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 rebound significantly since the recession, with the National Association of Colleges and Employers (NACE) survey of graduating seniors reporting that 30.1% of students who had initiated a job search had secured employment upon graduation, higher than 29.3% last year. Swarthmore seniors consistently fare significantly better than the national average, with 50% reporting they secured employment by graduation (compared to 42.7% in 2013, 38.5% in 2012, 36% in 2011 and 34% in 2010).

277 of 372 seniors completed our senior survey (75%):

- 198 (71.5%) have secured or are currently seeking employment. 138 (50%) provided full details of their employment including title, employer and location
- 43 (15.5%) are attending graduate or professional school, 2% less than last year
- Among the remaining responses, 16 indicate their plans are unknown, 13 indicate “other” plans including a combination of fellowship and volunteer experiences, 4 plan to travel after graduation and 3 will pursue further undergraduate education
Highlights, 2013-2014:

Student Engagement

Career Counseling
• While Career Services successfully engages the majority of Swarthmore students (66% of students in 2013-14), this year we launched a new effort to educate students about career counseling, resulting in a 39.5% increase in counseling appointments in the fall semester.
• In the fall semester we also saw a 28% increase in student drop-in advising sessions with Career Peer Advisors. This year our Career Peer Advisors have helped us more actively engage students in career counseling, making referrals of students they have seen during drop-in advising sessions.

Collaborative Career Programming
• Career Services partnered with the First Year Dean Karen Henry in launching a new series of programs for first generation college students, including a First in Family lunch featuring first gen students, faculty and staff; a workshop led by Associate Dean Lili Rodriguez on building social capital; a first generation panel of faculty and a first generation panel of alumni.
• Additional programming in collaboration with our Dean’s Staff colleagues included Chocolates, Chai and Choosing for sophomores, Juniors and Java, and a Keys to Internship Success workshop for the Rubin Scholars.
• We brought the organization Out for Work to campus to engage our LGBTQ community on issues related to the transition from college to the workplace.
• We continued to collaborate with Off Campus Study in the pre-departure and return sessions for students studying abroad, as well as a Marketing Your Abroad Experience workshop for students.
• We offered our annual Values Dinner in collaboration with the Lang Center for Civic and Social Responsibility, guiding 20 sophomores in a conversation about values in relation to decision-making.
• We met with student representatives from the Student Athlete Advisory Council and developed a new program in partnership with the Athletics Department to help student athletes learn how to market their skills and experience to employers.
• We participated in a career panel sponsored by the Mathematics and Statistics Department and gave presentations to engineering students in the introductory engineering and senior engineering project courses.
• During the fall semester open house we met with 73 students and during Ride the Tide for Admissions, we met with over 40 prospective students. We also hosted a lunch for our Admissions colleagues to talk about ways Career Services and Admissions can collaborate and communicate.
• We offered a professional etiquette and networking dinner, attended by 70 students, and a Benefits and Beyond session to help educate students about workplace benefits and financial planning.
• We met with Associate Dean Diane Anderson and Assistant Dean Liz Derickson to discuss how we can work with academic advisors to assist students exploring plans for the future. We plan to participate in the academic department meetings held for students after Chocolates, Chai & Choosing and in the August training for new faculty advisors.

Social Media
• Career Services has been very active in social media, with over 500 Facebook fans, a new Twitter and Pinterest presence (SwatCareers) and a new LinkedIn mentoring group (Swatties Helping Swatties) with 561 student and alumni members.
• We retitled our Social Media Job Search Workshop to "What Your Parents Can't Teach You About Finding a Job" and the new format engaged 20 students over lunch to explore how to professionally use social media in their job searches.

Alumni & Parent Engagement

Extern
• The Extern Program, our strongest career mentoring program for alumni and students, has also had a banner year with the largest number of alumni volunteers (284) and students matched with opportunities (238) in the 30+ years of the program’s history.
• We celebrated Dr. Joe Becker ’66, honoring him with the Career Services Champion Award for his work in arranging externships over the years for over 150 pre-med students at Cooper Hospital, as well as a new externship relationship with Congressman Brady (D-PA) in DC.

Alumni Council, Parents Council and the Board of Managers
• Board member Robin Shapiro ’78 established the Robert W. Edgar Endowed Fund for Summer Internships.
• Board member Joe Turner ’73 offered a workshop for students on the topic: Hold That Thought! Should I Found My Own Company?
• Board member Koof Kalkstein ’78 offered careers in consulting presentations to students in the fall and spring.
• Board member Rob Steelman ’92 initiated outreach to Greek-affiliated alumni to develop employment and internship opportunities for students and to develop an alumni council to work with Greek-affiliated students.
• We offered a “Day in the Life of Career Services” presentation to Parents Council and Alumni Council, highlighting ways we support students in their career development.
• We engaged Alumni Council in two new programs – an event for our first generation college students and a career panel focused on Women in the Sciences – in addition to our Alumni Student Networking dinner in the fall and our Life after Swarthmore reception in the spring. 145 students
registered to attend the *Alumni Student Networking dinner*, the largest number ever.

**Networking Events and Alumni Panels**

- We developed a new *Nonprofit Networking Night* for students and alumni interested in nonprofit careers and look forward to continuing to build networking and mentoring opportunities for students.
- We collaborated with library colleagues to offer an alumni panel focused on careers in library science and archives and with a professor in architecture to bring an alumna to campus to talk about her career in architecture and the innovative work done by her firm.
- We offered a *Diverse Careers in Healthcare* alumni panel for students, collaborating with Professor Amy Cheng Vollmer in Biology.
- We offered an alumni panel featuring recent graduates who spoke about finding careers using your bachelor’s degree in psychology.
- We collaborated with colleagues in 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 second year.
- We collaborated with International Student Advisor Jennifer Marks-Gold on a networking reception for international students and alumni.
- Tomo Kodama ’87, Managing Director at Bank of America Merrill Lynch, presented a four-hour overview of *Investment Banking Explained* to an audience of over 40 students.
- Mark Harkins ’87 presented a very engaging overview of *Careers on Capitol Hill* and offered advice to students intrigued by this aspect of public service.

**Alumni and Parent Outreach**

- We held an open house for alumni and parents during Garnet Weekend and Alumni Weekend.
- We conducted a job and internship campaign both fall and spring semesters, receiving over 75 internships and jobs from parents and alumni.
- We wrote two articles for the spring semester Parents Newsletters, focused on finding internships and the job search process for seniors.

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**Employment & Internships**

**On Campus Recruiting**

- Recruiting initiatives linking employers with students saw a dramatic increase this year including a 54% increase in number of jobs posted this fall.
- Campus recruiting was booming this year with a wide range of employers visiting campus and many new recruiting relationships emerging, including a new partnership with Bain Consulting brought about through the assistance
of Board member Rob Steelman '92. Approximately 40 organizations recruited on campus fall semester with students fully engaged and actively participating in record numbers.

**Career Fairs and Off Campus Interview Days**

- The largest number of employers in eight years attended our *Fall Recruiting Consortium* interview day in NY, interviewing 32 of our students.
- We added a new engineering and technical interview day in Boston along with our continuing *Engineering and Technical Career and Internship Connection (ETCIC)* interview day in NYC.
- We extended ETCIC by adding an ongoing job posting and resume submission process for students throughout the year, in addition to the two onsite interview days in Boston and NYC.
- We recruited the largest number of employers in years to attend the annual *MetroLink DC* interview day.
- The third annual *Summer Opportunities Fair* featured eleven 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.
- We have held several government career workshops throughout the year to help students learn about myriad opportunities with the nation's largest employer.

**Educating Socially Responsible Leaders**

- Career Services supports the *SwatTank* student business innovation competition and in its second year we received 15 submissions from teams with innovative ideas for a business. Student teams were matched with alumni mentors who advised them through the process of developing their business plans and nine teams submitted full plans for consideration. These teams then participated in webinars on ideation, social entrepreneurship, financing and presentation skills led by alumni and parents. Four finalists presented their pitches at the *Lax Conference on Entrepreneurship* in April.
- We offered the largest number of internship opportunities yet to students through the *Swarthmore Future Entrepreneurs* program, including new internships with a Boston-area business incubator founded by alumnus Ali Usman '91.
- We funded 12 students in *Experiential Summer Fellowships* sponsored by alumni and 9 *Swarthmore Future Entrepreneurs* summer internships with local startup companies.
- 46 alumni and 37 students attended our annual *Wall Street Reception* networking event, held at the Penn Club in New York on Friday, October 25, 2013.
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.

**Prepared by the Career Services Team:**
Nancy Burkett, Director
Erin Massey, Associate Director
Marissa Deitch, Assistant Director
Jennifer Barrington and Kristie Beucler, Assistant Directors
Lisa Maginnis, Administrative Assistant
Pattie Kim, Program Assistant

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SWARTHMORE GRADS CONSISTENTLY OUTPACE THE NATIONAL AVERAGE

5 Year Trend
Percentage of Job Seeking Graduates with Jobs Upon Graduation

Source: National Association of Colleges and Employers
2014 Senior Survey

*Based upon survey responses before graduation from 277 or 75% of 372 graduating students*

### PRINCIPAL PLANS FOR YEAR AFTER GRADUATION
*(What are your principal plans for next year?)*

<table>
<thead>
<tr>
<th></th>
<th>Employment</th>
<th>Graduate or Professional School</th>
<th>More Undergraduate Study</th>
<th>Travel or vacation</th>
<th>Do not Know</th>
<th>Other</th>
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<tbody>
<tr>
<td>No. of Respondents</td>
<td>198</td>
<td>43</td>
<td>3</td>
<td>4</td>
<td>16</td>
<td>13</td>
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<td>(277)</td>
<td>(71.5%)</td>
<td>(15.5%)</td>
<td>(1.1%)</td>
<td>(1.4%)</td>
<td>(5.8%)</td>
<td>(4.7%)</td>
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<tr>
<td>% of Respondents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(100%)</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

### PRINCIPAL PLANS FOR POST-GRADUATE STUDY
*(Do you think that you will enroll in graduate or professional school at some point after graduation from Swarthmore?)*

<table>
<thead>
<tr>
<th></th>
<th>Yes, next year</th>
<th>Yes, next 2-5 years</th>
<th>Yes, after 5 years</th>
<th>No, probably not</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. of Respondents</td>
<td>46</td>
<td>162</td>
<td>5</td>
<td>8</td>
<td>49</td>
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<tr>
<td>(270)</td>
<td>(17.0%)</td>
<td>(60.0%)</td>
<td>(1.9%)</td>
<td>(3.0%)</td>
<td>(18.1%)</td>
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<td>% of Respondents</td>
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<td></td>
</tr>
<tr>
<td>(100%)</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

*Updated 06/04/14*
TOP INDUSTRIES FOR EMPLOYMENT - 2014

Technology (22%)  Education (14%)  Science (12%)  Public Service (10%)  Consulting (8%)  Finance (17%)

TOP LOCATIONS FOR GRADUATES - 2014

Washington DC  Boston  New York  Philadelphia  California  Abroad
Student Engagement

Career Counseling
Through individual counseling appointments, drop-in advising sessions, workshops, recruiting events and other programs we have had a total of 3,807 student interactions in 2013-14, which is consistent with last year’s total number of 4,077 (slight 6% reduction). We are very pleased to have connected with 1017 individual students. We’ve engaged with 66% of the total student body this academic year. The graphic below shows a breakdown of those interactions by class year.

Focus of Counseling Appointments

- Job Search (22%)
- Internship Search (18%)
- Career Exploration (17%)
- Interview Preparation (16%)
- Resume/Cover Letter (9%)

Student Engagement Breakdown by Class Year

- 66%: Student Body
- 68%: First Years
- 77%: Sophomores
- 53%: Juniors
- 68%: Seniors
Examining individual counseling appointments we notice that the percentages change slightly to reflect the alumni population that continues to seek individual counseling from our office. 40% of our counseling appointments are with Seniors, 16% Juniors, 13% Sophomores, 13% First Years, 11% recent graduates and 6% experienced alumni.

We are also able to examine our usage patterns from vantage points including ethnicity and gender, helping us identify any students who would benefit from targeted outreach to make them aware of the valuable resources we provide. Below are additional usage statistics:

### ENGAGEMENT BY GENDER

<table>
<thead>
<tr>
<th></th>
<th># Engaged</th>
<th>2013-14 % Engaged</th>
<th>2012-13 % Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>466</td>
<td>62%</td>
<td>67%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>551</td>
<td>71%</td>
<td>72%</td>
</tr>
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</table>

### ENGAGEMENT BY ETHNICITY

<table>
<thead>
<tr>
<th></th>
<th># Engaged</th>
<th>2013-14 % Engaged</th>
<th>2012-13 % Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>240</td>
<td>73%</td>
<td>75%</td>
</tr>
<tr>
<td>Black</td>
<td>68</td>
<td>69%</td>
<td>76%</td>
</tr>
<tr>
<td>Latino/a/Hispanic</td>
<td>57</td>
<td>82%</td>
<td>77%</td>
</tr>
<tr>
<td>Multi</td>
<td>4</td>
<td>40%</td>
<td>75%</td>
</tr>
<tr>
<td>Multi/Asian</td>
<td>28</td>
<td>54%</td>
<td>70%</td>
</tr>
<tr>
<td>Multi/Black</td>
<td>31</td>
<td>45%</td>
<td>67%</td>
</tr>
<tr>
<td>Multi/Latino/a</td>
<td>86</td>
<td>64%</td>
<td>71%</td>
</tr>
<tr>
<td>Not indicated</td>
<td>61</td>
<td>68%</td>
<td>69%</td>
</tr>
<tr>
<td>White</td>
<td>439</td>
<td>68%</td>
<td>64%</td>
</tr>
</tbody>
</table>
**Career Peer Advisors (CPAs)**

**Career Services’ Campus Leaders**

CPAs are a vital link from our office to the campus community. As such, we want them to be confident campus leaders and so we are committed to developing their leadership skills. During training in August, we shared with them a list of learning goals and action steps to help them become campus role models for professionalism and career development. We had them reflect on what strengths they have to achieve these goals, think about what areas they could improve and had them list steps they would take to reach the goals. In January, we talked with them about their progress and how we might help them reach the goals. At the end of Spring semester we had them reflect and share with us their growth towards meeting these goals. The CPAs thought this was a helpful way to envision their roles in our community.

We also worked with CPAs to develop their understanding of career counseling. They each met with a counselor and took interest inventories. Our goal was to have them be able to personally share their insights with fellow students and thus encourage others to meet with career counselors. We believe that students benefit greatly from understanding career development.

CPAs participated in several of our programs this year. They were on a panel discussion regarding etiquette for participants in the Extern Program. Topics addressed included: top 5 ways to be a good house guest and top 5 ways to be a great extern. Reece Liang ’14, Tony Farias ’14, Justin Toran-Burrell ’14 and Marisa Lopez ’15 offered their insights as former externs. All CPAs were instrumental in the Student-Alumni Networking Dinner.

CPA drop-in assistance is provided every weekday afternoon from 1:00-4:30pm. This year 361 students took advantage of these hours resulting in 556 drop in visits. 26% of drop-ins were with Seniors, 17% Juniors, 26% Sophomores and 31% First Years. These drop in hours are an excellent opportunity for students to get help with writing their first professional resume and/or cover letter, polishing existing documents to be sure they are in line with their current pursuits, navigating our job and internship databases, exploring externship opportunities, and preparing for an interview. Many students use the drop in hours as a starting point for their engagement with our office, meeting with a Career Peer Advisor for their initial materials review and immediate assistance, then scheduling a subsequent appointment with a counselor to delve further into their personal needs in an individual counseling appointment with a staff member.

We coordinate CPA training during the two days prior to the beginning of classes in the fall, providing instruction on our web resources, resume/cover letter writing, networking, interviewing, and other topics they need to know to be effective advisors to their fellow students. CPAs also attend one or two follow-up training meetings during each semester and meet with a counselor to discuss their own self-assessment results.
In addition to programming and events connecting alumni and students described in the Alumni and Parent Engagement section, we offer a range of career programs, workshops and events designed to promote students’ career development and exploration.

Preparing for the “Real World”
The importance of professionalism and preparedness for the world of work is crucial to the career success of our students. To that end, we have developed a series of programs and resources to educate students about the world of work.

Interview Preparation
Recognizing the importance of developing effective interview skills to successfully secure jobs and internships, we continued to educate students on how to interview effectively. Our staff expanded our knowledge of case interviewing enabling us to offer students multiple practice case interviews this year. Additionally, we worked with various groups on campus such as the Writing Associates program to provide practice interviews for students seeking on campus leadership roles. Overall our Career Counselors conducted approximately 180 mock interviews with students. Additionally, we held various workshops on interviewing such as our Case Interview and Behavioral Interview workshops.

Mock interviews with Employers
A recruiter from Glenmede Trust Company visited campus to offer one-on-one mock interviews with students interested in financial services careers and our Swarthmore Human Resources colleagues also offered mock interviews for students.

"I've found the mock interviews to be incredibly helpful. During the one I did in preparation for an internship interview, the mock interviewer not only helped me refine my answers but also helped me come up with better answers to several questions. She also talked through why an interviewer asks certain questions and what they are looking for in an answer, which helped me think critically about potential questions the mock interview had not covered. In general, it was nice being able to get a more experienced person’s opinion and feedback on my interview skills. The mock interview provided me with a much needed confidence boost (my previous internship interviews had not gone well). I was able to nail my actual interview, and I got the internship I interviewed for!"

Kathy Sun
Class of 2016
**Dress for Success**
Students borrowed suits 120 times from our ever-popular Career Closet, ensuring that they looked professional for interviews and career events.

**Financial Success**
A Benefits and Beyond presentation was offered this spring for twenty seniors. John Manion and Tom Giedgowd, with the full-service employee benefits firm of Armstrong, Doyle & Carroll, Inc., provided students with insights on employer-sponsored benefits and investment options for retirement.

**Partner Career Programming**

**Campus Philly:** Campus Philly is a nonprofit organization that fuels economic growth by encouraging college students to study, explore, live and work in the Greater Philadelphia tri-state region. As a college partner, Swarthmore students engaged in the following career events sponsored by Campus Philly.

**NET/WORK:** technology job and internship fair highlighting vibrant local companies seeking talented people.

**Start Stay Grow:** an introduction to the local entrepreneur community, connecting college students in the Philadelphia region to people and organizations who can benefit them in their startup journey.

**Philly Tech Summit:** one of the largest student-run conferences on the East Coast, the Summit connects students with the star entrepreneurs of Philadelphia. The event features a long lineup of great speakers and a number of valuable networking opportunities.

**Campus Philly’s Online Internship Fairs:** Employers from all industries posted internships and recruited candidates for summer internships through a virtual career fair model in both the fall and spring. We had 59 students apply for positions through these events.
**Campus Presentations and Collaborations**

Career Services delivered customized presentations to many audiences this year in a group format. We see our collaboration with various areas on campus as crucial in engaging and supporting a broad audience of students.

- Career Services spoke to the sophomore class during *Chocolates, Chai and Choosing* about major selection and career exploration.
- We delivered internship resources to the Rubin Scholars and Evans Scholars through a *Keys to Internship Success Seminar* (K.I.S.S.)
- We provided an overview of our services to the summer research students here on campus for the Science and Social Science departments.
- Our Assistant Director for Public Service and Internships led a committee of various individuals from offices including Off Campus Study, Foundation and Corporate Relations, the Provost's Office, the Lang Center for Civic and Social Responsibility and the Rubin Mentoring Program. This *Summer Experiences Committee* is working toward facilitating greater communication and synthesis among areas of the college who award summer funding.
- In conjunction with the Lang Center for Civic and Social Responsibility, we facilitated a Values Dinner conversation and workshop for sophomores.
- In collaboration with Swarthmore's athletic coaches, we gave a presentation to the athletes on positioning their athletic experience to prospective employers and graduate school committees.
- We hosted roughly 100 Career Services professionals for a meeting of the Delaware Valley Career Planners.

**First in Family Luncheon-- Faculty/Staff/Student Luncheon**

On Wednesday, September 25, about 70 first generation students, staff, and faculty members gathered to have lunch. As a first generation college student herself, President Chopp delivered opening remarks to encourage students to use the Swarthmore community as a support network. Career Services worked with Karen Henry, the Dean of First Year Students, to put together this program. One of the main objectives of this gathering was to help students identify other members of the community who are first generation, so that they can be viewed as resources for support. Through small roundtable discussions, students, faculty, and staff talked about common issues that first generation students face on a college campus—everything from academics to navigating the social scene. Many of the faculty and staff shared their own stories and gave words of advice to our students.

**First in Family Luncheon-- Faculty Luncheon**

Following the success of the first luncheon, on Friday, February 7, Career Services and the Deans Office hosted another gathering. However, the focus of this luncheon was to bring faculty and students together. Professor Nanci Buiza (Modern Languages) and Professor Josh Newby (Chemistry) were featured on a panel. Over 20 students asked questions primarily about the road to becoming a faculty member and the challenges associated with being a first generation college
student. Nanci and Josh talked eloquently about how they sought support from mentors and how their first generation backgrounds affected them—both positively and negatively.

**Social Capital Talk with Associate Dean Lili Rodriguez**
On October 23, Dean Lili Rodriguez met with a group of 9 students who learned about the importance of building social capital. Lili spoke about how to build capital and the power that it can hold. She encouraged students to take advantage of their Swarthmore network. During this workshop, she led students through a series of activities that helped them gain understanding on how important these networks were to one’s academic, personal, and professional growth.

**Juniors and Java**
On February 4, we partnered with Melissa Mandos from Fellowships and Prizes and the Junior Class Dean, Karlene Burrell-McRae. This event helps to prepare juniors for a productive senior year and beyond, while teaching students a healthy life/work balance. Career Services stressed the importance of exploring graduate school at that time, gaining internships in the summer after the junior year that could lead to full-time employment, early job search preparation and exploring career counseling to develop a career plan. Melissa talked about early application deadlines and how a fellowship may be a wonderful opportunity to try something new after graduation. Karlene talked about stress management, making sure credits for graduation are taken care of and making sure to have a healthy balance of work and fun.

**Off campus-study sessions**
We partner with the Off-Campus Study Office each semester as one of their guest speakers for their Pre-departure and Welcome Back gatherings. We share with them ideas on how to stay engaged in the career development process while abroad and ways to effectively present their off-campus experiences in resumes, cover letter and interviews. New this year with this office was a Pre-departure Orientation for students participating in College-supported summer experiences abroad. We gladly joined the group of guest speakers and educated the students about ways to be effective and reflective participants in their summer abroad in an internship, research or volunteer position. Also new this Fall, we recorded renowned author Don Asher’s presentation “Getting Into Grad School” and have made it available on campus, individually to students who were abroad in the fall and would have liked to attend the presentation.

**International Student-Alumni Reception**
Annually we partner with the Adviser for International Students and Scholars to educate international students about career development and the job search. We cover topics such as career decision making, resume and cover letter preparation,
interviewing, traits which are unique to international students seeking employment in the US, advice for international students seeking employment in the US and items to consider when deciding where to seek employment. The Adviser for International Students and Scholars talks with students about Optional Practical Training and work visa applications. This program typically includes alumni who were international students and current students learn a great deal from the experiences of those alums. New this year, after our presentation, was a roundtable rotation format wherein alumni moved around the room and followed suggested discussion topics at each table of students. It worked well for both students and alumni.

Alumni participants were: Kofi Anguah ’09, Prashant Arya ’13, Reina Chano ’09, Omari Faakye ’10, Joyce Han ’13, Lauren Kim ’13, David Selassie Opoku ’12, Maher Shaban ’13, Dina Sharhan ’12, Duke Yeboah ’13. Additional alumni who weren’t able to attend, but provided written perspectives and are willing to be a resource to International Students were: Ecem Erseker ’11, Tony Farias ’13, Serra Kornfilt ’11, Lizah Maisis ’12, Shiran Shen ’12, Gina Salcedo ’10, Bettina Tam ’10, Ti Wu ’12, Ling Zhong ’13.

Out for Work
We offered a valuable LGBTQ program on November 7 in conjunction with Coming Out month on campus. Riley Folds from OUT for Work presented a morning workshop to staff and an evening workshop to students discussing the challenges of being "out" and open in the workplace, being out on resumes and interviews, finding LGBTQ inclusive workplaces and employers, and how to prepare for the workplace.

Seekers
Our six week career development club, SEEKERS, is always rewarding for the students and staff. We had a strong core group of 10-12 students who were committed to learning each step of the career development process. We had many first year students excited to learn about all the stages of career development. We also had a few juniors who were pleasantly surprised about how much they could learn even when they are more experienced. Several members of the group were quite mature and able to give valuable feedback to fellow students regarding interviewing and professional communication. This is one of the many strong points of this club that students enjoy: learning and sharing with each other as they work towards a common goal.

Don Asher, Graduate School Admission
Don Asher, national speaker and author of Graduate School Admission Essays, presented his workshop on October 7 to a very engaged student audience. Each year, Don facilitates a discussion with Swarthmore students rather than just presenting the best methods for getting into graduate school. He says he finds Swarthmore students incredibly knowledgeable about graduate school and thus finds a discussion is much more beneficial than a lecture. Some of our students are looking to very specific program areas where others are learning how to fund
their study. This program is always very lively with participants learning from each other as well as the presenter.

**Know Thyself**
After the success of the 6-week Know Thyself seminar in Spring 2013, Shalom Saar '74 returned to campus in the Fall of 2013 to talk to students. Student participants explored the critical success factors needed to find one's own path and the elements of personal leadership. The session was aimed for students who desire to clarify their career objectives and to enhance their impact on their environment and influence on others. Here is what one student shared about his experience:

*Without a doubt I have grown as a leader and an individual after the know-thyself seminar; I now have a better understanding of my leadership style and its corresponding strengths and weaknesses. The weekly seminar affords the opportunity to deeply examine your values and traits--an activity that is often overlooked because of Swarthmore's hectic pace, but nevertheless an activity that is absolutely critical to a person's well-being and success.*

**Practicing the Craft of Cooperation Workshop**
Swatties are renowned for being smart, articulate, outspoken, and passionate. Beyond campus however, a powerfully-delivered, well-honed argument is only a small part of what it takes to succeed. From the corporate world, to the art world, to activist groups and beyond, our ability to effectively work with others (often people with whom we have little in common) will make or break us.

The Center for Innovation and Leadership sponsored an interactive workshop, "Practicing the Craft of Cooperation." Led by Swarthmore alums Noël Theodosiou '94 and Nazima Kadir '97, students learned about the skills and behaviors behind working with others more effectively. Noël and Nazima taught the 4 key skills that, when well practiced, lead to successful cooperation. By participating in this workshop, students became more aware of the impact of their behavior on others both on-campus and in their post-Swarthmore professional lives.

Details about the Presenters:
**Noël Theodosiou, '94** Founder–Luminous International Ltd; Noël has two decades of experience working with the leadership teams of global brands and businesses on customer understanding and innovation. She was a classical musician before becoming a management consultant, specializing in commercial strategy and working for leading firms in London and New York. Noël has facilitated corporate conversations about business strategy, marketing and innovation, as well as led workshops on leadership development in the USA, Europe, Asia, the Middle East, India and South Africa. She brings sensitivity to individuals, their voices and views, in all her hard work.
Nazima Kadir ‘97, PhD–Anthropologist; Nazima is an anthropologist with a PhD from Yale University. Originally a New Yorker, she’s lived and worked in a diversity of communities around the world including the Middle East, Latin America, South Asia and most recently, Northwest Europe. Her doctoral work, a study of the organization and hierarchy of a squatters’ community in Amsterdam based on living and working with them for 3 ½ years, was developed into a television sitcom and broadcast on Dutch TV. Nazima has taught Anthropology at Yale and the University of Amsterdam, and brings unique perspective from her idiosyncratic experiences around the world.

Here are a few comments from students who attended the workshop:
“"I found the discussion of dialogue vs. dialectic [speech] to be very helpful, because I feel like we live in a society and a political system that emphasizes strong arguments and firm opposition more than dialogue.”

“I really liked how we talked about the techniques of talking about cooperation skills. I want to be more aware and try to practice some of these strategies in different circumstances.”

“I learned how to pragmatically assess arguments and identify key points in a conversation, and how to demonstrate them in a constructive way.”

“I particularly liked the final activity on dialogic conversations. We have been so trained in the school of linear argument that we sometimes forget how to be responsive. I learned a lot today about orienting myself to listen to others’ perspectives and to be open to a number of possibilities.”

“I learned a lot about how conversation (both giving and receiving information) is easier with dialogic conversations, and to refine my own ideas/position/opinion. Thank you very much! © You both were great!”

**LINK Workshops – Lead. Innovate. Navigate. Know.**
The Center for Innovation and Leadership wants to ensure students learn, develop, and build the necessary skills to be successful at Swarthmore and in life outside of the College. The CIL offered a workshop series covering topics that helped students gain valuable skills that can be LINKed to their experiences at Swarthmore and beyond. The workshops ran about 20 minutes over the lunch hour and pizza was provided.

The workshops allowed for collaboration with many constituencies at the College. Here is a list of the workshops offered in 2013-2014:

- **Budget Management for student groups** – Anne Tveteenstrand ’15 Monday, 9/23 at 12:30pm Shane Lounge
- Learn effective ways to manage a budget and look more closely at the process. Get tips on how to write proposals for funds – including both spring budget requests and supplementary allocations.
• **Persuasive Communication** – Elizabeth Stevens (Theater Dept) Monday, 9/30 at 12:30pm Shane Lounge
  How can you see something from another's point of view? How do you share your ideas and thoughts in a compelling way? Come learn tips and tricks to persuasive communication.

• **Program Planning** – Mike Elias and Allie Emmerich - Wednesday, 10/2 at 12:30pm Shane Lounge
  Learn the scope and scale of planning a program, budgeting a program, managing time, expectations, how to delegate, being on task and meeting your goals.

• **Effective Groups** – Mike Elias - Thursday, 10/24 at 12:30pm Shane Lounge
  Geared towards students who run various groups on campus to offer tips for leading a successful group – how to run a meeting, how to interact effectively with administration, policies and guidelines.

• **Attending a professional meeting** – Amy Cheng Vollmer - Wednesday, 11/6 at 12:30pm Shane Lounge
  Being prepared and knowing how to make the most of a professional conference, like one from a society of scholars in your discipline, is critical to having it be a success. Learn how to deal with concurrent sessions, how to dress, how to interact with professionals, and much more.

• **Cultural Etiquette** – Kozue Tsunoda - Monday, 11/18 at 12:30pm Shane Lounge
  Working from stories of study in numerous countries across Asia, students will learn how to be culturally savvy, better understanding the nuances of other cultures, while also learning how to be respectful, adaptable, and successful when studying or working abroad.

• **Stress Management** – Satya Nelms, Student Wellness – Monday, February 24 at 12:30pm, Shane Lounge
  Learn ways to incorporate daily stress relief into your life. Students will learn tips and walk through a short, but effective meditation practice.

• **Knowing your True Colors** – Mike Elias and Charlie Huntington, Student Activities Friday, February 28 at 12:30pm, Parrish Hall 159
  Learn your personality color and how you can utilize this knowledge for maximizing productivity of your club/organization.

• **Relating** – Erin Massey – Wednesday, March 5 at 12:30pm, Parrish Hall 159
  Small talk is powerful. Students will learn tips and strategies for being more comfortable talking in a social setting while building relationships.

• **Goal Setting your summer** – Leslie Hempling, Learning Resources and Student Disability Services – Wednesday, March 26, Parrish Hall 159
  Learn effective ways to manage your time so that you can meet your goals and make the most of your summer experience (internship, research, volunteering or traveling the world).

• **Effective Presentation Skills** - Speaking Associates – Monday, April 7, Parrish Hall 159
• Learn basic fundamentals to gain confidence in speaking in public. Students learn to deliver a compelling speech while understanding and anticipating the needs of their audience

Public Service Career Initiatives
With an understanding that career pathways in the common good are traditionally more nebulous to students, and that many Swarthmore students seek assistance in tying their values and passion to their work, Career Services has consistently offered programming to highlight public service careers, employers and alumni mentors. Additional spring public service events for students and alumni included three major career fairs. By participating in our consortium career fairs, students and alumni have access to employer contacts and are able to learn about available jobs, internships and volunteer opportunities. Swarthmore College collaborates with other colleges and universities to coordinate these career fairs in Philadelphia and Washington DC with a focus on non-profit, government, teaching and public service opportunities. Over 200 students attended the following public service career events held throughout the academic year.

Go Government: Getting Out of the Office with the Government: This session educated students about jobs beyond the cubicle including lab work, field work and international opportunities. Participants heard from agency representatives, who offered tips on securing such positions.

2013 Policy & Government Career Fair: The University of Pennsylvania Career Services office welcomed Swarthmore students and over 30 organizations to Philadelphia for their annual Policy and Government Career Fair. This was an incredible opportunity for students to meet face-to-face with representatives from the State Department, Peace Corps, Teach for America, political and policy consulting firms and more.

Go Government: How to Create a Strong Federal Resume: This webinar presented by the Partnership for Public Service staff and federal agency representatives taught participants how to tailor federal resumes to increase the chance of landing an interview.

Find and Apply: This workshop taught participants how to find the nation’s mission critical opportunities, and how to navigate the federal application process for jobs and internships. Students also learned about the Student Pathways program offering entry-level federal jobs and internships.
**Tap Your Passion Dinner:** This interactive dinner and workshop co-sponsored by the *Lang Center for Civic and Social Responsibility* explored sophomores’ values as they examined how to translate work values into meaningful opportunities.

**Non-profit Networking Night:** In small group conversations, students learned from alumni how to translate their passion and skills into rewarding careers within the non-profit sector. Following the round-table discussions, students networked one-on-one with the following alumni:
- Matthew Armstead '08 is a trainer, community builder, and organizer and serves as the coordinator of Earth Quaker Action Team.
- Keith Benjamin '09 serves as the Street Scale Campaign Manager for the Safe Routes to School National Partnership.
- Kate Goertzen '09 works for RESULTS Educational Fund as a Senior Associate working on child health issues, especially those related to nutrition and hunger.
- Andrea Knox, '64 had a long career as a reporter and editor with the Philadelphia Inquirer, and non-profit management with the Chester Children’s Chorus.
- Ariel Kobylak '02 works for the American Red Cross biomedical division, providing test result counseling services to blood donors.
- Natacha Pascal '04 has over 10 years of experience in nonprofit, education, and teacher training and is a Title I English and Math teacher, serving West Philadelphia students.
- Sarah Peterson '09 is the Communications & Development Associate at YouthBuild Philly.
- Chris Van Wyk '77 is the controller at the Peddie School in Hightstown NJ.
- Rebecca Wright '11 is the Project Administrator at the Pennsylvania Health Law Project.

**Conquering a Career Fair:** This interactive session focused on strategies to make candidates stand out from the competition at public service career fairs.

**ResuMANIA:** Resume critiques were offered and participants received professional resume portfolios for the upcoming public service career fairs.

**DC Government and Non-profit EXPO:** This consortium career fair held at Georgetown University in February attracted 73 organizations seeking candidates for jobs and internships in the nonprofit, government and socially responsible business sectors. *(Appendix)*
**Not-for-Profit Philadelphia Fair:**
This non-profit career fair held at Haverford College featured 56 Philadelphia area public sector employers. *(Appendix)*

**Non-profit and Government Career Fair:** Over 65 Philadelphia area non-profit, educational institutions and government agencies featured jobs, internships, volunteer positions, graduate school offerings, and post-graduate service opportunities. This event was held at Saint Joseph’s University and organized by the Nonprofit Career Fair Consortium (including Swarthmore College). *(Appendix)*

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**Engaging Students through Technology**

**Social Media/Website**
Career Services’ social media strategy complements our existing communications and publications. Our social media platforms enhance our outreach to our primary audience of undergraduate students as well as to our secondary audience of alumni, employers, faculty, staff, parents and friends of the College. We use social media to share career related information and to engage our various constituencies through technology. This year we developed a stronger social media presence through the following:

The Career Services *Facebook* fan page grew by another 100 fans this year to over 500 fans. We use this social media platform to promote upcoming career events including alumni speakers, career fairs, and information sessions as well as share pictures from past events and career advice.

https://www.facebook.com/pages/Swarthmore-Career-Services/324067383249

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**SOCIAL MEDIA USAGE: CLASS OF 2014**

- Facebook (84%)
- LinkedIn (51%)
- Twitter (21%)
- Google Plus (14%)
- Tumbler (8%)
- Pinterest (6%)

**Facebook & LinkedIn are important to engage Swarthmore students.**

As we expect the use of Twitter to expand with our underclass students, Career Services has incorporated Twitter into our social media strategy. While Pinterest use among students remains low, we plan to use Pinterest to engage parents and alumni.
• We transitioned our *Branching Out LinkedIn* group for students and alumni to a mentoring group for students to connect with alumni. To date, we have over 696 group members http://www.linkedin.com/groups/Swarthmore-College-Branching-Out-4339977

• We expanded our Pinterest page showcasing important career resources, job and internship search best practices, tips on professionalism and more. http://pinterest.com/swatcareers/

• We use Twitter to share information on exciting jobs, internships and events. We currently have 92 followers. https://twitter.com/SwatCareers

• With nearly 53,000 page views this academic year, our website continues to be one of the most widely used of the College. Our pages offer a comprehensive look into career development topics, provide information about majors and careers, post-graduate outcomes, job and internship databases and more. Our homepage offers story slides that contextualize the career development process and services for Swarthmore students and alumni. Some examples include a "Day in the Life of Career Services," "Advice from Swarthmore Alumni" and "Dapper Dining." Visit us online at: http://www.swarthmore.edu/career-services.xml

**Social Media in the Job Search workshop**

*What Your Parents Can’t Teach You About Finding a Job* is the new title of our workshop to teach students effective and appropriate use of social media in their job search efforts. It was presented on September 18, 2013 and February 12, 2014. The goals of the workshop were to show how to use social networking for a professional function, explain why social networking is effective, and to explain how to maximize the networking experience. This was a lunchtime workshop that lasted about 45 minutes. Students of all different social networking competencies participated.
Alumni and Parent Engagement

Each semester, we reached out to our parents and our alumni to share internship and job opportunities with us from their personal and professional networks. We have found that this outreach is a very valuable way to help our students connect with new opportunities. Our outreach resulted in nearly 75 new positions being added to our eRecruiting database this year. To announce these opportunities to students, we published a special edition of our regular Weekly Updates, an email to students compiling jobs and internships that have upcoming deadlines.

**Alumni Career Conversations and Panels**

**Women in Sciences Alumni Panel**

On Friday, November 1, Dina Aronzon '05 (Major--Chemical Physics), Jen Stevenson O'Donnell '06 (Major--Biology), Cathy Polinsky '99 (Major--Computer Science), and Sarah Moores '88 (Major--Engineering) gathered to meet with over 20 female students. The speakers’ backgrounds offered a varied representation of fields including software engineering, pharmaceutical research, data systems research, and science writing. The alumnae spoke with students on being successful as women in predominantly male professions. Each panelist also shared her journey of navigating from Swarthmore to post-graduate life, and spoke of how well Swarthmore prepared her to do so. They also shared

Swarthmore alumni are the best resource when looking for opportunities! It helps to start the job search early. Fellow Swarthmore alumni are really willing to talk to students about their jobs and lives. The Alumni Online Directory is a fantastic resource - I could not emphasize its usefulness more strongly.

~Riana Shah ’14

Riana Shah ’14
The Advisory Board, Research Associate in Higher Education

How did you find the position?
Career Services told me about an alum who works at the company. I talked to the alum who works there and he was able to pass on my resume through an internal referral.

What are you most looking forward to?
I am looking forward to living in Washington D.C., having more free time than I do at Swarthmore and learning more about the Higher Education Sector in the U.S.
tips and lessons on how to be successful such as the importance of networking and being open and flexible to different opportunities.

**Being First Gen and Navigating Careers Alumni Panel**
On Friday, March 28, Jaky Jean Joseph '06, Shameika Black '11, and David Ko '92, and Bob Mueller '68 met talked with students about being a first generation college student at Swarthmore as well as how it has affected their career paths. Although each panelist talked about his/her own careers, they all agreed how important it is for first gen students to find mentors who can guide them through academic and professional endeavors.

**Psychology Alumni Career Panel**
We partnered with the Psychology Department on March 5 to offer this valuable program. On finding rewarding careers with a bachelor’s degree. Our speakers were:
- Ashley Acle '11, research assistant at The Renfrew Center of Philadelphia.
- Ariel Kobylak '02, American Red Cross biomedical division, providing HIV and other test result counseling services to blood donors, and conducting investigations into at-risk blood products.
- Kate Walton ‘11, ZocDoc, a tech start-up founded in 2007 with a mission of improving access to healthcare.
- Amelia Kidd ’11, substance abuse counselor at a methadone clinic in NYC.

**Careers on Capitol Hill with Mark Harkins '87**
On January 27 we learned about the inside culture, nuances and paths to finding success in careers on Capitol Hill from a variety of perspectives. Mark Harkins spent 17 years on Capitol Hill. He currently teaches Congressional operations at the Government Affairs Institute at Georgetown University.

**Careers in Archives and Libraries**
Our alumni panelists on September 26 were Nicole Topich ’11, Project Archivist at the Center for American Studies, Harvard University; Michael North ’87, Head of Rare Books & Early Manuscripts, National Library of Medicine; and Julie Zeftel ’80, Senior Manager, Rights & Permissions, Digital Media Department at the Metropolitan Museum of Art.

**Careers in Architecture and Historic Preservation**
On October 9, Frances Halsband ’65, founding partner of Kliment Halsband Architects, shared her experiences as the lead designer for numerous award-winning projects for educational, cultural, civic, and government clients.

**Diverse Career Options in Healthcare**
On April 9 program we partnered with Amy Vollmer, Biology Department Chair, to offer a conversation with five alumni who've followed five different healthcare career paths, some not typically considered by Swarthmore students. They were:
• Sheveen Greene ’07, Adult-Gerontology Primary Care Nurse Practitioner at the New York Presbyterian Hospital.
• John Martinez ’88, Physical Therapist and owner of Australian Physiotherapy Centers and Physical Therapy Expert and Vice President of the Greater New York Regional Chapter of the American College of Sports Medicine.
• Janelle Mirabeau ’08, Registered Nurse specializing in Critical Care who previously worked in marketing and sales of pharmaceuticals and clinical resources with Unbound Medicine, Johnson & Johnson and Centocor.
• Ann Starrs ’84, Co-founder and President of Family Care International (a non-governmental organization dedicated to making pregnancy and childbirth safer in the developing world), member of the Council on Foreign Relations and of the Developed Country NGO Delegation to the Board of the Global Fund to Fight AIDS, Tuberculosis and Malaria.
• Sarah Zlotnik ’02, Senior Strategist and Founding Member of PolicyLab at The Children's Hospital of Philadelphia.

The 15th Annual Jonathan R. Lax ’71 Conference on Entrepreneurship Saturday, April 5th, 2014
The Lax Conference continued the tradition of providing a substantive program for and about entrepreneurs. The 2014 conference featured the following outstanding speakers and programs.
• Opening Remarks: Joseph Turner ’73—A financial expert with a background in the pharmaceutical and biotech industry with 35 years of experience, Turner is an independent director of emerging firms.
• Discussion Groups—Topics included: the successful start up of social impact ventures; entrepreneurship in the arts; new environmental technologies; tech entrepreneurship; and how to run a successful small business.
• SwatTank—This year’s conference once again featured the culmination of SwatTank, moderated by Shalom Saar ’74. SwatTank is a year-long innovation competition for students. During the conference the four final teams competed for a cash prize.
• SwatTalks—Modeled after the popular TED Talks, the new Swat Talks featured short presentations from two alumni and a member of the faculty discussing creative ideas and challenges related to entrepreneurship.
• Ideas Stall—During the conference, all student teams who participated in SwatTank showcased their business ideas in a poster show.

Case interviewing workshop with Koof Kalkstein ’78
Once again, Koof Kalkstein ’78, a retired Managing Director from the Boston Consulting Group, visited campus to conduct a workshop to help students master the unique interviewing technique, along with an overview of consulting. Koof provides students with invaluable insight and also mentors students who are interested in the field.
Actuary Careers Overview with Becky Sielman ’85
As an actuary and an alum, Becky Sielman provided insight into the actuarial field and talked to students about the various types of actuary work while giving them tips for entering the field.

Alumni Career Profiles
After a Summer 2013 campaign which added over 100 Career Profiles, there are now 803 alumni represented in the Alumni Career Profiles. Each alum has the opportunity to detail his or her post-Swarthmore education and employment and comment on the topics below. We know based on web traffic that the Alumni Career Profiles received over 400 page views this year.

Career Advice and Insights
Please describe your current job:
What has it been like to work in your field?
What do you enjoy about your job?
What are the challenges of your job?
What kinds of decisions have you had to make to balance a career and personal life?
What other involvement/interest/community service activities have you done?
What general career advice do you offer to the students at Swarthmore?

Helping Swarthmore Students and Alums
Would you be interested in becoming a career advisor/mentor to Swarthmore students and other alums?
Would you be interested in offering a 1-5 day externship opportunity?
Would you be interested in offering a summer internship opportunity?
If yes (for any of the above), how would you prefer to be contacted?

Alumni-Student Networking Dinner
This annual dinner is a well-liked event for both students and Alumni Council members. Alumni are seated in groupings according to self-selected career field and students self-select a table of interest. We tried a new dimension with the event this year - the mingling time during hors d’oeuvres was substituted with a formal talk by an Alumni Council member. Feedback from students and alumni noted that they missed that informal mingling opportunity which allowed additional time to talk with a larger number of attendees. The facilitators of the program did announce midway through the event that students interested in exploring additional career topics should shift tables before dessert, providing the students with at least two perspectives. This event is designed to help students learn about networking, in addition to career fields. We provided students with alumni biographies prior to the dinner so they could consider topics to discuss with each alumnus/a. The students also received an email detailing tips for successful networking.

Cynthia Hunter Spann ’75, Barbara Stubbs Cochran ’67 and Jaky Joseph ’06 were the Alumni Council liaisons for the event working with Career Services to provide a wonderful experience for students and alumni.
**Life Beyond Swat Explained**

This program took on a new format this year – roundtable discussions. Eight Alumni Council members engaged in conversation with approximately 20 students during the two hour program. Alumni Council members rotated among the tables at timed intervals, taking their discussion topic to a new group of students with each rotation. Alumni volunteers were Janet Erlick ’88, Sarah Fask ’05, Bryan Heaney ’83, Jaky Joseph ’06, Demetrios Karis ’74, David Kidder ’62, David Ko ’92, Anne McGuire ’80, and Bob Mueller ’68. Planned topics were workplace culture, workplace communication, making connections, professional decisions, and promoting oneself.

**Extern Program**

The Swarthmore College Extern Program continues to be a rewarding success. Over 280 alumni, parents and friends of the College registered to be a Workplace Sponsor and/or a Homestay Host, consistent with last year. There were 291 Externship opportunities available for students. This number represents a 5.8% increase from last year. 44% of the Workplace Sponsors (who responded to the survey) were new volunteers. Of the Externs who completed the survey, 67% were first time program participants, consistent with prior years. *(Appendix)*

Students, upon registration, select up to four externships of interest. A computerized lottery system matches students with externships in Round I matching, while Round II matching is available on a first-come first-serve basis to any student who was unmatched in Round I. Then, Round III matching is open on a first-come first-serve basis to any student who missed the registration period. This matching system has been working well for many years. This year the match rate was 69%.

Student interest does, however, continue to outweigh available opportunities as 344 students registered for the program this year. All Career Services staff and student Career Peer Advisors are available to assist unmatched students in utilizing the alumni network and their personal networks to locate internship opportunities at any time of year. While students do not always share with us their successes in this endeavor, we do anecdotally hear of students having wonderful self-arranged externships. Furthermore, unmatched students were
emailed a reminder of the upcoming on-campus events with alumni, including the Alumni Student Networking Dinner featuring 40+ Alumni Council members. The pre-externship meeting again was mandatory. Students learned about appropriate workplace conduct, attire, and homestay etiquette. A panel of Career Peer Advisors talked about appropriate conduct and ways they maximized their own externship experiences. This aspect of the program was rated average or above average by 85.4% of the student survey respondents. The four newest target cities (Atlanta, Chicago, Los Angeles, Seattle), added last year to the five existing target cities (Boston, Washington DC, New York City, Philadelphia and San Francisco), saw success. With this success, an alumni homestay coordinator volunteer was added for Chicago, Los Angeles and Seattle. Many thanks to Joan Leopold ’76, Wendy Krieger ’86 and Miranda Cantine ’93 for joining Lulu Chen ’05, Charlotte McDowell ’01, Linus Waelti ’07, Bill Belanger ’66 and Andrea Goldman ’87 on our City Homestay Coordinator volunteer team! This expansion yielded 27 opportunities this year. We will continue to focus on expanding opportunities in these cities where we have an established base and alumni volunteer support. Other locations were represented including Chapel Hill, Baltimore, Louisville, Nebraska, Vermont, Colorado, New Jersey, Arizona, Taiwan, Panama and Spain.

Also new this year, students submitted resumes in the registration process. Additional Career Peer Advisors were on staff during the week before registration to provide assistance to students in creating or updating resumes. Once matches were completed, the extern sponsors received their extern’s resume along with the registration form and contact info. Students are notified of their extern sponsor at that time and the students are instructed to contact their sponsor to inquire about details specific to that organization, such as office dress code, office hours, directions, any additional preparation materials or forms, and their goals/questions regarding that specific workplace.
**Career Services Champion Award**

Dr. Joseph Becker '66 was honored by the College for his dedicated service to Swarthmore College. Having facilitated externships for myriad students over the years, Dr. Becker received the Career Services Champion Award on Tuesday, May 13th during an afternoon reception. With his wife Lisa by his side, Dean Braun, members of the Career Services staff and students, presented "Joe" with their accolades and appreciation. In addition to the award, Dr. Becker received a compilation of student quotes from former externs. Nancy Burkett, Director of Career Services commented, "Dr. Becker's service to the College exemplifies the spirit of giving back to Swarthmore among our alumni." When deciding on this year's honoree, Dr. Becker was a unanimous choice among the staff members of Career Services.
Recruiting and Employer Relations

Our on-campus recruiting calendar was very active this year with an increase in the total number of employer information sessions. Additionally, we built new partnerships with firms that had not recruited at Swarthmore in previous years, including Bain & Co. and Venture for America. We continue to have a strong relationship with Haverford and Bryn Mawr Colleges and often participate in Tri-College recruiting initiatives that allow students from all three campuses access to employers. Our Appendix shows a breakdown of all recruiting events (information sessions and on-campus interviews) in the 2013-2014 academic year.

eRecruiting, our online system which is used by current students and alumni, is our resource to post our full-time job opportunities along with a portion of our internship postings. Our employers are extremely diverse, covering a variety of industries from non-profit organizations to top financial firms and science laboratories to educational organizations, along with everything in between. This year we had over 1,350 full-time jobs and over 650 internships posted in eRecruiting.

*Please note that the majority of our internship postings are available to students through the UCAN internship database.
**MetroLink Consortium**
The MetroLink Consortium is held in February in Washington DC and provides students an opportunity to interview for full-time and internship positions. Our partnering schools are Duke University, Yale University, and the College of William and Mary. Held at the Carnegie Endowment for International Peace, MetroLink DC gives employers the opportunity to connect with students interested in the areas of public policy, think tanks, nonprofit organizations and paralegal fields and allows them to identify and interview qualified candidates.

Swarthmore had 42 students submit a total of 89 applications. After employer review, 22 Swarthmore students were accepted for 34 interviews. Participating employers and positions recruited for were:

**Full-time jobs for SENIORS**
- **American Enterprise Institute** - Staff/Research Asst.
- **Atlantic Media Company** - Atlantic Media Fellowship
- **Edgeworth Economics** - Business Analyst
- **FTI Consulting** - Health Solutions Associate
- **Lutheran Volunteer Corps** - Stipended Volunteer
- **Match Education** - Various Fellowships
- **National Institutes of Health** - Grants Mgt. Specialist
- **The Advisory Board Company** - Sales and Marketing Associate
- **Urban Institute** - Research Assistant
- **Urban Teacher Center** - Pioneering Teacher Preparation Program

**Internships for JUNIORS**
- **Edgeworth Economics** - Economic Consultant Internship
- **FTI Consulting** - Various consulting internships

**Fall Recruiting Consortium**
On Friday, October 25, the 14th annual Fall Recruiting Consortium took place in Times Square, New York. Bard, Sarah Lawrence, Swarthmore, Vassar, Wesleyan University and the College of William and Mary participated in FRC. From Swarthmore, a total of 33 students accepted 63 interviews for full-time positions. This year we opened FRC up to internships. As a result, juniors were also able to apply:
• **Albert Einstein College of Medicine:** Research Technician
• **Alliance Bernstein:** Private Client Associate Program
• **Alpha Sights:** Analyst
• **Analysis Group:** Analyst
• **Beghou Consulting:** Analyst
• **Carney Sandoe & Associates:** K-12 Teaching and Administrative Positions
• **Citigroup:** Summer Sales & Trading Summer Analyst Program, Capital Markets Origination Summer Analyst Program
• **Citizen Schools:** National Teaching Fellowship
• **Greenwich Country Day School:** Co-Teacher Program
• **Jane Street Capital:** Assistant Trader Intern, Quantitative Research Internship, Software Development Internship
• **Match Education:** Match Corps Boston, Match Teacher Residency
• **Memorial Sloan Kettering Cancer Center:** Physician Office Assistant I, Session Assistant I, Research Study Assistant
• **Morningstar:** Development Program, Technical Track Development Program
• **NERA Economic Consulting:** Research Associate
• **Northeastern University Graduate School of Professional Accounting & Pricewaterhouse Cooper:** MS in Accounting, MS in Accounting/MBA
• **Prudential:** Financial Professional Associate
• **The Rockefeller University:**
  Research Assistant
• **Simon and Schuster:** Publishing Internship Program
• **Success Academy Charter Schools:** Community Relations Coordinator, Education Coordinator, Teaching Fellow, Education Interns
• **Susquehanna International Group:** Private Equity Summer Analyst, Trading Internship, Operations Analyst Program, Assistant Trader Program, Research Analyst
• **Teach for China:** 2014-16 Teach for China Fellowship
• **Transperfect Translations:** Project Coordinator, Sales Account Manager, Account Coordinator, Litigation Support Analyst
• **Weill Cornell Medical College:** Research Aide, Research Tech I

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**Amanda Brown ’14**

New York County District Attorney’s Office, Trial Preparation Assistant/Paralegal

How did you find the position?
Networking - I contacted a Swarthmore alumna who is an assistant district attorney. I found her information through eRecruiting.

What are you most looking forward to?
I am excited to learn more about the legal practice. I want to go to law school in the future, and this opportunity will help me decide if that is the right path for me.


Engineering and Technical Career and Internship Connection (ETCIC)

In this job and internship consortium, we partner with Boston, Bucknell, Carnegie Mellon, Case Western Reserve, Clarkson, Johns Hopkins, Syracuse and Tufts Universities, Union College, the University of Rochester and Washington University in St. Louis. Haverford College has joined the consortium in 2014-2015. Coordination is spearheaded by the University of Rochester. 178 (119 added this year) Swarthmore students/alumni have active accounts with the program and those students or alumni submitted 112 unique applications for the fall semester on-site event in NYC (86) and Boston (26). Thirteen students/alumni were preselected for 28 interviews in the NYC program and 6 students/alumni were preselected for 7 interviews in the Boston program. New this year, an open forum was held in the morning prior to the preselected afternoon interviews. In NYC, Swarthmore students who attended the open forum added 10 interviews to their afternoon schedules.

The winter/spring event was a ‘virtual’ event where jobs were posted and advertised within a specific time frame, while employers followed-up with candidates and scheduled interviews at a mutually convenient time. 28 Swarthmore students/alumni submitted 102 applications.

In an email sent to applicants prior to the fall interview events, applicants received details about getting to the event, format, and interview preparation suggestions, including on-campus resources and a list of alumni who’ve offered to conduct technical mock interviews.

See the Appendix for a list of jobs and internships posted in ETCIC during 2013-2014.

Internship Planning and Resources

We have seen an increasing trend in the percentage of students completing internships prior to graduation. Roughly 71 percent of the class of 2014 completed an internship prior to graduation.

We provide assistance in everything from finding an internship to interviewing for opportunities. Eighteen percent of our counseling appointments were related to internship searches this year. Moreover, our Career Peer Advisors assisted many students regarding their internship searches during daily drop in advising sessions. Since employers consistently rank internship experience in the top criteria that they use to make offers to entry-level candidates, we want to make sure we are graduating competitive applicants from Swarthmore College to the workforce. We see internships as a way to complement our wonderful liberal arts curriculum in creating learning experiences beyond the classroom. Internships help students learn about themselves, the world of work and provide students with the work experience that is often required for entry-level positions upon graduation. We have built two internship events that facilitate students' knowledge of these opportunities.
Internship Programming
Summer 2014: Endless Opportunities
In the fall, over 300 students attended a collaborative event highlighting the range of summer opportunities open to Swarthmore students. From internships and research opportunities to summer study abroad and summer service, Swarthmore staff and faculty shared the exciting possibilities for Summer of 2014. The event was held in a fair format allowing students to learn about opportunities based upon their interests. In addition to Career Services, campus partners included Off-Campus Study, The Lang Center for Civic and Social Responsibility, Humanities and Social Sciences Division, Science and Engineering Division, Cornell Library of Science & Engineering, ITS, the Friends Historical Library, the Office of Fellowships and Prizes, and Admissions.

K.I.S.S./Keys to Internship Success Seminar
This session highlighted resources and methods for students seeking internships and strategies for making successful internship applications.

Online Internship Resources
We educate students on many ways to learn about internships and have a dedicated website with myriad internship resources listed. Specifically, many Swarthmore students learn of internships from the following resources.

University Career Action Network
Swarthmore continued to play an active role in UCAN, a consortium of 22 colleges and universities across the country. By partnering with our peer schools, Swarthmore is able to provide students with access to a significant volume of diverse internships. The mission of UCAN is to connect employers with talented undergraduate and graduate students who are seeking diverse career building experiences through internships. The UCAN Internship Exchange, founded in 1996, is one of the most comprehensive online internship databases, known for
connecting organizations with a wide array of intern candidates. During the 2013-14 academic year, students had roughly 10,000 internships accessible to them through the UCAN database. For more information on UCAN visit www.ucanintern.com.

**eRecruiting**
Our e-Recruiting database, accessible only to Swarthmore students and alumni, provided students with approximately 650 additional internships from which to choose. Roughly 65 percent of those internships were paid opportunities.

**engIN**
This aptly named internship consortium (generating potential in engineering and science) helped connect our engineering and science students with internships in technical fields. This consortium of 8 colleges and universities with top-notch engineering, computer science and science programs connects technical employers with a diverse group of engineering, science, and computer science students seeking internships. Our engIN partners are Bucknell University, Dartmouth College, Lafayette College, Olin College, Smith College, Tufts University and Union College. Our engIN database had 475 (up 28 percent from last year) internship postings during this academic year.

**Campus Philly’s Online Internship Fairs**
Employers from all industries posted internships and recruited candidates for summer internships through a virtual career fair model in both the fall and spring. We had 59 students apply for positions through these events.

**Garnet Connection**
This database features 400 summer opportunities that were engaged in by Swarthmore students. Garnet Connection allows students to learn from their peers about opportunities that might not be broadly advertised through traditional databases.
Educating Socially Responsible Leaders (ESRL)

**Dapper Dining**
On Friday, February 7, 64 students participated in this yearly etiquette dinner. Our speaker Robert Shutt spoke about dining and networking etiquette over a delicious 3-course meal.
This year we incorporated more interaction between Robert and the audience. Robert used conversation and an index card activity to engage students to help them learn about networking and how to do it properly.

*We asked student participants to complete an online survey after the event. The following are the results:*
Survey is based on 35 responses on a scale from 1 (Needs Improvement) to 5 (Excellent.)

<table>
<thead>
<tr>
<th>The information presented during the Networking Reception was helpful:</th>
<th>The information presented during Dinner was helpful:</th>
<th>The presentation met my needs and expectations:</th>
<th>The presentation was well organized:</th>
<th>The presenter was knowledgeable about the topic:</th>
<th>The presentation was delivered in a format that was engaging:</th>
<th>Overall evaluation:</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.86</td>
<td>4.31</td>
<td>4.14</td>
<td>4.31</td>
<td>4.63</td>
<td>4.29</td>
<td>4.26</td>
</tr>
</tbody>
</table>

Student comments:
“I enjoyed how the presenter created a low pressure environment for us to learn proper business dinner etiquette. It was very well done. Thank you all!”
“It was a valuable educational and social experience.”
“Hosting formal dinners for some speakers could provide a good opportunity for students to continue practicing skills that they learned at Dapper Dining while still here at Swat.”

**Elias Blinkoff ’17**
*PolicyLab CHOP Research Institute, Student Health Policy Fellow*

*How did you find the position?*
This past December, I completed a Career Services Externship at PolicyLab under the direction of a Swarthmore alum who serves as Senior Strategist for the center. This summer, I am returning to PolicyLab, thanks to the support I have received from a Career Services Summer Experiential Fellowship Grant

*What are you most looking forward to?*
I am truly excited to return to an amazingly collaborative and innovative environment where high-quality research has the potential to positively impact children.
**Experiential Summer Fellowships**

This is a very valuable program that is increasingly popular with students and alumni. The Experiential Summer Fellowship program provides funding, through the support of a generous donor, for students who have completed an externship with an alumnus/a and return to that workplace for a summer internship, mentored by the alumnus/a. We had 15 applicants for summer funding, which is a bit lower than past years. We were able to fund a total of 12. Our committee, including Gigi Simeone, Health Sciences Advisor; Melissa Mandos, Fellowships and Prizes; and Liz Derickson, Assist. Dean, worked diligently to assess all applications. We found all the students to be excellent candidates and we wish we had enough funding to award them all a summer fellowship.

**Student**
- Bennett Thompson '16
- Elias Blinkoff '17
- Indiana Reid-Shaw '17
- Jeremy Chang '16
- Kate Crowley '16
- Katrina Midgety '17
- Laurie Sellars '15
- Tara Giangrande '16
- Varun Prasad '16
- Ying Yu Chen '15
- Aya Ibrahim '15
- Karl Palmquist '17

**Alumni Sponsor**
- Sandra Albro
- Sarah Zlotnick
- Eliza Cava
- James Crall
- Daniel Pederson
- Lynn Stein
- Michael Barasch
- Saralinda Lichtblau
- Priscilla Trumbull
- Diane Tucker
- Davia Temin
- Max Gottesman

**Work Place**
- Cleveland Botanical Gardens
- PolicyLab, CHOP
- Defenders of Wildlife
- Harvard - bio
- Green Seal
- E Source
- Barasch, McGarry, Salzman & Penson
- Hudson River Museum
- IHS Global Insights
- Woodrow Wilson International Ctr for Scholars
- Temin & Company
- Columbia University

**Program Funding**

We provided $200 to the Entrepreneurship Club to help with the program for the Reddit Co-Founder to come to campus to speak about entrepreneurship.

**Entrepreneurial Internships**

For the fourth year, we have collaborated with Ben Franklin Technology Partners (BFTP) and alum Terry Hicks ‘73 to offer funding to students who complete a summer internship with a startup through one of BFTP’s portfolio companies. Additionally, we worked with Ali Usman ‘91 and offered students an opportunity to work directly with him at his incubator (Click Workspace) outside of Boston, MA. Through these experiences, students get exposure to the start-up world. Each award followed the Swarthmore funding guidelines of $4,350 per student for the summer.

**David Selverian ‘17**

*Swarthmore, Student Community Manager*

**How did you find the position?**
Career Services (Swarthmore Future Entrepreneur Fellows)

**What are you most looking forward to?**
I am very excited to present to potential investors, as Zaahah is a startup. James - the founder of Zaahah - said that he will be happy to incorporate me in every aspect of the growing business. Therefore, I have no doubt that my internship at Zaahah will be a truly valuable experience.
We had a high level of interest from students with 24 students applying to 130 positions. Internships included:

- A View From My Seat – Web/Mobile Developer
- Ben Franklin Technology Partners – Intern, Marketing and Communications; Program Analysis & Development PAD Intern; Tech Commercialization Group (TCG) Intern
- Click Workspace - Entrepreneurship Intern
- Cloudnexa, Inc. – Marketing Assistant; Technical Writer
- Dancing Dots Braille Music Technology, L.P. – Marketing Infrastructure Specialist & In-House Usability Testing
- EasyCopay, Inc. – Marketing Intern
- Essential Medical, Inc. – Biomedical Engineering Internship
- Fitly, Inc. – Customer Experience Manager
- Onconova Therapeutics – Scientist
- Orion Fleet Intelligence – Marketing Development Intern
- Real Food Works – Internship
- RealWinWin – Associate
- tapCLIQ – Marketing Intern
- vcopious software – Marketing Support
- VUID, Inc. – Developer; Marketing Communications Associate
- Yorn – Implementation Specialist
- Zaahah – Student Community Manager; Java Developer

After interviews and offers were extended, 9 students will participate in the following summer internships:

<table>
<thead>
<tr>
<th>Employer Name</th>
<th>Student Name</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fitly, Inc.</td>
<td>Heitor Santos</td>
<td>2017</td>
</tr>
<tr>
<td>tapCLIQ</td>
<td>Zhe Sun</td>
<td>2016</td>
</tr>
<tr>
<td>VUID</td>
<td>Htet Mo Nwe Win</td>
<td>2016</td>
</tr>
<tr>
<td>Yorn</td>
<td>Yikai Wang</td>
<td>2016</td>
</tr>
<tr>
<td>Zaahah</td>
<td>David Selverian</td>
<td>2017</td>
</tr>
<tr>
<td>A View From my Seat</td>
<td>Lucas Shuangle Chen</td>
<td>2016</td>
</tr>
<tr>
<td>RealWinWin</td>
<td>Lucy Peng</td>
<td>2015</td>
</tr>
<tr>
<td>Cloudnexa</td>
<td>Yu Qin</td>
<td>2017</td>
</tr>
<tr>
<td>Click Workspace</td>
<td>Richard Ngo</td>
<td>2017</td>
</tr>
</tbody>
</table>

Students will be required to submit a brief report about their experience over the summer and we look forward to hearing more from them.
Conference Funding
We were able to support a number of students interested in attending conferences on entrepreneurship. Attendance at these conferences gives students an opportunity to connect with professionals in their area of interest while learning about the entrepreneurial world.

Through the generosity of an alumnus, we provided conference funding to 13 students totaling close to $1,800.00. The conferences attended included: The Columbia Social Enterprise Conference, the Under 20 Summit, Harvard Igniting Innovation Summit, Dreamforce, and the MIT Africa Business Conference.

Below are reports written by students about their experience at their respective conferences:

Thiel Foundation - 20Under20 Summit - Antony Kaguara ('15)
Attending the Under-20 summit conference was an excellent networking opportunity as well as a learning experience from peers and industry veterans. The conference was mainly focused on connecting young entrepreneurs and receiving mentorship from industry veterans.

The conference kicked off with a speech from the organizers encouraging the participants to share their ideas and receive constructive feedback from each other. Second on the agenda was a speaker panel that included GE’s Innovation Lead, amongst others. The speakers shared their personal journeys through entrepreneurship and encouraged us to pursue our ventures with tenacity and smarts. Thereafter, we had an office hours session where each team got a chance to rotate around the room getting feedback on their ideas from experienced entrepreneurs and former Thiel Fellows.

The two day conference culminated with a speech from Peter Thiel encouraging the summit attendees to cultivate a culture of innovation and entrepreneurship. As a direct result of networking at the event, my fellow Swarthmore colleague and I were inspired to start a venture ourselves and we are in the process of pursuing that goal this winter break!

Thiel’s Foundation Under 20 Summit Report - Jack Yujie Yang ('14)
I was very fortunate to be able to attend the annual Under 20 Summit organized by the Thiel’s Foundation. Thiel’s Foundation aims to empower young people under the age of 23 to pursue their ideas of innovation. At the conference, serial entrepreneurs gave keynote speeches in the morning, and summit attendees went to office hours or various sessions in the afternoon. It was a rare opportunity to network with entrepreneurial minds, and learn from their experiences with their startups, social enterprises, or innovative products.
I went to the conference with the goal to discuss a startup idea that I have. A few weeks ago while I was preparing for an interview with a tech company, I wanted to meet with a fellow student who had experience interviewing with tech companies and who had secured a tech job. I know such kind of person exists, but I don’t know who they are. I said to myself, what if there’s an Airbnb-like marketplace that connect them and me. I’d like to pay for their time to coach me. After some market research, I was sure it was something new. Thus I brought the idea with me to the summit, and met with many mentors during the afternoon office hours.

The mentors came from a variety of backgrounds, including entrepreneurs, investors, and lawyers. Some of them have successfully sold multiple companies, and some worked for Google and Facebook, and now focused on their own startups. When I approached them with my idea, they were knowledgeable enough to list the potential competitors, and how to differentiate from their services. They were encouraging, while critical. Overall, I received valuable advice on strategy, product, legal structure of the company, and leadership. I would recommend anyone who’s interested in making products and building companies to look into the summit and its initiatives. For the ones who are working on their projects, they should try to attend the summit next year to network with those mentors and fellow summit attendees.

Harvard Igniting Innovation Summit, 2013 - Nimesh Ghimire ('15)
I attended Harvard University’s Igniting Innovation Summit in Cambridge, MA on November 09 as one of the participants at their Innovation Showcase. The Igniting Innovation Summit is the largest undergraduate conference on Social Entrepreneurship in the Northeast. The Innovation Showcase is a platform for leading social enterprises to engage with conference participants - I had a chance to present the Peace Innovation Lab model and engage in conversation with participating members at the Summit.

The Summit was an excellent opportunity to network with like-minded peers and share/exchange ideas on how entrepreneurial thinking could be applied to tackling some of the most pressing problems in the world. During the Summit, I was able to proselytize the Peace Innovation Lab model, and as a result, have a number of Summit attendees interested in being more involved with our work in Nepal.

During my visit to Boston, I also had a chance to talk to Raj Melville, Executive Director of Deshpande Foundation, and David Sengeh, a leading innovator and a TED Fellow. Both Raj and David were very interested in knowing more about the Peace Innovation Lab model and we talked about a number of collaboration possibilities. Raj has promised to talk to his Foundation colleagues in India - where the Foundation runs a number of very successful grassroots enterprises - to
facilitate our visit to their site. David invited me to join a small team currently working on launching four Innovation Labs (InLabs) in Sierra Leone.

**Columbia Social Enterprise Conference - Kassandra Sparks (’15)**
The Columbia Social Enterprise Conference was a unique opportunity for young professionals and students engaged or interested in the burgeoning social enterprise sector to connect and learn from each other. I met a variety of social innovators at all stages in their careers. I met a recent graduate who had designed a solar-powered charging station, a co-founder of an analytics firm that rates how well the 1,000 largest companies integrate people with disabilities into their business models, and an ex-Wall Street Banker who has just opened her own impact investment firm based on the belief in sustainable capitalism. From these conversations I learned about the real struggles, and benefits, from working in such a new, unique sector. Additionally, I listened to how different people made their way into social businesses, and how their paths either served or didn’t serve them well.

In addition to networking, I attended several sessions ranging from brainstorming workshops to keynotes with executives of (RED) and the founder of CSRwire. The most valuable session was “Overcoming the Barriers to Corporate Change,” which featured Mitchell Gold (Co-founder & Chairman, Mitchell Gold + Bob Williams), Jeff Seabright (Chief Environmental Officer, Coca-Cola), Erika Karp (Founder & CEO, Cornerstone Capital), and Brian Orlando (Senior Marketing Director of Dressings, Unilever). In this conversation, each of the speakers shared their experiences integrating positive, sustainable change into the business models of major corporations. The discussion provided me a totally new framework with which to view corporations and the private sector.

I also attended a great session on impact investing moderated by the Innovation Associate of Acumen. We had the opportunity to receive the materials from a social business that pitched to Acumen and work together to discern whether we should invest and why. As easily the least experienced and youngest individual in the session, I listened closely to the insight of the professionals in the field. This project pushed me outside my comfort zone and gave me a brief taste of what I could foresee myself doing after college.

Overall, the conference was a great opportunity. While being one of the – if not the – youngest people there was occasionally nerve-wracking, I felt that I was in a prime position to listen, absorb, and learn. I understand the sector much better than I did before, and can think more critically about where I could pursue a career after college, and even in the meantime, where I can apply for an internship next summer.

**MIT Africa Business Conference Report - Tinashe H. Mubvuma (’14)**
Many African students in the USA plan, or at least have thought of going back to Africa to initiate a wide array of start-up projects. However, there are always some drawbacks associated with going back to work in Africa, and it helps to be
informed on these issues. Nevertheless, it really does not matter what
country/region an entrepreneur wants to venture in, there are always some
disadvantages their brilliant idea would have to plough through, if they are going
to be successful. The MIT Africa Business Conference shed light on numerous of
these disadvantages, but more-so on the advantages of entrepreneurship in
Africa, in a practical ‘show and tell’ manner. Topics that were discussed include
education, agriculture, IT, energy, transportation and communication, women
entrepreneurship, health and venture incubations.

The one message that resonated with almost all of the speakers at the conference
was that the present state of African countries allowing for immense leaps of
growth in almost every major economic sector. This was backed up by statistical
evidence of GDP growth forecast for the next decade, with Africa sitting on top of
the chart. However, bad government policies, poor investors’ confidence and
entrepreneurs’ low credit and hesitance inhibit the progress towards growth.
Ashish Thakkar (the founder of Mara Group) highlighted that most entrepreneurs
are obsessed with getting the last bit of data before they start their projects. He
emphasized that the best way to get into business/entrepreneurship is to become
an entrepreneur, and not to wait to collect every possible reason to or not to
proceed.

Hakeem Belo-Osagie (Etisalat-telecom Chair) and Alex Cummings (CAO of Coca-
Cola) spoke on the importance of teamwork; that it is essential to start a team of
people with similar interest for working in a project. Through a speech about his
own failures in life (especially in telecommunications), Hakeem talked about how
failure or the projection of it, should not stop entrepreneurs from going forth with
their ideas. He also highlighted how it is important to do what one loves doing,
and not depending on others to define one’s dreams.

I am currently interested in ecommerce and wireless technology in transportation
and the panel on ‘Energy - Lighting up Africa’ discussed how with such projects, it
is important to know what customers yearn for, by engaging in the informal
markets and getting on the ground to learn what is available and not available to
people. The panel hinted that services would work for greater masses of people if
they are in small, affordable and simple packages that an average person can use.

The best lessons from this conference were that any project worth doing will seem
impossible until it is done. There are many venture capitalists that are genuinely
interested in investing in Africa, and one has to have a team and good business
plan to get their attention and services. It is important to know what kind of
service is demanded, especially in the informal sectors (usually unaccounted for),
before refining a business idea.

Millenium Campus Conference Report - Meiri Anto ‘16, Sun Park ‘16,
Julianna Gutierrez ‘16, Stephanie Kestleman ‘16, Sebastian Kyllmann ‘16,
Patrick Han ‘16, Ojas Chinchwadkar ‘17
1. What new information derived from your attendance do you find most relevant to your future social justice activities?

   *I found that in terms of creating a successful social enterprise, the most important thing is to incorporate design thinking, really evaluate and listen to the needs of your customers, and continually iterate through. This point was brought into full effect by multiple workshops we attended, where practitioners in the field of developing markets provided case studies about their challenges, pivots, and evaluations of their ventures.*

2. What challenges did you experience in attending this event?

   *I think it was especially difficult to hear about the projects being described and reconcile a critical spirit with a willingness to acknowledge the good that some of them are doing. Some people are doing really wonderful things, and others are doing things that might not be so sustainable or so impactful, and I wanted to make sure I was giving credit where credit was due. When one of the participants was talking about a project to build schools in Honduras, I was simultaneously happy for them and reticent to accept the purpose of the project. “Who is maintaining the schools” and “Why are the teachers teaching in English in Spanish-speaking Honduras?” were two of the questions that arose and that made me question the effectiveness of certain projects. I think the biggest challenge was balancing criticism with recognition of success.*

3. If you were to experience this again, would you do it the same way? Would you do it differently, and why?

   *The conference experience was pretty much close to ideal for me. I met so many people with inspiring projects and a can-do attitude, and I learned a lot of lessons from the panelists and their experiences. If done again, I would shift the balance slightly towards attending less panels and spend more time at workshops to build skills for organizing my own project. I also wished I could have more free time to socialize with fellow student attendees and learn about their projects, for the scheduled events of the conference left me pretty exhausted at the end of the day.*

4. Please tell a story, describe an incident, or produce a short character study which reveals in words or pictures something you learned or experienced unexpectedly during your attendance.

   *During Saturday’s keynote, Jeffrey Sachs arrived late to the conference. To kill time, MCN sent one of their key members, Sam Vaghar, up on stage. Sam walked up and I knew something was different about him. Unlike other speakers, he held his microphone an inch from his mouth. He walked around the 1000 people auditorium as he talked. He talked directly to audience members. Sam said a defining moment in his life occurred as he walked the streets of New York. He saw a homeless man, and sat down next to him. Soon they were having lunch. After about twenty minutes, he couldn’t resist himself and asked, “How do you survive?” The homeless man responded “I’m not afraid of talking to anyone.” Sam took this idea to heart. not afraid. talk to anyone. He went on to introduce himself to Kal Penn and President Obama. I was thoroughly inspired by this idea. not afraid. talk to anyone. The conference soon ended, and it was time to go to the next event. In the main lobby, I saw one of the organizers of the conference. [Deep breath in. Release] “Hi. My name is -- ”*
5. How will you use the information presented at the event to continue work on this issue?

I have been a member of several non-profits dedicated to promoting social justice and education reform throughout the last few years. After attending this conference, I have felt tremendously grateful to have been reminded of the importance of listening to the needs of the communities as one approaches them with the intention to “help.” I learned about the importance of doing this as I listened to a young Egyptian activist discuss the importance of making room for conversation with the communities that welcome help. I reflected on the idea of being careful not to enforce one’s thoughts on anyone else, especially when one identifies needs and improvement strategies for a community perhaps without taking the time to understand it very well. Everyone benefits from education and vital resources like food and water if lacked. But what are the values of different peoples regarding those benefits? how does the provision of these resources actually lead to sustainable development? how do foreign leaders help communities identify their own needs? I learned that development takes a lot of trust and collaboration between the leader or aid provider and the receiver. I was also reminded to have the humility to learn from the experiences of other leaders without feeling intimidated because I may also have good ideas and experiences to share.

As I advise and help educate other young leaders for social justice in the future, I will make sure to emphasize my favorite message from the conference: A global leader does not need to be an “entrepreneur.” It is a good idea to be an “entrepreneur,” by learning what other people have done in a community before and partnering with existing, sustainable organizations where one’s work will have a real impact - especially when one is only going to be in it only for a short period of time. Being an interpreneur can allow for personal growth as well as the improvement and growth of the organization.

Lastly, I will remind myself and others to “be proud of caring for people you will never meet,” and that “the world needs people who are passionate about what they do.”

SwatTank
SwatTank is Swarthmore's business innovation competition. Beyond just the competition, SwatTank is designed to be a learning experience, giving students the skills they need to take any idea from a thought, to a full-fledged business. In its second year, SwatTank involves a series of webinars focused on all the ins and outs of starting a business and provides students with an opportunity to learn from alumni/parents/friends of the College through presentations and mentoring. No experience is necessary. Anyone with an idea can, and should, be part of SwatTank.

SwatTank is a wonderful way to engage students, alumni, parents, and friends of the College.

Webinar Leaders, class year, topic
• Ted Chan ’02 – Idea Generation
• Nick Lum ’04 – Social Entrepreneurship
Mentors
Mentors were matched to teams early in the process to guide students through the steps of developing their business plan.

<table>
<thead>
<tr>
<th>Team Name</th>
<th>Mentor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cornbread Lilies</td>
<td>Bill Liang '87</td>
</tr>
<tr>
<td>Delphic</td>
<td>Gloria Chan '02</td>
</tr>
<tr>
<td>HoloClock</td>
<td>Michael Silton '86</td>
</tr>
<tr>
<td>Wall.It</td>
<td>Nicholas Lum '04</td>
</tr>
<tr>
<td>FletcherWorks</td>
<td>Michel Glouchevitch '77</td>
</tr>
<tr>
<td>Lectern</td>
<td>Gus Alberelli '00</td>
</tr>
<tr>
<td>On the Spot</td>
<td>Mischa Stephens '06</td>
</tr>
<tr>
<td>Lasting Bridges</td>
<td>Nick Martin '04</td>
</tr>
<tr>
<td>Tooter</td>
<td>Feng He '03</td>
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<tr>
<td>New Culture</td>
<td>David J. Choe '01</td>
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<tr>
<td>Martin's Idea</td>
<td>Karen Meidlinger</td>
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<td>Thermaflavor</td>
<td>Reuben S. Canada '99</td>
</tr>
<tr>
<td>Nü Lax</td>
<td>David McElhinny '75</td>
</tr>
</tbody>
</table>

SwatTank team bios

**Wall.It. Brennan Klein '14**

*Finalist and Winner*

Wall.it provides a platform for users to discover new brands, connect with friends, and get rewarded for their consumer habits, while offering companies a better, more social way to connect to customers. It is a consumer-driven network through which merchants can distribute gift cards. Using principles from network science and behavioral psychology, Wall.it offers merchants the ability to select influential consumers for gift cards promotions that then propagate through the network via relevant social connections. Wall.it recognizes that not all social connections are created alike, and close "Facebook friends" may have disparate consumer preferences. By allowing consumers to pick their "Wall.it friends," this network creates substantial value not found on other social networks.

**Lectern.co Jason Heo '15**

*Finalist*

Lectern.co is a smarter, more beautiful RSS reader. It offers a uniform interface for interacting with all the content from a user’s favorite online sources.

**BackPack**

BackPack is centered on a new approach to learning languages--an
Andy Lee ’16  *Finalist*  
approach that abandons textbooks, grammar exercises and vocabulary lists. We want to teach languages through TV shows, movies and books tailored to the level and interests of the learner. Simply imagine learning Japanese by watching Naruto/Pokemon or learning Chinese by reading popular classics such as Harry Potter/Tiger Mom/Mulan. Currently, we are devising a novel curriculum and building a set of new technologies that allow for this type of learning to be feasible and effective.

On the Spot  
Cong Han ’16  
Dakota Pekerti ’16  *Finalist*  
OnTheSpot is a technology startup company that provides a variety of travel services in the form of a compact mobile app.

HoloClock  
Yikai Wang ’16  
Benjamin Schreiber ’16  
The clock was revolutionized in the 1960s with the introduction of the first digital clocks. Time has stopped for clock technology since then. It's time for another revolution. Introducing the HoloClock, the next step from outdated everyday clocks to an elegant internet-connected time-piece. It's functional. It's beautiful. It's HoloClock.

Delphic  
Shawn Pan ’17  
Delphic is a conference planning company that offers an annual Know Thyself conference to college students around Philadelphia. Attendees will have opportunities to explore their interests and discover their career paths.

FletcherWorks  
Eduardo Umana ’15  
Fletcher Works is a design studio that focuses on creating functional art. The Fletcher classic NATO is the company's first project, a beautiful, high quality wrist watch made out of post-industrial recycled materials.

Cornbread Lilies  
Anisa Knox ’15  
Aaron Jackson ’15  
Cornbread Lilies is a social media based entertainment group designed to bridge the American and Chinese cultures through the lenses of two Black-American young adults. The original series on YouTube will engage various facets of Black-American and native Chinese cultures, thus tapping into the authentic values, beliefs and customs that can bridge people of all races together as part of one human family.

Below are some testimonials from the students involved:

*Swat Tank was an incredibly encouraging learning experience for me. I had, for the last few years, thought that “entrepreneurship” was a very hand-wavey term, meant to describe money-hungry business sharks who were looking to make a quick profit for themselves. Swat Tank completely shattered that perception for me, refocusing on the idea that an entrepreneur is someone who has an idea and rolls with it to see how far it will take them. In that sense, Swat Tank was really an idea competition, encouraging creativity over anything else. It was particularly telling that the finalists all had clever ideas, while not fully understanding the financial side*
of our own business models. Swarthmore has raised us as thinkers and doers, not necessarily profiteers.

Finally, it was so clear that despite the fact that we lacked a financial know-how, we have a huge body of family, friends, and alumni, all eager and willing to help us out along the way.

--Brennan Klein ’14, Wall.It

Swat Tank provided an invaluable opportunity to learn to communicate a business idea. By no means is communicating even the most promising of ideas a trivial task. Successful communication, especially in the business world, implies an involved process of distilling the main ideas and practicing delivering those ideas--iterating and fine tuning. Without this, one cannot garner support and elicit excitement for a venture. I do not think I would have come to such realizations or developed the aforementioned skills had it not been for Swat Tank.

--Andy Lee ’16, BackPack

**Wall Street Reception**

46 alumni and 37 students attended our annual Wall Street Reception networking event, held at the Penn Club in New York on Friday, October 25, 2013.

<table>
<thead>
<tr>
<th>Name and Class Year</th>
<th>Title</th>
<th>Employer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Al Weller ’68</td>
<td>Consulting Actuary</td>
<td>Weller Associates</td>
</tr>
<tr>
<td>Albert Chang ’06</td>
<td>Policy Assistant, Research, Markets, &amp; Regulation</td>
<td>Consumer Financial Protection Bureau</td>
</tr>
<tr>
<td>Angela Meng ’12</td>
<td>Analyst</td>
<td>Cornerstone Research</td>
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<tr>
<td>Arpita Das ’08</td>
<td>Actuarial Analyst</td>
<td>New York Life</td>
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<tr>
<td>Carolyn Abott ’08</td>
<td>Assistant Economist</td>
<td>Federal Reserve Bank of New York</td>
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<tr>
<td>Catherine Agnelli ’75</td>
<td>Director</td>
<td>GlobalSource Partners</td>
</tr>
<tr>
<td>Cris Nunez ’09</td>
<td>Analyst, Global Special Opportunities Group</td>
<td>JP Morgan</td>
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<tr>
<td>David Nadel ’91</td>
<td>Portfolio Manager and Director of International Research</td>
<td>Royce &amp; Associates</td>
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<tr>
<td>Denise Pieck ’94</td>
<td>Managing Director, Global Capital Markets</td>
<td>Morgan Stanley</td>
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<tr>
<td>Dom Hum ’07</td>
<td>Associate, Corporate Strategy</td>
<td>Goldman Sachs</td>
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<tr>
<td>Doug Sloane ’95</td>
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<td>Ounavarra Capital</td>
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<tr>
<td>Ernest Williams ’74</td>
<td>Senior Vice President</td>
<td>Tigress Financial Partners</td>
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<tr>
<td>Gary Simon ’79</td>
<td>Partner&amp;Chairman Securities&amp;Capital Mkts Group</td>
<td>Hughes Hubbard &amp; Reed</td>
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<tr>
<td>Jaky Joseph ’06</td>
<td>Associate</td>
<td>Bank of America Merrill Lynch</td>
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<tr>
<td>James Mao ’12</td>
<td>Associate</td>
<td>Charles River Associates</td>
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<tr>
<td>Jason Thrope ’09</td>
<td>Associate</td>
<td>Starwood Capital Group</td>
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<tr>
<td>Jayson Yost ’03</td>
<td>Vice President, Financial Institutions Group</td>
<td>Barclays</td>
</tr>
<tr>
<td>Name</td>
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<td>Company</td>
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<tr>
<td>Jesse Goodall '07</td>
<td>Lead Software Developer</td>
<td>Hukkster</td>
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<tr>
<td>Joel L. Kier '86</td>
<td>Managing Partner</td>
<td>Kier Group Holdings, LLC</td>
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<tr>
<td>Jonathan Fiorello '98</td>
<td>Chief Operating Officer</td>
<td>Mount Kellett Capital Management</td>
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<tr>
<td>Jordan Martinez '13</td>
<td>Analyst, Investment Banking</td>
<td>Goldman Sachs</td>
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<tr>
<td>Julia Melin '13</td>
<td>Analyst</td>
<td>Goldman Sachs</td>
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<tr>
<td>Julian Harper '08</td>
<td>Research Analyst</td>
<td>Franklin Templeton Investments</td>
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<tr>
<td>Justin Durand '05</td>
<td>Analyst</td>
<td>SRS Investment Management</td>
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<td>Karan Madan '91</td>
<td>Managing Director, Head of Latin America</td>
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<tr>
<td>Kevin Pytlar '12</td>
<td>Application Development</td>
<td>Citigroup</td>
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<tr>
<td>Kofi Anguah '09</td>
<td>Technology and Information Risk Manager</td>
<td>Morgan Stanley</td>
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<tr>
<td>Linus Waelti '07</td>
<td>Corporate Vice President and Actuary</td>
<td>New York Life</td>
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<tr>
<td>Mary Klap '11</td>
<td>Investment Management Analyst</td>
<td>JP Morgan Chase</td>
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<tr>
<td>Mel Okudo '03</td>
<td>Managing Director</td>
<td>Bonwick Capital</td>
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<tr>
<td>Michael May '11</td>
<td>Asst. Bank Examiner</td>
<td>Federal Reserve Bank of NY</td>
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<tr>
<td>Michael Park '11</td>
<td>Analyst</td>
<td>WnW Capital</td>
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<tr>
<td>Mike Bernstein '96</td>
<td>Managing Director</td>
<td>Societe Generale/Lyxor Asset Mngt</td>
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<tr>
<td>Nii Saka Addo '02</td>
<td>VP, Advanced Execution Services</td>
<td>Credit Suisse</td>
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<tr>
<td>Omer Corluhan '08</td>
<td>Associate-Portfolio &amp; Automated Trading</td>
<td>Bank of America Merrill Lynch</td>
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<tr>
<td>Oswald Espinoza '06</td>
<td>Investment Banker</td>
<td>GreensLedge Capital Markets</td>
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<tr>
<td>Paul Patton '85</td>
<td>Associate General Counsel</td>
<td>Citibank</td>
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<tr>
<td>Philip Lee '08</td>
<td>Legal Counsel</td>
<td>ITG</td>
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<tr>
<td>Pierre Dyer '12</td>
<td>Real Estate Investment Banking Analyst</td>
<td>JP Morgan Chase</td>
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<td>Rob Steelman '92</td>
<td>Investment Executive</td>
<td>CIFC Asset Management</td>
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<td>Ryan Kuker '06</td>
<td></td>
<td>Moore Capital Management</td>
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<tr>
<td>Samantha Bartner '04</td>
<td>Executive Director, Recruiting and Human Resources</td>
<td>Tower Research Capital</td>
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<tr>
<td>Sarang Rajan Gadkari '94</td>
<td>Managing Director</td>
<td>Bank of America Merrill Lynch</td>
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<tr>
<td>Tom Hartnett '94</td>
<td>Managing Director, Head of Rates North America</td>
<td>Deutsche Bank</td>
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<tr>
<td>Tuan Dung Mai '11</td>
<td>Investment Banking Analyst</td>
<td>Bank of America Merrill Lynch</td>
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<tr>
<td>Zack Ellison '04</td>
<td>Sales &amp; Trading</td>
<td>Deutsche Bank North America</td>
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