The Career Services Mission
Career Services counsels students and alumni as they explore career directions. Since career development is preparation for life, our mission is to help students gain self-understanding and connect their interests, values and skills with knowledge about careers and life beyond Swarthmore College. In support of that mission, we build relationships with faculty, colleagues at the College and families of our students and serve as a resource for employers and graduate schools who offer opportunities.

First Plans of Swarthmore Students
The job market continues to be strong, with the National Association of Colleges and Employers (NACE) survey of graduating seniors reporting that 29.8% of students who had initiated a job search had secured employment upon graduation, just slightly lower than 30.1% last year. Swarthmore seniors consistently fare significantly better than the national average, with 52% reporting they had secured employment by graduation (compared to 50% in 2014, 42.7% in 2013, 38.5% in 2012, 36% in 2011 and 34% in 2010).

295 of 394 seniors completed our senior survey (75%):

- 211 (71.6%) have secured or are currently seeking employment. 152 (52%) provided full details of their employment including title, employer and location
- 52 (17.6%) are attending graduate or
professional school, 2% more than last year
• Among the remaining responses, 8 indicate their plans are unknown, 10 indicate “other” plans including a combination of fellowship and volunteer experiences, 11 plan to travel after graduation and 3 will pursue further undergraduate education

**Student Engagement**

**Career Counseling**
• While Career Services successfully engages the majority of Swarthmore students (70% in 2014-15), this year we intensified our focus on preparing students to be successful in their interviews; as a result, 21% of our counseling appointments this year included mock interviews (compared to 16% in 2013-14).
• Our Career SEEKERS career development group met weekly during the first half of spring semester; this group continues to be an important way to engage students in conversation to promote greater self-awareness and we are planning to expand the group in 2015-16.

**Collaborative Career Programming**
• Career Services continued our First in Family partnership with the Dean's office, offering a lunch for first generation college students, faculty and staff; a panel of first gen faculty; a financial aid workshop coordinated by Assistant Dean Karen Henry; and focus group sessions with first gen students and faculty to develop programming initiatives for 2015-16.
• To engage our community in conversation about the evolving nature of careers, we offered a series of Career Cafés, modeled after the Aydelotte Foundation’s successful Science and Social Science Cafés:
Farm to Fork, focused on sustainable and community-supported agriculture;
9 to 5 in the Arts, with panelists discussing creative ways to make a living while pursuing their passion for the arts;
Student Athletes: Beyond the Buzzer, demonstrating the valuable skills athletes develop at Swarthmore and how important they are in future careers; and
Women in Leadership, highlighting the diverse career paths of accomplished alumnae.

- We continued our collaboration with academic departments:
  - meeting with faculty and seniors in computer science to explore new partnerships including a new CS careers website;
  - giving presentations to engineering students in the introductory engineering and senior engineering project courses;
  - offering Diverse Careers for Economics Students alumni roundtable discussions in collaboration with the economics department;
  - organizing a Diverse Careers for Philosophy Students workshop for students and faculty; and
  - presenting as part of a panel for the HHMI and NSE summer research students.

<table>
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<tr>
<th>ENGAGEMENT BY ETHNICITY</th>
<th># ENGAGED</th>
<th>2014-15 % ENGAGED</th>
<th>2013-14 % ENGAGED</th>
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<td>269</td>
<td>76%</td>
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<tr>
<td>White</td>
<td>411</td>
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</tr>
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</table>
• As we were absent two full-time staff members for much of spring semester, we relied creatively on new group programming initiatives to actively engage students. Our graduate intern offered Internship Searching workshops every Monday and Thursday during lunch the first part of spring semester and developed a new Networking workshop for students prior to the Lax Conference on Entrepreneurship.
• Initiated by our Career Peer Advisors, we hosted a BCC Career Day in the Black Cultural Center, including resume critiques by the CPAs, a counselor-led interview prep session and a LinkedIn photo booth.
• Collaborating with the Office of Off Campus Study, we offered:
  o Pre-departure and return sessions for students studying abroad;
  o Marketing Your Abroad Experience workshop; and
  o a new session for students receiving College funding to study, intern or research abroad – we presented about ways students can prepare for the experience, make the most of their time and think about their career development throughout the summer.

• We met with student representatives from the fraternities and sorority and developed a new program to help Greek-affiliated students identify the skills they are developing through their membership and leadership roles, including how to articulate those skills in their resumes, cover letters and interviews.
• We conducted outreach with the Student Academic Mentors, Resident Assistants and Writing Associates, offering mock interviews for applicants and workshops to help these peer leaders articulate the strengths and skills they are gaining through these experiences.
• Invited by our colleagues in Academic Advising, we participated in the orientations for new and experienced faculty academic advisors and in Chocolates, Chai & Choosing for sophomores.

Social Media
• We expanded our social media presence, using Facebook to advertise upcoming
events and programs, LinkedIn to promote alumni/student mentoring, Twitter for timely news announcements and Pinterest for parents and friends of the College. Our Career Peer Advisors also initiated a new SwatCPAs Instagram account.

• We launched **Tuesday Twitter Takeover**, featuring an alumnus/a “tweeting” each week about a “day in the life” on their job.
• We developed a **Mock Interview subgroup** of our popular **Swatties Helping Swatties** LinkedIn group, connecting students with over 100 alumni offering assistance in interview preparation.
• We continued our popular **What Your Parents Can’t Teach You About Finding a Job** workshop, helping students explore how to professionally use social media in their career searches.

## Alumni & Parent Engagement

**Extern**

• The **Extern Program**, our strongest career-mentoring program for alumni and students, had another banner year with 234 alumni volunteers and 201 students engaging in these significant job-shadowing experiences during winter break.

### 2015 EXTERN PROGRAM

- **234**
  Number of Alumni/Parents/Friends offering workplace externships or housing
- **201**
  Number of students externing
- **36%**
  of students participate in at least one externship prior to graduation

**Alumni Council, Parents Council and the Board of Managers**

• Collaborating with the Board of Managers, we developed a new initiative held during dinner at the February Board meeting. **Career Conversations with the Board** was a lively evening where students sought advice from Board members about how to make informed decisions about the future, how to find meaning in one’s life’s work, and how to successfully transition to professional life after college. We also met with the **Student Affairs** subcommittee of the Board during fall semester.
• Board member Koof Kalkstein ’78 offered careers in consulting presentations to students in the fall and spring.
• Board member Rob Steelman ’92 launched a Career Collaboration mentoring program between Greek-affiliated students and alumni.
• We engaged Alumni Council in our Alumni Student Networking Dinner in the fall and our Life Beyond Swarthmore roundtable discussions in the spring, in addition to a Women in Leadership panel in the fall.
• We attended the Parents Council reception in the fall and invited Gail Alofsin P’18 to offer a Networking for Swatties workshop, also fall semester.

Networking Events and Alumni Panels
• We collaborated with colleagues in the new Center for Innovation and Leadership, Development and Alumni Relations to plan the annual Lax Conference on Entrepreneurship, engaging alumni and students in dialogue about entrepreneurial careers and featuring Swat Tank, a student innovation competition, for the third year.
• Collaborating with seven finance and consulting alumni from McKinsey, PwC, Bain, Merrill Lynch, Goldman Sachs and JPMorgan, we offered Jumpstart Your Job Search in Finance and Consulting the first
Saturday of fall semester. Over 90 students of all class years and majors attended. Our alumni led sessions describing each field, offered resume critiques, mock interviews, and reviewed networking tips prior to a concluding networking reception.

- We continued our collaboration with the International Student Advisor on a networking reception for international students and alumni.
- We hosted three alumni affiliated with the World Bank on campus this year for two different sessions with students. Dan Mont ’83 spoke with students about his efforts to promote inclusive economic and social development considering the needs of disabled individuals worldwide. Giridhar Srinivasan ’98 and John Anderson ’03 led a discussion about how their diverse career paths – from Wall Street to economic policy – led to their current roles within the International Finance Corporation and World Bank.
- We hosted Becky Sielman ’85 of Milliman who spoke with students about actuarial careers.
- We offered the annual Dapper Dining professional etiquette program for students during spring semester, with 55 students participating in a networking reception followed by dinner.

**Employment & Internships**

**On Campus Recruiting**

- For 15 years we collaborated with one primary vendor for our career management system, the tool we use to post jobs and internships for students and alumni, coordinate on campus interview schedules, record student counseling notes and communicate with students regarding opportunities. When this vendor filed for bankruptcy in May 2014, we quickly reviewed the other available systems, negotiated price and contract terms, selected our new system and developed an implementation schedule so we could successfully launch prior to fall semester. The launch went very smoothly and we have received excellent feedback on the new SwatCareers system from student and
employer users.

- Campus recruiting was booming this year with a wide range of employers visiting campus and many new recruiting relationships emerging, including our new designation as a target school by Google, as well as new partnerships with Booz Allen Hamilton, GroupM, the Consumer Financial Protection Bureau, NERA, AllianceBernstein, AlphaSights, Vanguard, Standard & Poor’s and Sunoco. Approximately 52 organizations recruited on campus this year with students fully engaged and actively participating in record numbers.

**Career Fairs and Off Campus Interview Days**

- We initiated a new Tri-College partnership with Bryn Mawr and Haverford colleges this year, successfully expanding our existing TriCo on campus recruiting initiatives by developing a combined career fair and interview day, targeting local employers. The Philadelphia Career Connection (PCC) debuted in January 2015 and we had a strong response from both employers and students, who provided excellent evaluations of the event.
- The largest number of employers in eight years attended our Fall Recruiting Consortium interview day in NYC, interviewing 30 of our students.
- We continued our successful collaboration with other colleges similar to Swarthmore, who have strong but small and selective engineering programs; as a result, we offered our engineering students the opportunity to interview with employers at two engineering and technical interview days in Boston and NYC as well as submit resumes for online job postings through the Engineering and Technical Career and Internship Connection (ETCIC).
- When the MetroLink DC managing college resigned from the consortium this year, Swarthmore and Yale stepped in to ensure our annual DC interview day would continue and we were successful in
hosting the largest DC recruiting event in recent years, with 26 Swarthmore students interviewing at the event. The University of Virginia joined the consortium and we look forward to expanding our collaborative efforts with this group in 2015-16.

• The fourth annual Summer Opportunities Fair featured numerous campus departments and garnered interest among nearly 300 students seeking to plan productive summers.

• Through our two consortium-based career fairs in Philadelphia and our Government and Nonprofit EXPO in DC, we offered students access to employment and internship opportunities in public service.

Educating Socially Responsible Leaders

• Career Services collaborates with the Center for Innovation and Leadership to support the SwatTank student business innovation competition:
  o Now in the third year of the competition, we received 11 submissions from teams with innovative ideas for a business and/or product
  o All teams were invited to participate in an online entrepreneurship course from September to December sponsored and taught by Y-Combinator, a seed funding organization
  o Student teams were matched with alumni mentors who advised them through the process of developing their business plans and 6 teams submitted full plans for consideration
  o Three finalists presented their pitches at the Lax Conference on Entrepreneurship in April and the winning team developed a peer-to-peer employee feedback app.

• We funded 6 students in Experiential Summer Fellowships sponsored by alumni and, in our fifth year of funding, 6 Swarthmore Future Entrepreneur summer internships with local startup companies.

• 51 alumni and 48 students attended our ninth annual Wall Street Reception networking event, held at the Penn Club in New York on Friday, October 24, 2014.

We extend our thanks to Ed Siegle, Mimi Weiler and Barbara Mann who continue to develop the senior survey and the reports outlining senior plans.
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