

Summary of Student and Employer Engagement

Summer 2018 - Spring 2019



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:

- For the first time, the Employer Development team was fully staffed allowing it to make significant gains with employer relations.
- Hunter Pritchard was hired as a Consultant to Haslam College of Business (HCB) and worked closely with HCB Undergraduate Professional and Career Development to serve students.
- Travis Greenlee, Consultant to the Tickle College of Engineering, departed in May, and his replacement, Katie Wiley, began July 1, 2019.
- Unfortunately, the diversity-focused career counselor position remained unfilled, which impacted the number of programs held related to career and identity. Services and programming resumed when Cierra Bussard, Disability, Veterans, and Diversity Initiatives Career Counselor, began on June 24, 2019.
- The center hosted a NASPA Undergraduate Fellows intern in both summers 2018 and 2019. Participation in this program allows the center to further diversity and inclusion efforts. One positive outcome of the program is that Cierra Bussard was referred by the 2018 intern.

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 Handshake. Reported student interactions with the office were nearly 40,000 with 19,684 unique users. Unique users increased 15% from 2017-2018. While the total number of interactions appears to have decreased from last year, it can be explained by a change in reporting that more accurately reflects the center's impact.

19,684
Student and alumni users

62%
of students engaged

A horizontal bar chart with 10 bars. The first 6 bars are orange, representing 62%, and the remaining 4 bars are grey, representing 38%.

15,700+
on Handshake

500+
Presentations and programs

803
Employers on campus

Staff and peer career advisors conducted a total of 3,434 appointments and drop-ins with students. Over 8,000 students attended events and presentations conducted by the center.

CCD users were well represented across race, sex, and college affiliation. Approximately 70% of undergraduates engaged with the CCD in some manner. Nearly 16,000 students had active accounts on Handshake, a 25% increase over Hire-A-Vol, and that figure was a result of several years of student usage. Details on student participation are found later in this report.

Employer Relations

Approximately 803 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 over 33,000 part-time, internship, and full-time positions in Handshake. 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 eight career fairs that hosted a total of 816 employers and 6,362 students. These events ranged from large, all-major fairs to small, niche fairs. The Spring Job and Internship Fair was the center's largest fair to date with 231 employers and over 2,000 students attending. 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 employers in a number of cities, such as Charlotte, Huntsville, Atlanta, Nashville, and Memphis, and encouraged them to hire UT talent.

The center held two employer-focused events on campus. In April, the Elite Partners Meeting had 15 attending organizations with 30 representatives. This event provided an opportunity for employers who consistently recruit UT students and support the center to visit campus. One and a half days of programming allowed employers to interact with staff and other administrators on campus. In May, the Employer Summit offered a day of programming designed to help employers less familiar with the University of Tennessee learn about UT students and methods to recruit them. It was a small event, but well-received.

Successes Over the Past Year

- The CCD's transition from Hire-A-Vol to Handshake was a decided success. In nearly all categories of student profile activation, UTK outpaced its Handshake peer institutions (similar size and launch date). The number of job opportunities posted in one year skyrocketed from 5,336 to over 33,000. Students and employers alike provided positive feedback indicating an improved user experience.
- VolTrek provides students the opportunity to visit organizations to experience work functions and culture first-hand. In 2018-2019, the CCD was intentional in providing VolTrek to a variety of industries to appeal to students across colleges. Center staff managed eight local trips to organizations as varied as Blount Mansion, The News Sentinel, and Kimberly Clark. Staff also initiated the first two out-of-town, multiple day trips taking Haslam College of Business Students to New York City and Tickle College of Engineering students to Huntsville, AL. Each trip also included time for students to engage with alumni. Post-trip assessment indicates that 95% of students were able to identify concrete next steps in their career exploration and planning process. Two engineering students received internship offers, and one received a full-time job as a result of the VolTrek.
- PathwayU, an online assessment that measures users' interests, values, personality, and workplace preferences, was onboarded in August 2018. The assessment was advertised in FYS 101 courses, through the academic advising community, and on social media. 1,842 users completed the assessment in the 2018-2019 academic year. This assessment replaced a more expensive one that had fewer users.
- 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 an all-time high knowledge rate of 82% for the class of 2018 bachelor's graduates.

Looking Forward

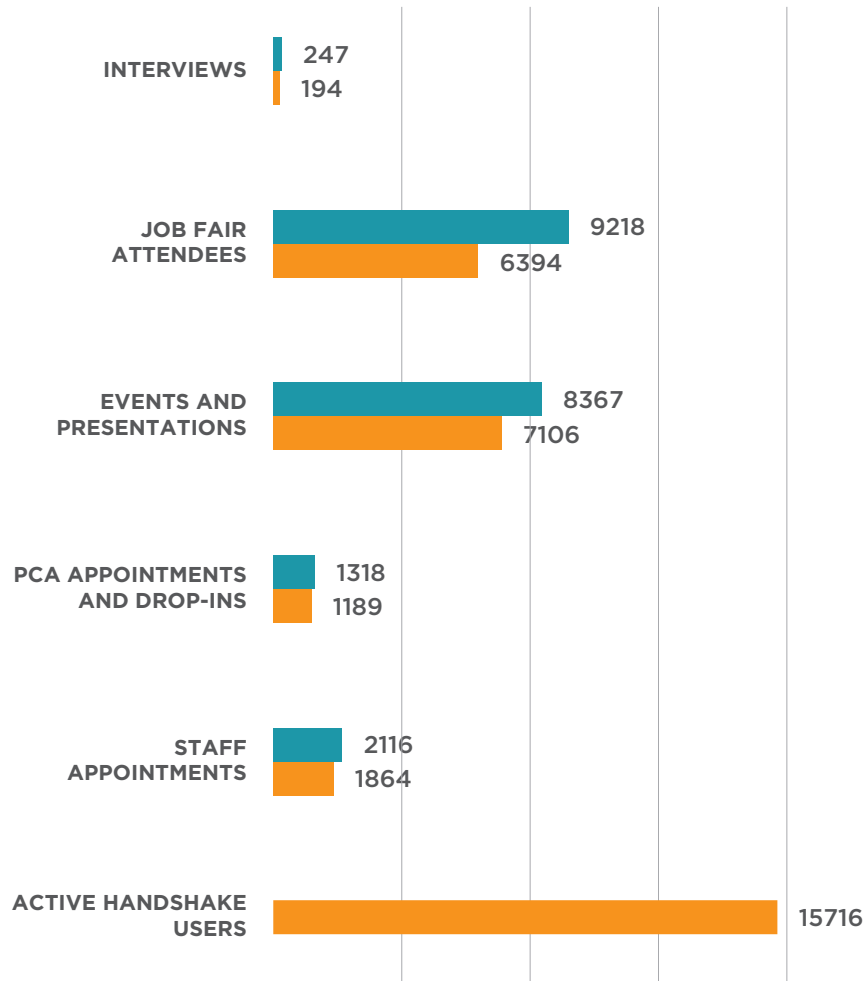
- One trend in higher education, as supported by NASPA-conducted research, indicates that on-campus student employment can be treated as a High Impact Practice to enhance the student experience. The center has convened a committee representing multiple divisions to pilot an Enriched Student Employment program in 2019-2020. Several departments have committed to participate in the program. Elements include job descriptions and evaluations based on career competencies, supervisor training, completion of a career ready online module, and focused career related discussions. The goal of ESE is to help students connect their on-campus work to the career competencies and cross-functional skills they can offer to future employers. Additionally, the goal for departments is to increase the commitment and retention of student employees by offering an enhanced employment experience.
- The 2019 Diversity & Inclusion Networking Night replaced the Diversity Job Fair, an event the center hosted for 10 consecutive years. Staff remain committed to diversity and inclusion efforts and to connecting students to employers who value their unique perspectives for the 2019-2020 year. The new Career Counselor for Disability, Veteran, and Inclusion Initiatives began in June 2019. In collaboration with center staff and campus partners, the 2019 networking event will be evaluated, and plans will be set for a similar event in the upcoming academic year, including alternative time/date, marketing strategies, and student and employer attendee goals.
- Benchmarking with peer and aspirant institutions indicates a new best practice is increasing faculty and staff involvement in the career development process. In order to scale the center's services and best assist all students, career conversations must happen across the university and not remain siloed in the Center for Career Development. After benchmarking, the center convened a focus group in April 2019 to discuss the launch of a faculty and staff career champions program. Based on feedback received from UT stakeholders and models implemented at other universities, the center is piloting a training program for faculty and staff beginning in August 2019. The career advocates program will equip participants with tools to have effective career discussions with students, knowledge of when and how to make referrals to the center, and a community of career-minded colleagues to share resources and questions. The goal of the program is to increase faculty and staff awareness of the center, knowledge of career resources, and confidence in conducting career conversations.
- The Center for Career Development Assessment Committee supports building an internal culture of assessment aligned with the mission of the Office of Assessment and Strategic Initiatives. One member designed and implemented a survey to capture the staff's assessment strengths, needs, and perceptions. This data will inform future trainings. Additionally, the team of seven will complete the Campus Labs Student Affairs Assessment CREDential in the upcoming academic year.
- The center is preparing for an external review in November 2019. A team of three reviewers will visit campus to meet with staff, administration, and center constituents to make recommendations as to how the center can continue to grow. A thorough self-study based on the National Association of Colleges and Employers (NACE) professional standards has been completed in preparation for the review.

Student Engagement Data

Office-Wide Student & Alumni Interactions

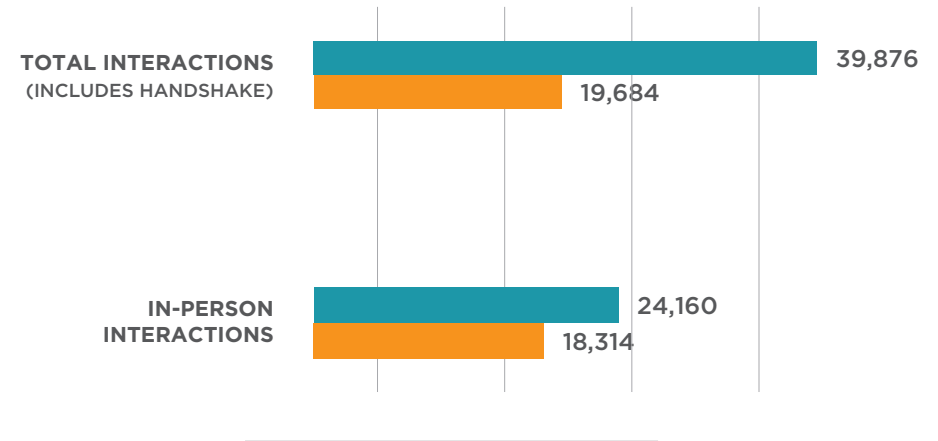
INTERACTIONS BY SERVICE TYPE

Total Unique

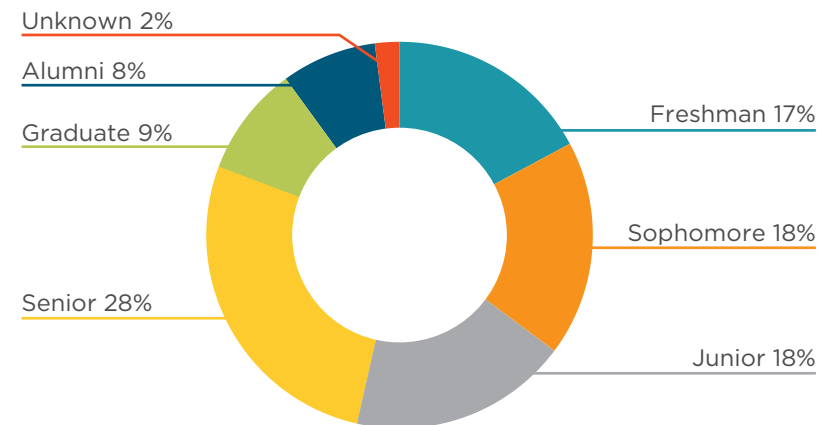


OFFICE-WIDE INTERACTIONS

Total Unique



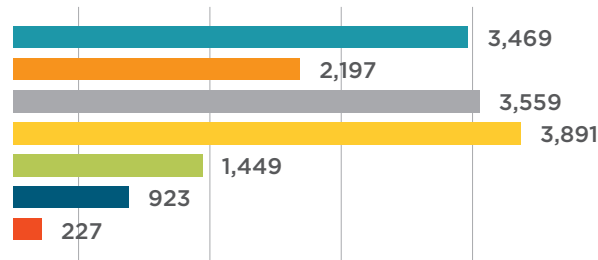
PERCENTAGE OF OVERALL UNIQUE INTERACTIONS BY CLASS DEMOGRAPHICS



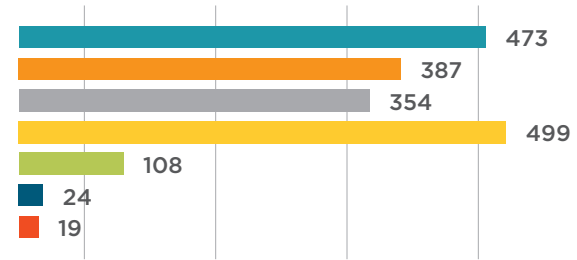
UNIQUE INTERACTIONS BY CLASS DEMOGRAPHICS

■ Freshman
 ■ Sophomore
 ■ Junior
 ■ Senior
 ■ Graduate
 ■ Alumni
 ■ Unknown

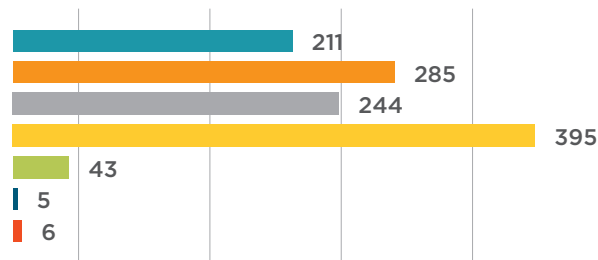
ACTIVE HANDSHAKE USERS



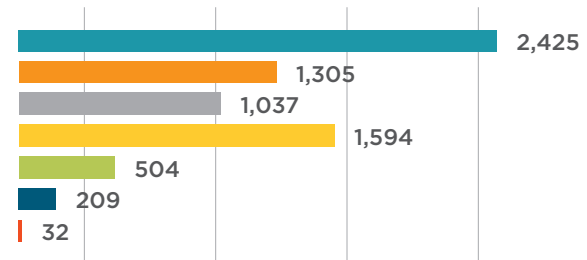
STAFF APPOINTMENTS



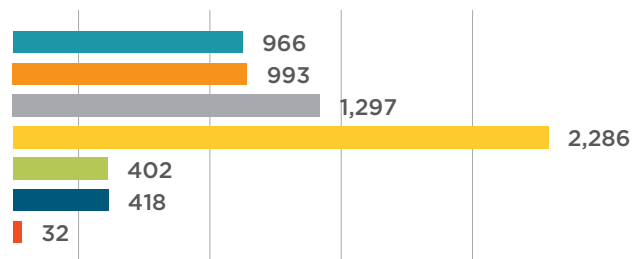
PCA APPOINTMENTS AND DROP-INS



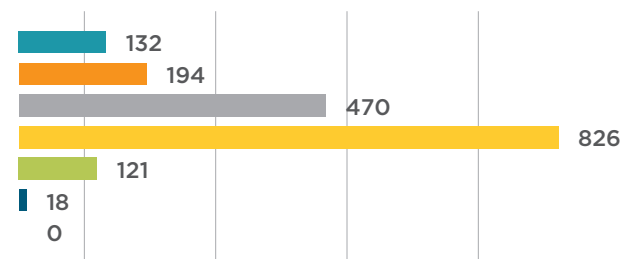
EVENTS AND PRESENTATIONS



JOB FAIR ATTENDEES

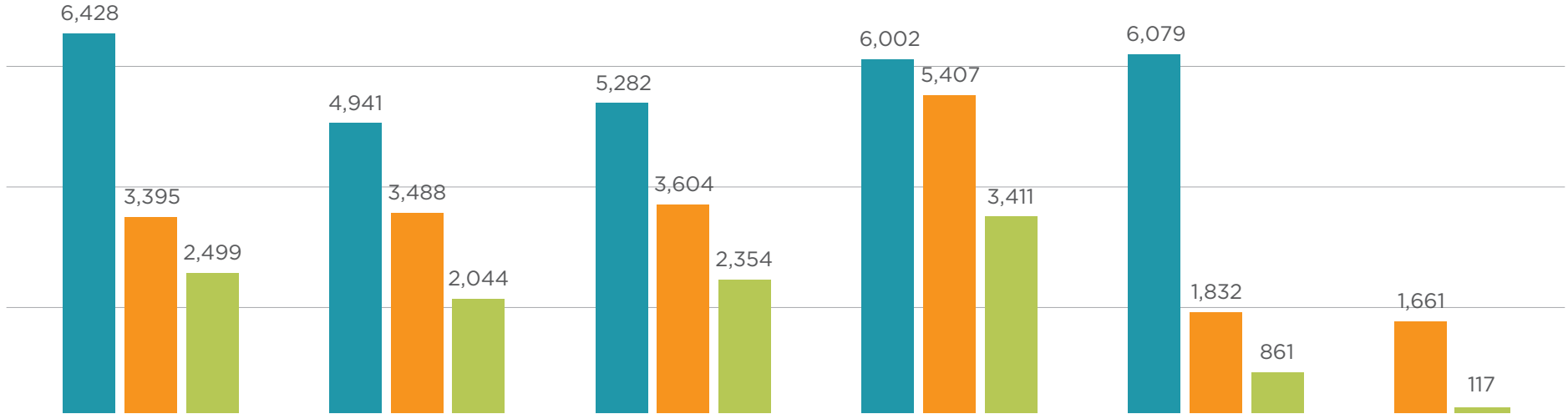


INTERVIEWS



UNIQUE INTERACTIONS BY CLASS COMPARED TO TOTAL ENROLLMENT

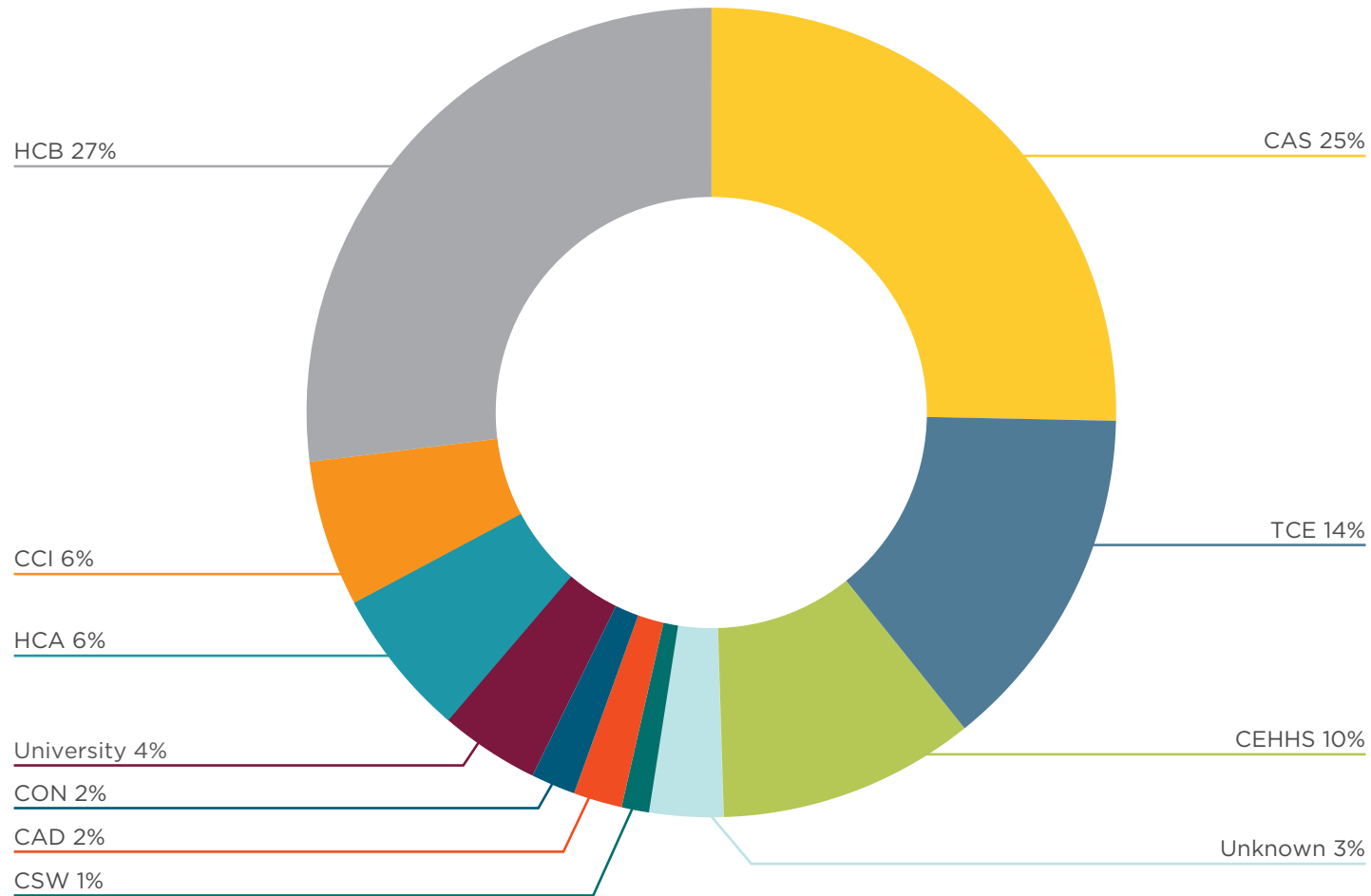
■ Total Enrollement ■ Total Users ■ Total In-Person Users



Note: Total enrollment is from UT Fall 2018 Factbook. "Freshman" is calculated from "first time" and "other" from UT Factbook

	Total Enrollment	Total Users	%	In-Person Users	%
Freshman	6428	3395	53%	2499	39%
Sophomore	4941	3488	71%	2044	41%
Junior	5282	3604	68%	2354	45%
Senior	6002	5407	90%	3411	57%
Graduate	6079	1832	30%	861	14%

PERCENTAGE OF OVERALL UNIQUE INTERACTIONS BY COLLEGE DEMOGRAPHICS

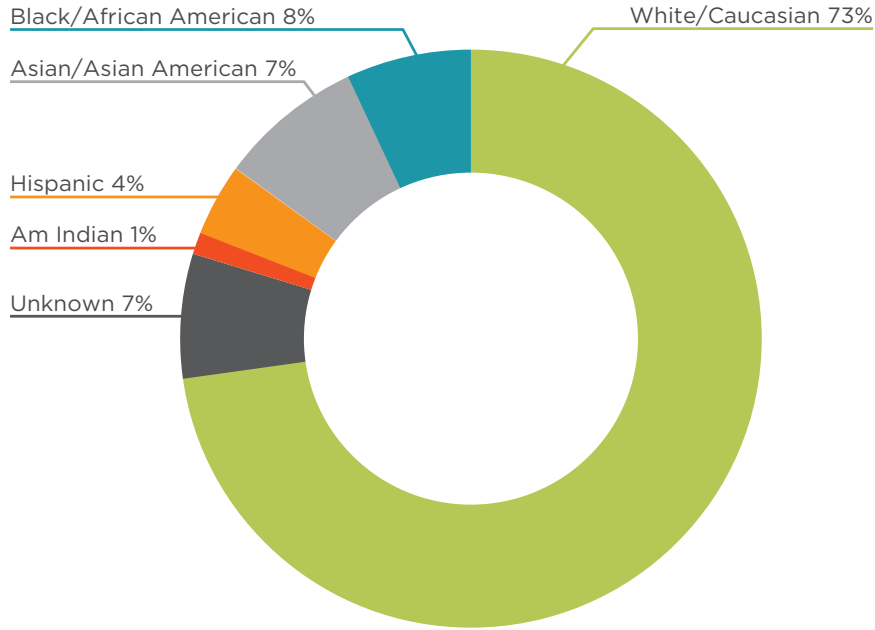


Percentages below 1% include: CVM (0.1%), LAW (0.4%), and Intercollegiate (0.2%)

UNIQUE INTERACTIONS BY COLLEGE AND CLASS LEVEL COMPARED TO TOTAL ENROLLMENT

	Total Enrollment	Total Users	%	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
CAD	515	338	66%	232	45%	458	302	66%	201	44%	57	32	56%	29	51%	3	1
CAS	8368	5020	60%	2229	27%	7130	4366	61%	2075	29%	1238	342	28%	126	10%	309	28
CCI	1560	1200	77%	614	39%	1243	976	79%	590	47%	317	115	36%	23	7%	108	1
CEHHS	3151	1985	63%	1068	34%	2319	1525	66%	870	38%	832	363	44%	178	21%	96	20
LAW	360	75	21%	26	7%	-	-	-	-	-	360	71	20%	26	7%	4	0
CON	888	321	36%	169	19%	716	290	41%	162	23%	172	15	9%	7	4%	16	0
CSW	715	268	37%	110	15%	144	108	75%	89	62%	571	154	27%	21	4%	6	0
CVM	369	24	7%	1	0%	-	-	-	-	-	369	22	6%	1	0%	0	0
HCB	5727	5207	91%	3761	66%	5089	4507	89%	3541	70%	638	228	36%	191	30%	472	29
HCA	1644	1089	66%	630	38%	1399	909	65%	581	42%	245	99	40%	46	19%	81	3
INTER-COLLEGIATE	151	45	30%	16	11%	-	-	-	-	-	151	41	27%	16	11%	4	0
TCE	4392	2821	64%	1748	40%	3357	2321	69%	1580	47%	1035	330	32%	152	15%	167	16
UNIVERSITY	1054	606	57%	266	25%	960	523	54%	222	23%	94	2	2%	1	1%	4	0
UNKNOWN	-	658	-	464	-	-	52	-	375	-	-	14	-	44	-	391	19

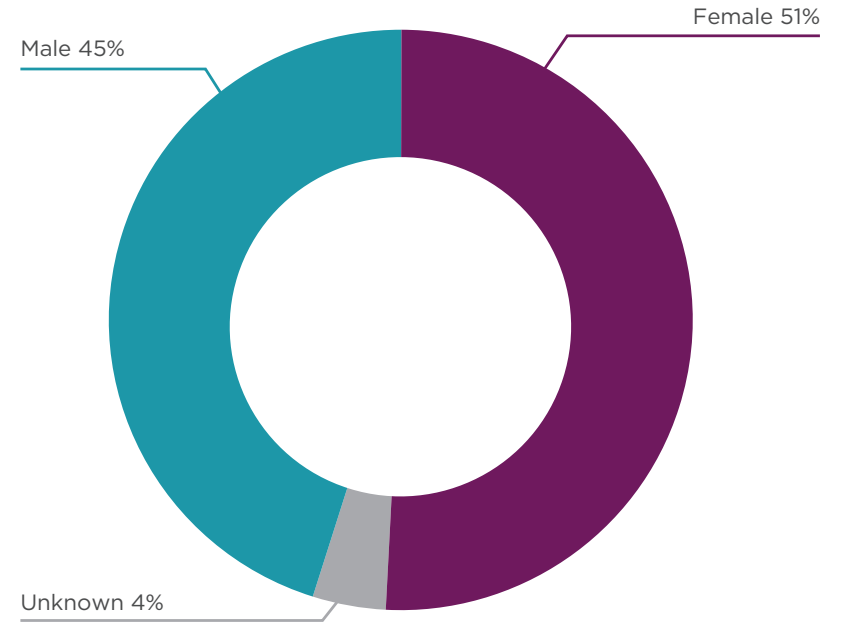
PERCENTAGE OF OVERALL UNIQUE INTERACTIONS BY ETHNICITY/RACE



12% of the unique interactions did not input an ethnicity/race ("N/A"), so these percentages are based on the total number of unique interactions who did input an ethnicity/race (17338 total unique interactions).

Percentages below 1% include: Alaskan (0.02%), Hawaiian (0.2%), Latino(a) (0.01%), Middle Eastern (0.01%), Two or More Races (0.05%)

PERCENTAGE OF OVERALL UNIQUE INTERACTIONS BY GENDER

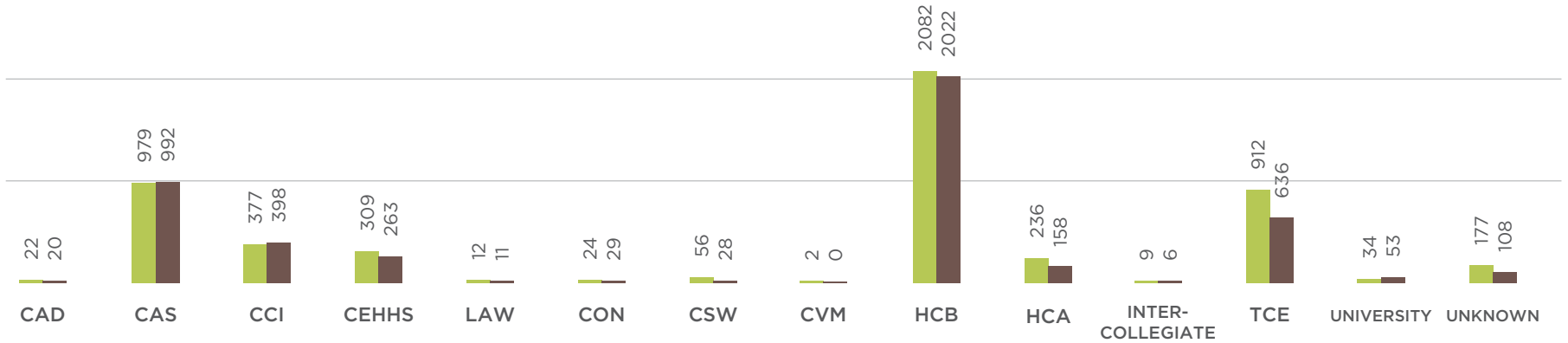


12% of the unique interactions did not input a gender ("N/A"), so these percentages are based on the total number of unique interactions who did input a gender (17337 total unique interactions).

Percentages below 1% include: Non-binary (0.01%)

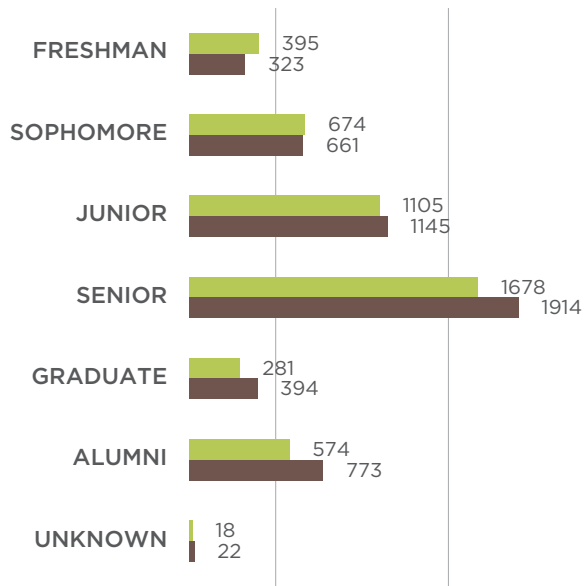
TOTAL UNIQUE HANDSHAKE INTERACTIONS BY COLLEGE

Resumes Applications



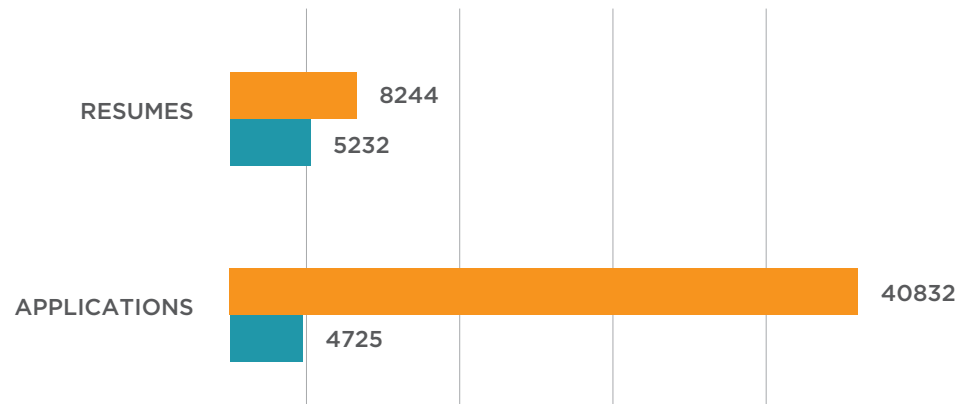
TOTAL UNIQUE HANDSHAKE INTERACTIONS BY CLASS

Resumes Applications



TOTAL RESUMES AND APPLICATIONS ON HANDSHAKE

Total Unique



Employer Engagement Data

Job Fair Attendance

JOB FAIRS HOSTED BY CCD

		2018 2019	2017 2018	2016 2017	2015 2016
Part-time Job Fair	Employers	54	60	57	47
	Students	297	301	419	318
Supply Chain Management Job & Internship Fair	Employers	139	122	126	118
	Students	1031	1069	916	628
Business, Retail and Government Job & Internship Fair	Employers	115	116	119	108
	Students	1637	1262	1441	650
Engineering and STEM Job & Internship Fair	Employers	113	98	114	111
	Students	718	658	787	564
Communications Job & Internship Fair	Employers	38	45	45	43
	Students	242	258	266	212
Diversity Job Fair	Employers	N/A	66	79	69
	Students	N/A	162	357	143
Spring Job & Internship Fair	Employers	231	218	220	226
	Students	2033	1527	1452	1613
Health Fair	Employers	-	10	18	-
	Students	-	118	44	-
Education Fair	Employers	60	58	60	54
	Students	200	123	134	146
Just-In-Time Job Fair	Employers	66	41	-	-
	Students	204	152	-	-

JOB FAIRS SUPPORTED BY CCD

		2018 2019	2017 2018	2016 2017	2015 2016
Herbert College of Agriculture	Employers	33	39	40	38
	Students	278	223	411	452
Construction Science Fair	Employers	45	46	43	31
	Students	101	84	65	58
Nursing Fair	Employers	16	14	23	10
	Students	97	25	96	21
Architecture and Design Fair	Employers	71	64	53	53
	Students	199	160	157	137

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

Meet the Firms • Meet the Money • Vol Treks

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	2018-2019	2017-2018	2016-2017	2015-2016	2014-2015
Arts & Sciences	199	86	131	161	112
Communication and Information	58	49	61	78	49
Education, Health & Human Sciences	68	42	51	81	42
Haslam College of Business	2282	2039	2456	2599	2172
Herbert College of Agriculture	40	29	65	46	75
Nursing	11	1	2	3	N/A
Social Work	3	1	7	3	2
Tickle College of Engineering	467	290	319	712	552
Intercollegiate	4	-	-	-	-
Unknown	9	0	14	20	2
Total	3141	2537	3106	3712	3012

NUMBER OF COMPANIES

	2018 2019	2017 2018	2016 2017	2015 2016	2014 2015
Fall	127	126	148	151	112
Spring	79	98	94	99	99
Total	206	224	242	250	211

NUMBER OF INTERVIEWS

	2018 2019	2017 2018	2016 2017	2015 2016	2014 2015
Fall	1941	1700	1995	2245	1831
Spring	1200	837	1111	1467	1181
Total	3141	2537	3106	3712	3012