

## **Annual Report Highlights** (Fall '13 - Spring'14)

### **Vision**

Students are well-equipped to market value of their degree and skills, feel supported and confident (have self-efficacy) to achieve their desired career and graduate schools pursuits.

### **Mission**

The Career Center supports the mission, academic programs and advancement of the University of North Carolina Asheville through the following:

- Assist students to integrate their liberal arts education and execute a planned and meaningful transition into their desired career path;
- Partner strategically with employers, faculty, parents and staff and other external constituents to develop and connect students and alumni to internships, jobs and graduate school opportunities and professional networks; and
- Provide professional guidance and resources to students and alumni to develop lifelong career management skills in order to compete in a rapidly changing competency-based global environment.

### **Student Outreach**

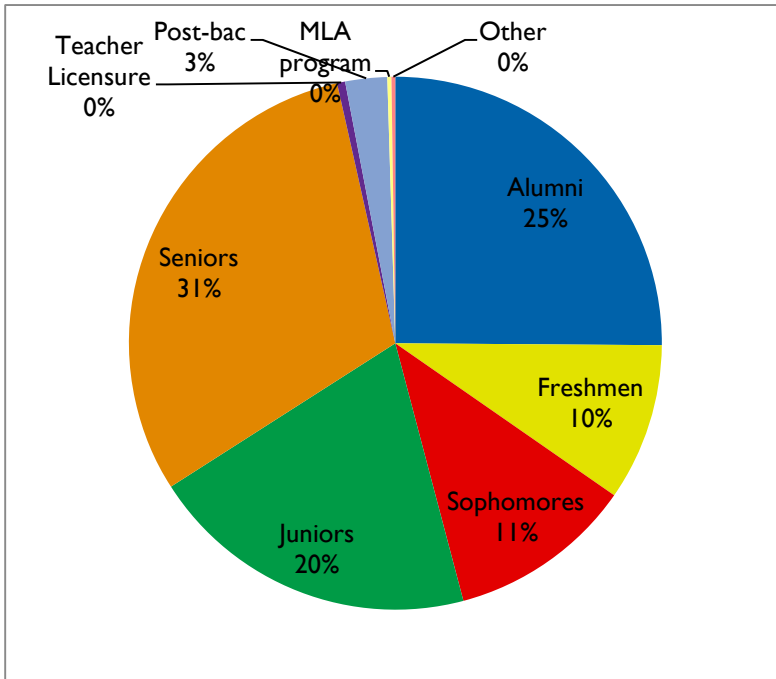
- Career Center staff delivered **83 Educational Workshops** to **1821** students, alumni, staff, prospective students and community members.

	# of Workshops	# of attendees	%
In Class Student Workshops	49	802	44%
Other Student Workshops	23	593	32%
Prospective Student Workshops	2	300	16%
Staff Workshops	4	31	2%
Alumni Workshops	1	20	1%
Community Member Workshops	4	75	4%
<b>Total</b>	<b>83</b>	<b>1821</b>	<b>100%</b>

- Educational Workshop topics included the following:
  - Major Selection
  - Using Interests to Find Your Career
  - 2014 Job Search
  - 2014 Job Exploration
  - Resume Case
  - Resume Review
  - Myers Briggs Team Building

## Appointment Summary

- Career Counselors conducted **828 individual student appointments**:



<u>Academic Standing</u>	<u>Total number</u>	<u>Percentage</u>
Alumni	208	25.12%
Freshmen	79	9.54%
Sophomores	93	11.23%
Juniors	166	20.05%
Seniors	253	30.56%
Teacher Licensure	4	0.48%
Post-bac	21	2.54%
MLA program	2	0.24%
Other	2	0.24%
<b>Total</b>	<b>828</b>	<b>100.00%</b>

<u>Reason for Appointment</u>	<u>Percentage</u>	<u>Total Number</u>
Resume	22.7%	188
FT Job Search	16.7%	138
Assessment Results	13.3%	110
Career Options	10.6%	88
Internship Search	8.3%	69
Graduate School	7.7%	64
Choosing Major	5.4%	45
Interview Prep	4.5%	37
PT Job Search	3.6%	30
On Campus Job Search	2.8%	23
Email Consultation	2.5%	21
Walk-In Client	1.4%	12
Other	0.4%	3
<b>TOTAL</b>	<b>100.0%</b>	<b>828</b>

## Student Employment

- Total students employed on-campus:** 1,008 with \$10.60/hour average wage.
- On-Campus Job Postings:** 74 on-campus jobs were posted through RockyLink.

## Internships

- Internships for credit 2013-'14:** 261 students pursued internships for academic credit.
- Internship postings:** 463 internship opportunities were posted online through RockyLink.

## Employer Relations

- **Total employers recruiting in person and through RockyLink: 904**
- **Employers Recruiting On-Campus: 156**
- **Job and Graduate School Fair 2013:** 67 employers & schools - 299 students, alumni and community members in attendance.
- **Job and Internship Fair 2014:** 83 employers - 276 students, alumni and community members in attendance.
- **On-Campus Recruiting Interviews, Information Tables and Sessions:** 6 employers.
- **Online Job Postings:** 1,756 jobs & internships were posted online for students and alumni to review.
  - **Full-Time Job Postings:** 1022
  - **Part-Time Jobs:** 543

## Career Peers

- **Greet students, alumni, staff, employers and community members:**
  - Projected interactions with 3966 students, alumni, employers and community members in past year
  - Interacted with 492 students, alumni, employers and community members from May-July – 144 students, 70 alumni, 239 employers and 36 community members.
- **Respond to emails from students, alumni, employers and community members regarding RockyLink, job postings, appointment scheduling, and other general inquiry**
- **Do resume reviews for freshman and sophomore students:** provided 19 Quick Question Sessions during summer
- **Answer phone calls and direct phone calls to appropriate staff members**
- **Record information about each interaction had at the Career Center on a database**
- **Work on individual projects to improve the Career Center including social media outreach**

## Social Media Analytics

- Facebook: 619 likes, increase of 78 likes from 8/15/2013 to 7/15/2014
- Twitter: 1457 Tweets, 274 followers
- Wordpress Blog: 13 posts, 1395 views, 14 majors represented
- LinkedIn: 446 members of UNC Asheville Career Connection group, 41 discussions since 8/15/2013
- Pinterest: 304 pins, 18 boards, 73 followers