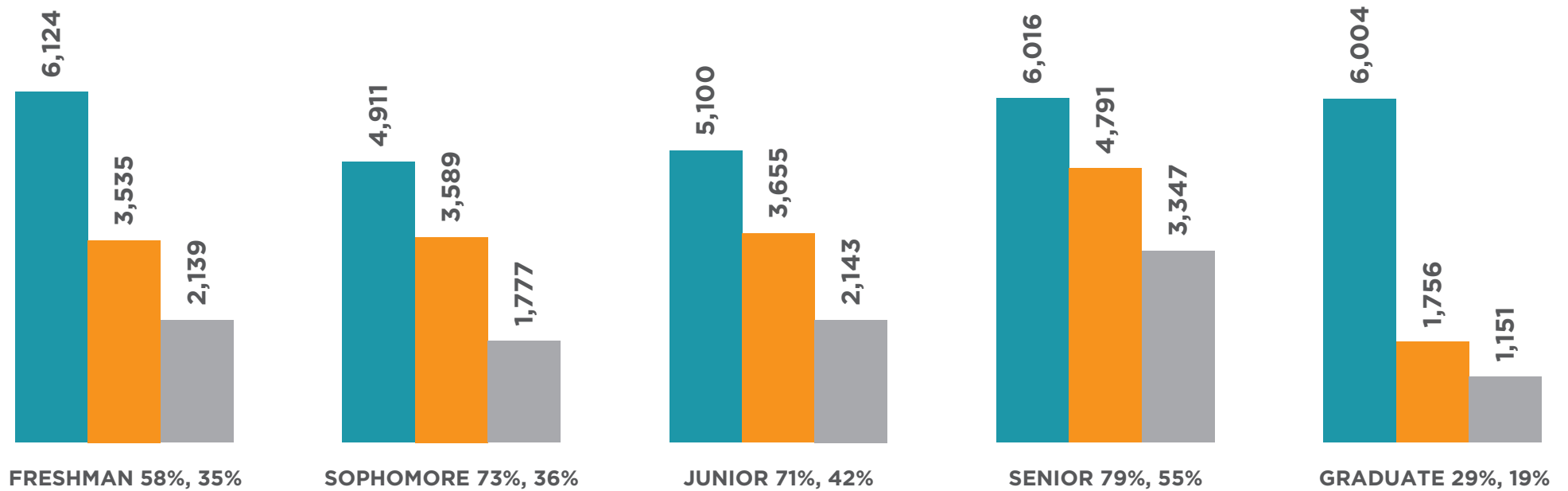


## PERCENTAGE OF OVERALL UNIQUE INTERACTIONS BY CLASS DEMOGRAPHICS\*



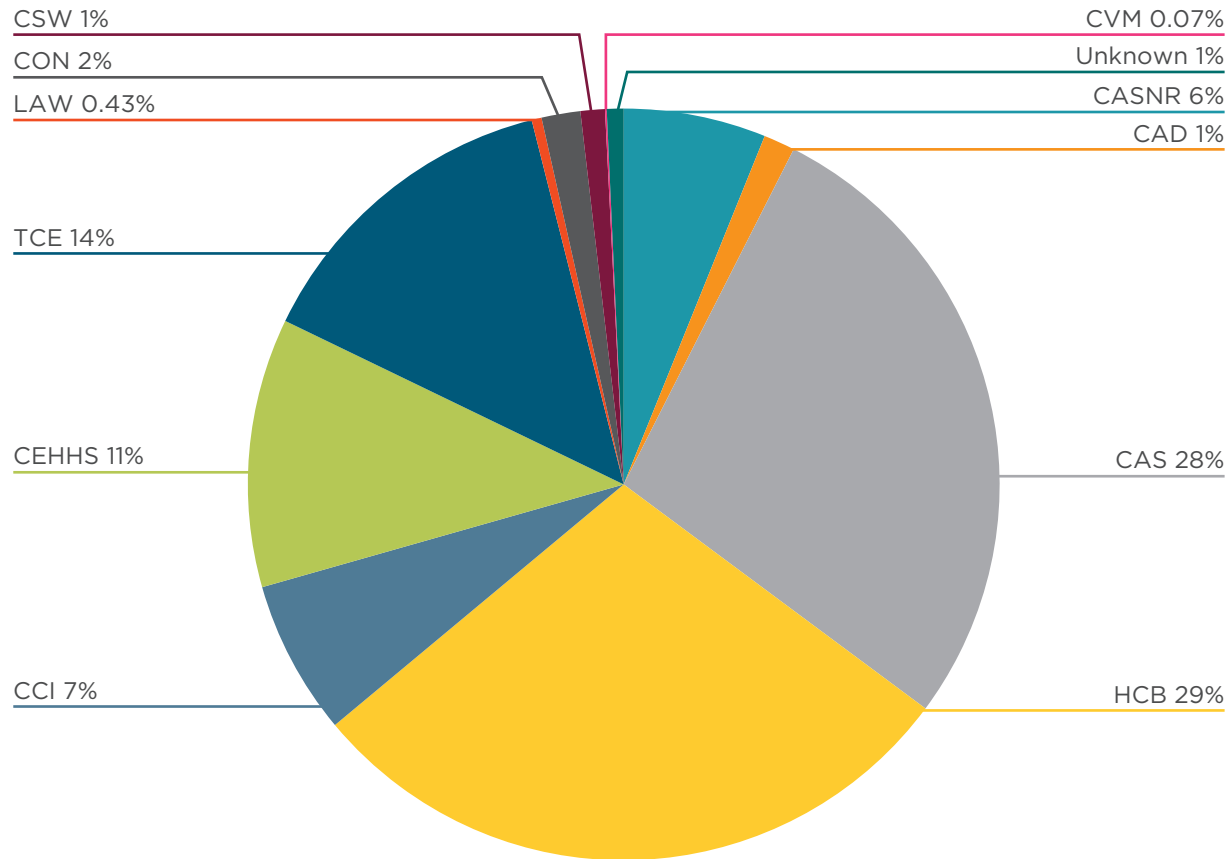
# UNIQUE INTERACTIONS BY CLASS COMPARED TO TOTAL ENROLLMENT

■ Total Enrollment   ■ Total Users   ■ Total In-person Users



Note: Total enrollment is calculated from UT Fall 2017 Factbook. "Freshman" is total freshmen calculation including "first time" and "other" from UT Factbook.

## PERCENTAGE OF OVERALL UNIQUE INTERACTIONS BY COLLEGE DEMOGRAPHICS



*\*Due to students' changes in college/major over the Fall to Spring semester, some totals will not add up to Total Users. Percentages are, therefore, approximates.*

## UNIQUE INTERACTIONS BY COLLEGE AND CLASS LEVEL COMPARED TO TOTAL ENROLLMENT

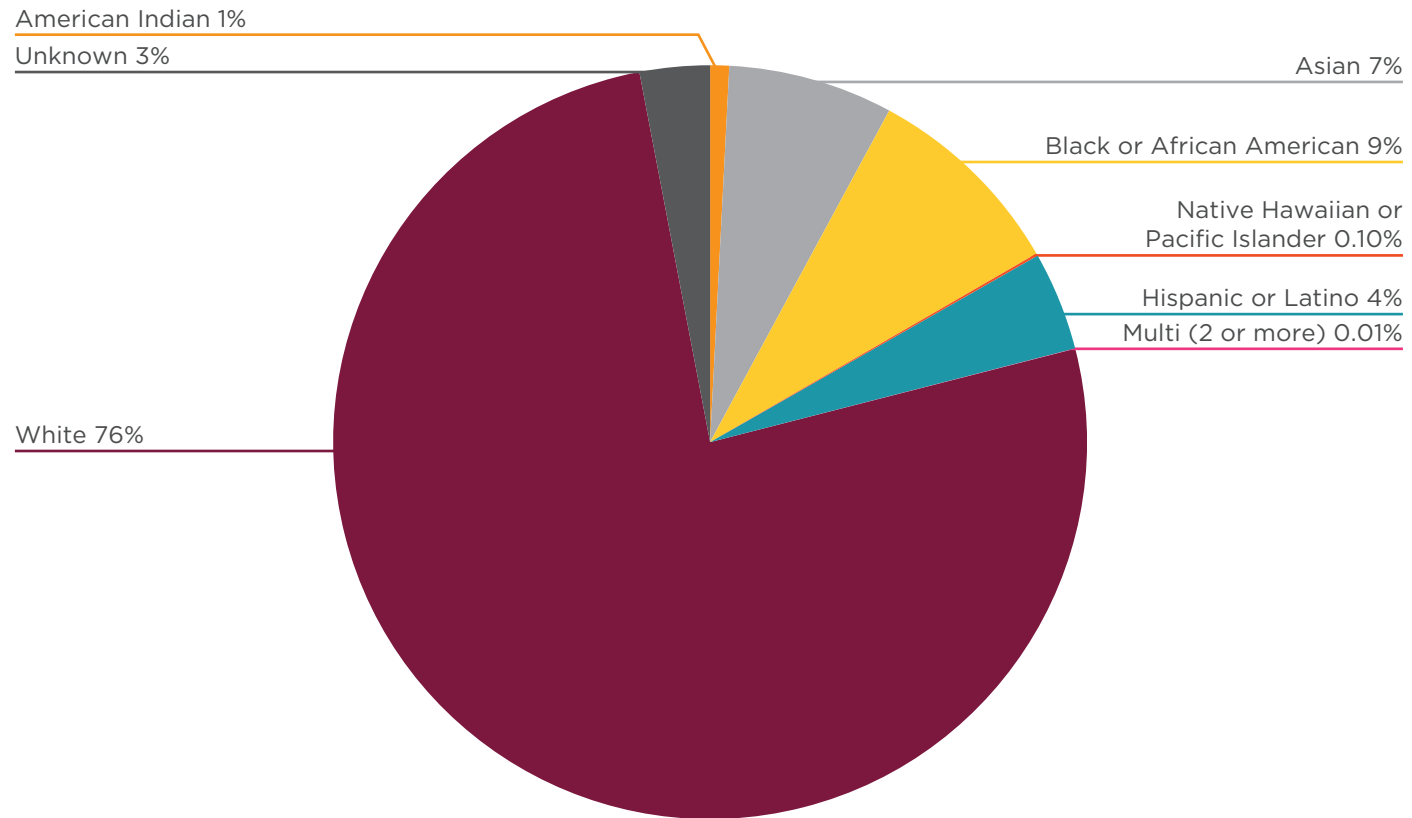
	Total Enrollment	Total Users (HAV & In-Person)	%	In-Person Users*	%	Total Enrollment - UG	Total UG Users*	%	In-Person UG*	%	Total Enrollment - Grad	Total Grad Users*	%	In-Person Grad*	%	Total Alumni Users**	In-Person Alumni**
CASNR	1702	1071	63%	704	41%	1447	949	66%	643	44%	255	86	34%	58	23	45	14
CAD	460	236	51%	183	38%	419	171	41%	128	31%	41	61	n/a	55	n/a	4	0
CA&S	7586	4844	64%	2256	30%	6974	4176	60%	1914	27%	1234	421	34%	300	24	286	44
HCB	5488	5034	92%	3477	63%	4876	4495	92%	3234	66%	612	270	44%	173	28	341	78
CCI	1451	1163	80%	732	50%	1210	995	82%	652	54%	241	105	44%	75	31	81	6
CEHHS	3241	2024	62%	1064	33%	2405	1606	67%	805	33%	836	354	42%	235	28	70	24
TCE	4322	2431	56%	1605	37%	3248	2024	63%	1360	42%	1074	312	29%	209	19	129	47
COL	351	75	21%	40	11%	0	0	0	0	0	351	75	21%	40	11	2	1
CON	807	292	36%	194	24%	631	277	44%	188	28%	176	15	9%	6	3	1	0
CSW	694	183	26%	101	15%	148	124	84%	86	58%	546	55	10%	15	3	4	0
CVM	373	32	9%	25	7%	0	0	0	0	0	373	32	7%	25	7	0	0
UNI	1031	275	27%	89	9%	929	244	26%	82	9%	102	31	30%	7	7%	0	0

Note: Total enrollment is calculated from UT Fall 2017 Factbook. "Freshman" is total freshmen calculation including "first time" and "other" from UT Factbook.

\*Due to students' changes in college and classifications over the Fall to Spring semester, some totals will not add up to Total users or enrollments, and therefore, percentages are approximates.



## PERCENTAGE OF UNIQUE IN-PERSON USAGE BY RACE/ETHNICITY\*



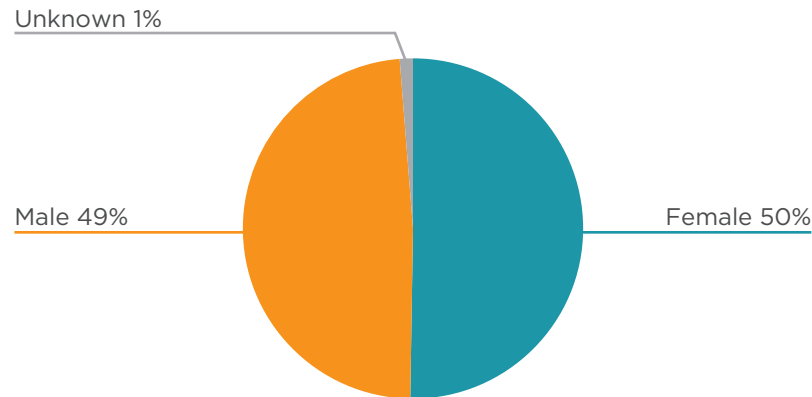
\*Race/Ethnicity demographics were unavailable for Hire-A-Vol usage. Percentages are for unique in-person interactions only.

### UNIQUE INTERACTIONS BY GENDER

Female Male Unknown



### PERCENTAGE OF OVERALL UNIQUE INTERACTIONS BY GENDER



# Employer Engagement Data

## Job Fair Attendance

### JOB FAIRS HOSTED BY CCD

		2017 2018	2016 2017	2015 2016	2014 2015
Part-time Job Fair	Employers	60	57	47	43
	Students	301	419	318	660
Supply Chain Management Job & Internship Fair	Employers	122	126	118	95
	Students	1069	916	628	519
Business, Retail and Government Job & Internship Fair	Employers	116	119	108	110
	Students	1262	1441	650	763
Engineering and STEM Job & Internship Fair	Employers	98	114	111	108
	Students	658	787	564	680
Communications Job & Internship Fair	Employers	45	45	43	60
	Students	258	266	212	290
Diversity Job Fair	Employers	66	79	69	67
	Students	162	357	143	423
Spring Job & Internship Fair	Employers	218	220	226	209
	Students	1527	1452	1613	1932
Health Fair	Employers	10	18		
	Students	118	44		
Education Fair	Employers	58	60	54	55
	Students	123	134	146	186
Just-In-Time Job Fair	Employers	41			
	Students	152			

### JOB FAIRS SUPPORTED BY CCD

		2017 2018	2016 2017	2015 2016	2014 2015
College of Agricultural Sciences and Natural Resources Fair	Employers	39	40	38	55
	Students	223	411	452	302
Construction Science Fair	Employers	46	43	31	
	Students	84	65	58	
Nursing Fair	Employers	14	23	10	
	Students	25	96	21	
Architecture and Design Fair	Employers	64	53	53	38
	Students	160	157	137	141

In addition to job fairs, the center offered a number of events that connected students and employers including:

*Career Conversation Panels • Arts and Sciences Preview Night*  
*Impact Careers Week • Freelance Workshop*  
*Veterans Networking Night • Meet the Firms • Meet the Money*  
*Engineering Career Connections • Haslam Employer of the Day*

Note: Students attending only includes UT students, not alumni or attendees with other status.

# On-Campus Interview Report by College and Major

COLLEGE	2017-2018	2016-2017	2015-2016	2014-2015	2013-2014
Agricultural Sciences & Natural Resources	29	65	46	75	66
Arts & Sciences	86	131	161	112	105
Haslam College of Business	2039	2456	2599	2172	2480
Communication and Information	49	61	78	49	65
Education, Health & Human Sciences	42	51	81	42	84
Tickle College of Engineering	290	319	712	552	521
Nursing	1	2	3	NA**	NA**
Social Work	1	7	3	2	NA
Unknown	0	14	20	2	NA
<b>Total</b>	<b>2537</b>	<b>3106</b>	<b>3712</b>	<b>3012</b>	<b>3321</b>

CLASS	2017-2018	2016-2017	2015-2016	2014-2015	2013-2014
Bachelors	2276	2423	2827	2652	2822
Masters	215	442	413	273	424
PhD	12	11	23	21	17
Alumni	34	87	69	59	NA
Unknown	0	143	380	7	58
<b>Total</b>	<b>2537</b>	<b>3106</b>	<b>3712</b>	<b>3012</b>	<b>3321</b>

## NUMBER OF COMPANIES

	2017 2018	2016 2017	2015 2016	2014 2015	2013 2014
<b>Fall</b>	<b>126</b>	148	151	112	115
<b>Spring</b>	<b>98</b>	94	99	99	115
<b>Total</b>	<b>224</b>	242	250	211	230

## NUMBER OF SCHEDULES

	2017 2018	2016 2017	2015 2016	2014 2015	2013 2014
<b>Fall</b>	<b>284</b>	346	378	383	370
<b>Spring</b>	<b>216</b>	219	311	225	245
<b>Total</b>	<b>500</b>	565	689	608	615

## NUMBER OF INTERVIEWS

	2017 2018	2016 2017	2015 2016	2014 2015	2013 2014
<b>Fall</b>	<b>1700</b>	1995	2245	1831	1897
<b>Spring</b>	<b>837</b>	1111	1467	1181	1424
<b>Total</b>	<b>2537</b>	3106	3712	3012	3321