



Annual Report, 2012-2013: Executive Summary

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 has continued to improve, with the National Association of Colleges and Employers (NACE) survey of graduating seniors reporting that 29.3% of students secured employment upon graduation, higher than 25.5% last year. Swarthmore seniors consistently fare better than the national average, with 42.7% reporting they secured employment by graduation (compared to 38.5% in 2012, 36% in 2011 and 34% in 2010).

296 of 395 seniors completed our senior survey (75%):

- 191 (64.5%) have secured or are currently seeking employment. 126 (42.7%) provided full details of their employment including title, employer and location
- 53 (17.9%) are attending graduate or professional school, 3% less than last year
- Among the remaining responses, 20 indicate their plans are unknown, 18 indicate “other” plans including a combination of fellowship and volunteer experiences, 10 plan to travel after graduation and 4 will pursue further undergraduate education

Highlights, 2012-2013

Student Engagement

As career counselors, we meet with students to guide them through the process of self-assessment, career exploration and career decision-making. As educators, each year we plan and deliver over 100 workshops, information sessions, receptions, alumni networking events and programs to educate students about career options and how to translate their commitments into meaningful careers. We also help students bridge the gap between college and the world of work, preparing students for professional networking interactions and educating them in proper workplace etiquette.

This year our outreach to students included a concerted effort to stay in touch with the students we counseled, e-mailing them regularly to see how their search was progressing and sending them targeted positions of interest. Collaborating with faculty and academic departments is critically important in our student outreach initiatives and this year our efforts included the following:

- We were invited to give a presentation at a Faculty Lunch in February, focused on our counseling of students related to self-assessment, career exploration and decision making.
- We were invited by the department of English literature to talk with their prospective majors prior to sophomore paper submission at a session that included both students and faculty.
- We spoke with engineering students in their E005 introductory course and engineering seniors in E090 about the resources offered by Career Services.
- We participated as part of the mathematics and statistics summer opportunities colloquium to discuss summer internships for their majors.
- We coordinated an alumni panel with the economics department to demonstrate diverse careers for economics students with Department Chair and Professor Ellen Magenheim.
- We collaborated with the theater department to offer a theater alumni panel for their students.
- We participated in the HHMI/NSE Life After Swarthmore event for students conducting summer research on campus.

Highlights from our student engagement efforts this year include:

- In 2012-2013, 75% of seniors engaged with our office; 62% of juniors; 76% of sophomores and 69% of first-year students. 70% of all students used our office this year. In addition to counseling students, we also counsel recent graduates and experienced alumni: in 2012-2013, 25% of our counseling appointments were with alumni and recent grads.
- As a new student leadership initiative, we asked our Career Peer Advisors (CPAs) to identify learning goals and worked closely with them throughout the year to help them develop the professional competencies necessary for them to be successful in their work within our office and after they leave Swarthmore.
- We worked with the Communications Office to convert the Career Services website to the College's new design, reviewing usage patterns and evaluating all aspects of our site, including our current hierarchy, the many pages of our site, the resources we link to and how to make the site more interactive for our users. We developed a very effective system of highlighting our programs and events, using our staff and CPAs as photographers and writers of content for the site.
- We collaborated with Shalom Saar '74 to offer his well-received *Know Thyself* course to students spring semester, as an initiative of the Center for Innovation and Leadership.
- We continued our efforts to increase the engagement of juniors with our office by participating in the "welcome back" and "pre-departure" meetings of the Off-Campus Study Office each semester. We also offered an expanded *Marketing Your Study Abroad Experience* workshop with Director of Off-Campus Study Pat Martin.
- We provided support to the Evans Scholars program during this transitional year, working individually with students and hosting group study breaks to help them explore summer plans and future directions.
- We offered specialized programming to students by class year. For juniors, we offered *Juniors and Java* with Junior Class Dean Karlene Burrell-McRae, Fellowships and Prizes Advisor Melissa Mandos, Registrar Martin Warner and Wellness Coordinator Satya Nelms. For sophomores, we offered the *Values Dinner* fall and spring semesters, collaborating with Sophomore Class Dean Alina Wong to help sophomores explore how their values inform and influence their future plans. We also met with the sophomore class during *Chocolates, Chai and Choosing*.
- We collaborated with International Students and Scholars Advisor Jennifer Marks-Gold to offer a workshop on employment and internships geared toward international students and an alumni panel of former international students.
- We continued our outreach to students via social media, developing a new presence on Twitter and Pinterest, offering our *Using Social Media in Your Job Search* workshop, significantly increasing our Facebook fan page fans from 315 last year to 416 this year and dramatically increasing our Branching Out LinkedIn group from 90 members last year to 373 members this year.
- We offered our Career SEEKERS club, meeting weekly with a group of 10-12 students for six weeks during spring semester to guide them through the career development process.
- We met with our colleagues in Admissions to provide an overview of Career Services.

- Our Career Closet continues to see very active use by students borrowing suits for interviews and career fairs, with an impressive 123 loans this year.
- Our Human Resources colleagues Vice President of Human Resources Pamela Prescod-Caesar, Assistant Vice President Sharmaine LaMar, Employment Manager Carolyn Hatt and Director of Compensation and Benefits Chris Schumann conducted behavioral mock interviews with students during fall semester and Carolyn also offered a well-attended behavioral interviewing workshop.

Alumni and Parent Engagement

Alumni engage with Career Services for career counseling and guidance in their career transitions and parents partner with us to promote the career development of their students. We also collaborate with alumni and parents in a wide range of programs and events to help students learn about diverse careers. Alumni and parents engage with our office as extern and intern sponsors and hosts; as career advisors providing resume critiques and mock interviews; as advocates to help students gain employment within their organizations; as networking contacts for students; and as they visit campus to recruit students or be part of a career talk or panel. With the support of alumni and parents, students gain an understanding of how to translate their liberal arts education into a meaningful career.

Highlights from our alumni and parent engagement efforts this year include:

- We offered a wide selection of alumni guest speakers and panelists this year, including programs on environmental sustainability, investment banking, consulting careers, think tanks, economics, theater, public health, publishing and entertainment. We collaborated with the Development Office to feature alumni they suggested as strong panelists and speakers.
- We co-sponsored the annual *Lax Conference on Entrepreneurship* with Alumni Relations, Development, the Center for Innovation and Leadership, and the Lang Center. In partnership with the student Entrepreneurship Club we initiated the *Swat Tank* student business plan competition, including alumni as mentors, webinar leaders and judges for the three teams of finalists when they presented their business plan pitches to close out the conference.
- We had another very successful year for the *Extern Program*, with 280 alumni volunteering as hosts or sponsors of 275 externship opportunities, a 19.7% increase in alumni registrations and 14% increase in opportunities compared to last year. 374 students registered for the program and 225 students participated in the job shadowing program with alumni and parents during winter break. We redesigned our extern orientation, asking CPAs who were former externs to lead the sessions.
- In addition to our existing partnerships with Alumni Council on the annual *Alumni-Student Networking Dinner* and *Alumni Career Advice Video Project*, we initiated a new *Life after Swat Explained* panel for students featuring nine members of Council offering advice to students on their transition to the workplace.
- Each semester, we contacted parents and alumni and invited them to share internship and job opportunities with us from their personal and/or professional networks, resulting in nearly 70 new opportunities for our students.
- In addition to our Open Houses for prospective students during *Ride the Tide* and current students at the beginning of each semester, we also provided Open Houses to alumni and parents during Garnet Weekend and Alumni Weekend.

Employment and Internships

We manage three different databases to post job and internship opportunities for students:

- **eRecruiting** is our primary employment database and features opportunities in very diverse fields, including for-profit, nonprofit and government employers. In 2012-2013 we posted over 1,200 full-time jobs and over 500 internships in eRecruiting, a significant increase from the 1,000 jobs and 300 internships posted last year.
- **UCAN** is our primary internship database, resulting from a partnership of 22 colleges and universities across the country, giving students access to one of the most comprehensive online internship databases in the world. In 2012-2013, 6,900 internships were posted in UCAN.

- Our **engin** internship consortium offered engineering, science and computer science students access to 370 internships in 2012-2013.

Additional highlights from our employment and internship efforts this year include:

- Swarthmore participates in three recruiting consortia providing students the opportunity to interview off campus with employers in New York and Washington, DC for employment and internships: the **Fall Recruiting Consortium (FRC)** in NY; **MetroLink DC**; and the **Engineering and Technical Career and Internship Consortium (ETCIC)** in NY. Our students consistently fare extremely well in securing interviews at these events, with 25 students interviewing at FRC, 15 students interviewing at MetroLink DC and 8 students interviewing at ETCIC.
- Enhanced collaboration with Bryn Mawr and Haverford Colleges as part of the Tri-Co recruitment initiative to attract employers for on campus recruitment.
- We continued the new *Summer 2013 Experience Fair* this year in collaboration with colleagues from the Dean's Office, Off-Campus Study, the Lang Center, McCabe Library, Friends Historical Library/Peace Collection and academic departments. Over 250 students eager to learn about summer opportunities attended the event.
- Believing that internship experience is critically important to students' career choice and preparation for the future, we were thrilled to note an increasing trend in the percentage of students completing internships prior to graduation: this year, 68% of seniors indicated they had completed at least one internship while enrolled at Swarthmore.

Educating Socially Responsible Leaders (ESRL) and Educating Student Entrepreneurs (ESE)

Initiated in 2005 with the support of an alumnus donor, ESRL is a series of programs and initiatives designed to educate students about business careers and prepare students to succeed professionally after college. This year we expanded our ESE efforts by partnering with the Center for Innovation and Leadership, supporting students in learning about entrepreneurship as a potential career path and helping them gain experience as future entrepreneurs.

Highlights from this year include:

- We awarded *Experiential Summer Fellowship* funding to 15 students who will complete summer internships mentored by alumni who sponsored them as externs during winter break.
- We continued the *Swarthmore Future Entrepreneurs* program for the second year, offering funding to five students who will complete summer internships with local startups, mentored by Swarthmore alumni.
- We mentored the student leaders of the Entrepreneurship Club as they developed a student business plan competition, helping them secure alumni mentors and showcasing the *Swat Tank* competition at the *Lax Conference on Entrepreneurship* to give visibility and alumni support to the student entrepreneurs.
- We redesigned the Business Fundamentals noncredit course, inviting Wall Street Prep to campus for an intensive one-day introduction to business and finance.
- For the sixth year we hosted a *Wall Street reception* for alumni and students, with 58 alumni and 30 students attending the networking event at the Penn Club in New York.
- We provided funding to help three students attend the Tuck Summer Business Bridge program for liberal arts students.
- 67 students attended our annual *Dapper Dining* professional etiquette and networking dinner.
- We offered funding for students to attend entrepreneurship conferences, an effective way for them to gain exposure and insight into entrepreneurship at events hosted by Net Impact, National Council on Education in the Ceramic Arts, the Clinton Global Initiative University, the Harvard Undergraduate Symposium and the Wharton Africa Business Forum.

View the complete report at:

<http://www.swarthmore.edu/Documents/administration/careerservices/CSAnnualRept12-13.pdf>