



URI CAREER SERVICES
Providing Directional Career Resources

University of Rhode Island Career Services Fall 2001 Overview

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EXECUTIVE SUMMARY UNIVERSITY OF RHODE ISLAND CAREER SERVICES FALL 2001 OVERVIEW

This *Career Services Fall 2001 Overview* provides data and qualitative information regarding Fall 2001 operations of Career Services at the University of Rhode Island.

In addition to a numerical summary of programs, employers and student participation, it describes Recruiting Operations; Job Fairs and Graduate School Expo; On-campus Recruitment and Resume Drops; Participating Employers and Evaluations of services; BEACON and other technologies used by Career Services; Career Counseling; Diversity Efforts; Internships; Alumni Career Services; and the Career Services Advisory Council.

Fall 2001 Highlights

- **4594 student contacts**
- 2000 additional students at September Monster BEACON Beach Party on Quad
- 3813 job opportunities posted to URI on BEACON from nearly 1500 companies
- 1001 students and alumni registered on BEACON
- 228 employing organizations at URI for on-campus interviews and job fair recruitment
- 488 students received career counseling through walk-in visits and private appointments
- 85 programs and events delivered by Career Services

Fall 2001 brought numerous and unexpected challenges due to the September 11 attacks and the general slide in the economy. Career Staff was continuously challenged to be flexible in working with distressed and concerned students and employers facing tremendous business uncertainties. Despite the difficult semester, employer evaluations of Career Services operations indicated a high level of satisfaction with staff interactions and communications. They were also highly pleased with the quality of and number of students using Career Services: employers indicated a high level of satisfaction with URI student qualifications for positions offered, with their preparation, and with numbers of job fair attendees.

Career Staff implemented two new management systems, BEACON newly powered by MonsterTRAK and a Student Participation Tracker Database. Staff revised Alumni Career policies and redesigned the Career Library to become the Career Resource Center, reflecting greater use of technology for job seekers. During the semester, increased levels of collaboration concerning internships resulted in agreement to centralize intern postings on BEACON.

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INTRODUCTION

This report details selected University of Rhode Island Career Services activity during Fall semester, 2001. Because of new systems put into place during that semester, detailed comparative data to other years is not available. In general, due to economic factors resulting from slowdown and effects of September 11, employer recruitment was down approximately 30% in the areas of on-campus recruitment and attendance at selected job fairs (Engineering & Technology, Internship). Broad, continued and persistent outreach and personal contact to ongoing and new employers ensured that opportunities would remain plentiful and available to URI students. In addition, persistent outreach to students assured employers excellent intern and job candidates.

Fall 2001 was a challenging semester. The first career event of the semester, Career Services traditional kick-off for Fall recruiting, the “BEACON BEACH PARTY”, was held on September 12, the day after the terrorist attacks on the World Trade Center and the Pentagon. Career Staff decided not to cancel the event as the University President encouraged us all to proceed with normal activities as much as possible.

This year’s Monster BEACON Beach Party introduced Career Services’ new partnership with MonsterTRAK.com. Through that activity, staff and several recruiters welcomed an estimated 2000 students back to campus. Sponsors included MonsterTRAK, Cintas Corporation, US Army Recruiting, and SunLife Financial. Information about Career Services Fall programs and events and how to log onto BEACON was distributed to students stopping by the Career Tent on the Quad.

Fall 2001 held several additional challenges for the Career Staff:

- The economy had already begun to take a nosedive and slid after the attacks
- Employers who had planned scheduled interviews were uncertain about travel and budget; on-campus interview plans were changed on a daily basis resulting in additional stress for Career staff and student interviewees
- Career Staff had just transitioned to a new system, MonsterTRAK, to power its web-based recruitment system.
- Career Staff was training on a new database management system to track counseling appointments and event attendance
- Student stress concerning a troubled future and perception of fewer job opportunities increased demand for services. **Over four thousand five hundred students** (not including 2000 at the Monster BEACON Beach Party) had direct contact with Career Services during Fall of 2001 through workshops, class presentations, events, job fairs, interviews, and BEACON. In addition, email and webmail traffic continued to grow.

The challenge and pathos of the semester was evidenced by a comment a senior made shortly after the September 11 attacks: “I wanted to work at an investment firm whose main offices were in the Towers. I was about to send my resume. What do I do now?”

OVERVIEW OF CAREER SERVICES ACTIVITY

The following provides an overview of Fall 2001 University of Rhode Island Career Services activity.

Programs & Events

#In Class Presentations: Recruiting	48
# Skills Workshops (Resume, Interview, Job Fair, etc.)	22
#Other Presentations	10
#Job Fairs & Graduate School Fair	4
#Major Event (Beacon Beach Party)	1
Total # Programs & events	85

Job Fairs & Grad School Expo

#Companies, Organizations or Grad Schools	188
#URI Student Attending	858
#Others Attending (alumni, other universities, public)	168
#Career Counseling Private Appointments	188

BEACON InterviewTRAK

#Companies: On-campus interviews	43
#Companies Cancelled on-campus interviews	13
#Companies Resume Drops	11
#Resumes Forwarded to Companies	193
#Students Preselected for Interviews	143
#Interviews	116
#Information Sessions	11
#Information Sessions Cancelled	7
#Seniors Registered on BEACON	347
#Seniors Participating in On-campus Interviews	65

BEACON Recruitment: MonsterTRAK Job Postings to URI

#Full Time Postings to URI	1835
#Internship Postings to URI	1117
#Co-op Postings to URI	17
#Volunteer Postings to URI	101
#Summer Job Postings to URI	12
#Part-time Postings to URI	304
Total # Fall 01 Job Postings to URI on BEACON	3813
Total #Unique Companies	1486

Student Contacts (could be multiple contacts per student)

#Students and Alums Registered on BEACON	1001
#Student Attendance Job Fairs	1214
#Total Student Career Counseling Contacts	488
#Students in Workshops & Class Presentations	1139
#Career Resource Center Visits for Career Research est.	420
#Tests: Focus, Myers-Briggs, Strong	332



Total Student Contacts, Fall 2001

4594

RECRUITING OPERATIONS

Employers seeking to recruit potential interns and job candidates through the University of Rhode Island are screened and oriented by a two person recruitment team consisting of the Assistant Director and the Recruitment Coordinator.

Through URI Career Services, local, regional, national and international firms recruit URI interns and full-time job candidates. Employers contacting the Career Services office or contacted by the office are offered participation where appropriate in numerous recruiting activities. These include:

- On-campus Interviews
- Resume Drops
- Job Postings, including Internships, Summer Jobs, Part-time Jobs and Co-ops
- Job Fairs
- Networking Events
- Major-specific Programs & Presentations

All employer activity is tracked on an internal database of well over 2000 employers. Employers previously recruiting on campus receive mailings concerning recruiting timetables and events. New employers contacting Career Services or contacted by Career Services are oriented by the recruiting team and sent follow-up materials dependant on their recruiting interests.

The recruiting team ensures the maintenance of strong relationships with ongoing recruiters and outreach to new recruiters in potentially “hot fields” for URI students. In addition, they facilitate connections among employing companies, faculty, and various administrative departments. By so doing, they enhance the efforts of faculty conducting research as well as development officers seeking long range partnerships with the University. The Recruiting team accomplishes its goals through:

- *Travel to recruiting events.* Examples include Careers 2001 in New York, Rutgers Job Fair in New Jersey, Northeastern Job Fair in Boston and other job fairs around the MidAtlantic and Eastern region.
- *Representation at Rhode Island business events.* The Recruiting team attends many of the Chamber of Commerce meetings and helps represent URI at the RI Business Expo each spring.
- *Attendance at recruiting forums.* The Recruiting Team keeps abreast of national and international economic developments through attendance at forums and presentations on various sectors of the economy. This may include, for example, a federal government two-day program on jobs in federal government, a New England Recruiters Conference, and NACE audio/web presentations.
- *Participation in professional associations.* The Recruiting team and other professional staff take an active role in EACE, NACE, and NEACEFE. These are described in other sections of the report.



Several factors concerning the Recruitment Program ensure that URI students benefit from maximum career opportunities:

- A high level of personal and timely customer service
- Outreach to specifically targeted employers at recruiting meetings, national job fairs, by direct mailing, and website marketing.
- Immediate follow-up of leads from students, faculty members, development officers, alumni, and as a result of intensive research
- Timely response and/or interventions when recruiter or student candidate concerns arise
- Insistence on employer adherence to federal, state, and local employment laws, EEO and Affirmative Action regulations
- Longstanding and active membership of the University of Rhode Island through Career Services in NACE, the National Association of Colleges and Employers. Career Services adheres to NACE's statement of Ethical Principles and Conduct which may be accessed at www.nacweb.org. These principles direct that all qualified students have access to job opportunities and are not subject to discriminatory practices.
- Career Services acts as a clearinghouse for all job and intern postings by managing and maintaining BEACON, a web-based recruitment system. Through Career Services job postings are available to all current students and, upon request, to alumni.

JOB FAIRS AND GRAD SCHOOL EXPO

Three major job fairs and a Graduate School Expo held in job fair format were held during Fall Semester 2001. Marketing to employers and students, registration, set-up, staffing and follow up were completed exclusively by Career Services Staff. On the days of job fairs, appointment schedules and walk-in hours were cancelled to allow Career Staff to complete arrangements for the events. Additional preparatory workshops were held in advance of job fairs to assist students to work the fairs successfully. Job Fairs and Grad Expo included:

Engineering & Technology Job Fair	October 4	38 companies
Graduate School Expo	October 30	55 schools
Internship & Co-op Job Fair	October 31	40 companies
Nursing Job Fair	November 16	55 hospitals and organizations

The Engineering and Technology Job was negatively impacted by events in the economy. This event normally sells out with a waiting list. While the venue can accommodate 55 employers, only 38 registered for the fair.

The Nursing Job Fair was a successful collaboration between Career Services and the College of Nursing. Career Services managed employer communication, registration, orientation, logistics, and set-up; the College of Nursing managed student marketing.

Job Fair and Grad School Expo Evaluations by Employers

Evaluations were distributed with additional information to employers at job fairs and at the Graduate School Expo. 56% returned the surveys. They were asked to rate: Location, Date/Time, Student Qualifications, Prior Notice, Expo Attendance (satisfaction with numbers of students), Expo Date, and Job Fair Notification Process.

Summary Table of Employer Evaluations of Job Fairs **Fall 2001**

	Excellent	Very Good	Average	Below Average
*Location	45%	48%	2%	
Date/Time	94%	3%
Student Qualifications	87%	3%	12%	2%
Attendance (student numbers)	57%	2%	11%
Advance Notification	62%	3%	13%	1%

**All job fairs except the Nursing Job Fair were held in the Memorial Union Ballroom. The Nursing Job Fair was held in White Hall.*

Discussion: for all job fairs, the location, timing, notification about the fair, and student qualifications were rated “excellent.”

57% of employers felt that the student attendance was “excellent.” Many compared the URI job fairs much more favorably than other college job fairs attended, indicating that they were professionally run and managed and well-marketed. Employers were very satisfied as well with the shuttle service provided on a complementary basis by Enterprise Rent-A-Car.

Job Fair Employers

Job Fairs are marketed to students through posters, email, class presentations, ads in the student newspaper, and the URI website.



The following organizations sent representatives to campus during Fall 2001 for campus recruiting at Job Fairs:



Advanced Medical Recruiters
Albany Law School
Alternative Care Medical Services
Anteon Corporation
Applied Science Associates Inc.
Assumption College
Ayoub
Backus Hospital
BAE SYSTEMS
Bayada Nurses
Bentley College
Beth Israel Deaconess Medical Ce
Biogen
Blue Cross, Blue Shield of RI
Boston College
Boston U College of Communicati
Boston U School of Social Work
Brandeis - Heller Social Policy
Bridges, Inc.
Bright Horizons
Bristol Hospital
Bristol-Myers Squibb
Brookside Villa Nursing Facility
Brown and Caldwell
Bryant College Graduate School
Butler Hospital
Camp Dresser McKee
Carelink Staffing Resources
Cathleen Naughton Associates
Chase Machine & Engineering, Inc
Child and Family Service Newport
Childhood Lead Action Project
City Year
Clariant Corporation
Community Care Services
CORE Business Technologies
Cranston ARC
Day Kimball Hospital
DeWolfe Companies, Inc.
E G & G Services
EDS (Electronic Data Systems)
Edwards & Kelsey
Electric Boat Corp, HR
Eli Lilly & Company

US Air Force, RI
US Army Healthcare Recruiting
US Marine Corps



ON-CAMPUS RECRUITMENT AND RESUME DROPS

The following companies sent representatives to campus during Fall 2001 for the purpose of conducting on-campus interviews.

** indicates companies participating in resume drops for possible future on-campus interviewing.*

AYOUB *
 BAE SYSTEMS
 BAE SYSTEMS INFORMATION/ELECTRONIC WARFARE
 BLUE CROSS, BLUE SHIELD OF RI
 CINTAS CORPORATION
 CORE BUSINESS TECHNOLOGIES
 ELECTRIC BOAT CORP, HR
 EQUIVA
 ERNST & YOUNG LLP
 FLEETBOSTON FINANCIAL
 JC PENNEY CO.
 KIEWIT CONSTRUCTION*
 KPMG LLP
 LEFKOWITZ, GARFINKEL, CHAMPI & DERIENZO PC
 LIVINGSTON & HAYNES, P.C.
 NAVAL UNDERSEA WARFARE CENTER
 NORTHROP GRUMMAN INFORMATION TECHNOLOGY*
 NORTHWESTERN MUTUAL FINANCIAL NETWORK
 PEACE CORPS
 PIONEER FINANCIAL GROUP
 PORTSMOUTH NAVAL SHIPYARD
 PRICEWATERHOUSE COOPERS
 PRIEST, KORTICK, DEMERCHANT & BROUGH LTD*
 ROONEY PLOTKIN & WILLEY
 SANSIVERI, KIMBALL & MCNAMEE, L.L.P.
 THE HARTFORD FINANCIAL SERVICES GROUP*
 THE LAWN COMPANY
 THE NEW ENGLAND CENTER FOR CHILDREN*
 UBS WARBURG
 WALGREENS

Employers Participating in On-Campus Recruitment and Resume Drops were provided surveys on the day of recruitment which asked them to rate Student performance and Office Performance and intended participation in Future Recruitment at URI. Nearly 50% of employers participating in campus interviews completed the survey.

Employer Evaluation of On-Campus Recruitment:

Almost all of the employers recruiting at URI and responding to the survey indicated that they planned to recruit through URI Career Services in the future.

Student Preparation:

- 100% of employers thought that the students' resume preparation was average or above average. (14% rated student resumes as "above average.")



- 86% of employers felt that students interview preparation was average or above average. (29% rated student interview preparation as “above average.”)

In general, employers were satisfied with students participating in on-campus interviews. 93% thought their overall qualifications were average or above average. (36% rated students overall qualifications as “above average”)

Office Performance

Employers were very satisfied with Career Services office performance.

- 64% employers responding to surveys indicated that Career Services provided Above average communication and orientation to employers participating in On-Campus Recruitment.
- 50% indicated that communication with the Career Services office was above average; 79% indicated that orientation by Career Staff was above average.

Discussion:

Employers expressed a high degree of satisfaction with the operation of the On-Campus Recruitment Program and with the qualifications of students participating in that program. Students are very likely to receive an interview if they submit their resumes, as 75% of students who submitted resumes were pre-selected.

However, student participation rates in the program are dramatically low. Only 65 seniors of the 347 registered on BEACON actually submitted resumes. Looked at from the standpoint of the entire senior class eligible to use the BEACON program and participate in campus interviews, less than 4% participated in Fall campus interviews. Historically, fall interviews are lower in numbers and participation than Spring; in addition, the fall recruitment season was certainly affected by September 11. Nevertheless, there were slots left open and students who might have benefited with nearly all the schedules. That is an issue that must be addressed.

As the economic outlook continues to look less than rosy, students must be encouraged to begin their job searches as early as possible in all disciplines. In addition to “knowing about” BEACON, they would benefit from more encouragement to post resumes and apply for interviews beginning the fall semester of senior year.

INTERNSHIPS

Career Services uses the word “internship” to include a broad range of experiential education and to include credit-bearing and paid experiences. Its objective is to provide a clearinghouse for POSTING internship opportunities. Career Services does not grant credit and is not part of an academic department. It therefore partners with those overseeing the academic process involved with experiential education. These include academic departments, the Leadership Program, and the University College Office of Internships. Experience may come under several umbrella terms: Internship, Summer Job, Part-time Job,



Fellowship, Student Teaching. Often employers use various terms to describe internships. At Woods Hole Oceanographic Institute, for example, an unpaid intern is called a “Guest Student.”

The Career Advisor assigned as Internship Coordinator works hand-in-hand with the Recruitment Team. The Internship Coordinator is responsible for collaborating with faculty and other offices involved in internship efforts. New employers are solicited to increase the variety of companies and industries. Included as well are screening, orienting and follow-up with employers seeking to post intern, summer, part-time, stipend, or fellowship opportunities. Follow-up may include assistance with posting on BEACON, referral to the Office of Internships if a credit-bearing internship, notification through BEACON email to interested and qualified students, marketing to faculty.

Career Services has as one of its major objectives to serve as a clearinghouse for all intern postings in order to ensure appropriate and legal access of intern postings to all qualified candidates. To that end, it initiated a series of steps designed to bring parties involved in the internship process together to look at more efficient and effective customer service to students, faculty and employers involved in internships and all other forms of experiential education.

Career Services accomplishments in the area of internships during Fall 2001 include the following.

- 1117 Internships were posted to URI students through BEACON.
- As a result of the July 2001 URI Common Agenda, an Internship task force was convened to address improvements in customer service to students seeking internships and employers recruiting intern candidates. Ongoing collaboration was enhanced among faculty, Office of Internships, and Career Services to continue to establish BEACON as a clearinghouse for all intern postings at UI.
- Workshops on Internships were developed, promoted and presented by Career staff.
- All job fairs, but particularly the Internship and Co-op Job Fair, provided students with opportunities to speak directly to employers regarding internships, including post-graduate internships.
- Intern recruiters were afforded the opportunity to use the InterviewTRAK system and Resume drops to identify potential intern and in some cases to interview them on-campus.
- Outreach was done to increase the number, breadth and quality of internships
- Staff members took a leadership role in the combined conference of NEACEFE, the New England Association for Co-op Education and Field Experience and NYSCEAA, the New York State Cooperative and Experiential Education Association in November 2001
- Two Career Staff members were recognized at that conference for past presidential leadership in NEACEFE; two staff members were elected to governance roles in those organizations.

Through BEACON, students reported being placed in internships at companies such as GTech, AstroMed, RI Department of Children Youth & Families, Sonalysts, Hasbro, and Morgan Stanley Dean Witter.

BEACON



In August of 2001, Career Services rolled out its new and improved BEACON program. From September of 1999 through July of 2001, BEACON had been powered by eRecruiting, a product of Experience.com. In July 2001, Career Services ended its contract with Experience.com and contracted with MonsterTRAK to provide its web-based recruitment services.



MonsterTRAK is the College-specific recruitment site of Monster.com, the world's largest online recruitment site. Employers posting jobs specifically target the University of Rhode Island and students have easy access through MonsterTRAK to employers interested in URI. MonsterTRAK at URI is branded as BEACON, which has been the URI Career Services name of its recruiting tool since September 1999.

The Career Services website was completely updated to provide seamless web integration between MonsterTRAK and URI Career Services. Policies and procedures concerning access of BEACON for students and alumni were developed in conjunction with Alumni Relations and placed on the Career Website.

Students and alums accessing BEACON have easy access to BEACON through the URI Career Services website by visiting <http://career.uri.edu>. They click on the BEACON logo, and enter their network id in capital letters. After a 5 minute registration process, users choose their own userID and passcode for the system. By indicating their interests and career goals, they provide information to the career staff which is used to alert them to opportunities that would be appropriate. Career staff regularly emails opportunities and notices to BEACON registrants using this system.

One example of how well this system works was an opportunity publicized to female registrants interested in science. Students were invited to attend a seminar at Pfizer on Drug Delivery systems. Nine URI students, mostly freshmen and sophomores, and one of our staff, attended.

Through BEACON, students may search jobs and internships, download resumes, cover letters and transcripts, apply for jobs and internships, participate in campus interviews, contact alumni mentors, receive job search tips, access the Career Services event calendar and access the Career Services homepage with services and links outlined in detail.

Employers wishing to post a job on BEACON contact either the Career Services office or MonsterTRAK directly, indicating their interest in posting a job to URI. Employers participating in Interviews or



Resume Drops contact the Career Services office and are set up with schedules and complementary passcodes to use the system. If not participating in campus interviews or resume drops, employers are charged a small fee to post current jobs and internships with the following exceptions: all first listings are free; all education postings are free; all education and non-profit internships are posted for free. URI Career Services applies its share of revenue to the cost of the system and anticipates fully paying for it in that way.

MonsterTRAK (formerly JobTRAK) provides students with access to a menu including:

- Jobs and Internships
- BEACON InterviewTRAK and Resume Drops
- My URI Resume
- URI Student Registration
- BEACON Alumni Mentors
- Employer Showcase
- Job Search Tips
- URI Career Services Calendar of Events
- URI Home Page

The transition to MonsterTRAK has been extremely effective:

- Since September 2001, approximately **5,000** students and alumni visited the BEACON/MonsterTRAK.com website.
- Over **1000** students and alumni are now registered on the site.
- Between May 2001 and September 2001 **8,395** Jobs and Internships were posted at URI. Of these, 1,326 were in the Tri-state area.

A faultless switchover was accomplished with Career Staff and Alumni staff completing training during the summer.

Highlights of MonsterTRAK:

Registered students can report their jobs and internships
Site is much more user friendly than previous
Site is part of Monster.com which has high user recognition
Employers and Career Staff enjoy excellent back office support
Revenue sharing system from job postings will pay for the system
Ongoing marketing, technical, and training support
Students may report job and intern placement on the site for administrators to report out

CAREER COUNSELING



Career Counselors at the Office of Career Services are highly trained specialists providing confidential, one-to-one career guidance and testing to URI students and recent alumni. During Fall of 2001, Career Counseling staff included two full-time professionals and one part-time (10 hours per week) career counselor.

Career Advisors provide private consultations with students and recent alumni generally on an appointment basis but in some cases on a walk-in basis. These appointments are protected by confidentiality, similar to those carried out through personal counselors in the Counseling Center.

Career Counselors are trained in administering and evaluating the Myers-Briggs Personality Indicator and the Strong Interest Inventory.

Career Advisors provide guidance in numerous career areas which include but are not limited to: choosing a major, learning about how a major might fit into a desired industry, seeking an internship, applying for a fellowship, choosing whether to go to graduate school, finding a full-time job after graduation, self-assessment, interviewing and resume preparation. Also included are “reality” topics: how to balance school work and internship experience; how to relocate; how to balance financial pressures; how to turn part-time work into beneficial career experience.

Other issues that are discussed during the career counseling appointment might include career guidance for a physically challenged student, diversity outreach efforts and internships of specific employers, how international students find practical training, how to handle potential discrimination in the job process.

The experience and expertise level of the individuals providing career counseling at the University of Rhode Island often goes unnoticed. Career counseling is a specialized profession and at the University of Rhode Island certain qualifications are necessary to be hired as a Career Advisor. These include:

- Masters Degree in College Student Personnel, Higher Education, Counseling or Psychology
- Internship in Higher Education, preferably in a College Career Center
- Experience in career counseling for diverse populations

Unfortunately, URI is the least well staffed of all New England State Universities in the area of Career Services and specifically in the area of career counseling. During the height of the recruitment season, students often had to wait two to three weeks for a career counseling appointment.

The importance of good career advice cannot be underestimated. One parent told the Director that one of our career counselors had “saved her daughter’s life.” The student was so disheartened by a disconnect with her chosen major that she was about to drop out of school. The Career Counselor helped her “turn that around.”

Students who meet personally with Career Counselors at URI often comment on how helpful the service was, how meaningful the encounter with the counselor, and how much “better they feel” about the job search or internship search effort.

DIVERSITY EFFORTS

The University of Rhode Island is a member of NACE, the National Association of Colleges and Employers. NACE specifically outlines responsibilities of Career Services professionals through its “Principles of Professional Conduct”:

Career services professionals will maintain EEO compliance and follow affirmative action principles in career services activities in a manner that includes the following:

- a)** Referring all interested students for employment opportunities without regard to race, color, national origin, religion, age, gender, sexual orientation, or disability, and providing reasonable accommodations upon request;
- b)** Notifying employing organizations of any selection procedures that appear to have an adverse impact based upon the student's race, color, national origin, religion, age, gender, sexual orientation, or disability;
- c)** Assisting recruiters in accessing certain groups on campus to provide a more inclusive applicant pool;
- d)** Informing all students about employment opportunities, with particular emphasis on those employment opportunities in occupational areas where certain groups of students are underrepresented;
- e)** Developing awareness of, and sensitivity to, cultural differences and the diversity of students, and providing responsive services;
- f)** Responding to complaints of EEO noncompliance, working to resolve such complaints with the recruiter or employing organization, and, if necessary, referring such complaints to the appropriate campus department or agency.

These principles are fully supported by and adhered to by the Career Staff. In order to increase participation of underrepresented students, Career Services fully participates in Diversity efforts through outreach to student organizations, longstanding, participation in Diversity Week, and its own employment practices for student employees, interns and full-time staff. The Director is one of the first Student Affairs Directors to participate in the year-long Multicultural Faculty Fellows program coordinated through the Multicultural Center.

Usage of the Career Services office indicates that Career Staff attracts and does outreach to diverse students. The office regularly distributes Diversity Career Publications to offices and groups at the University. These publications include information for general audiences as well as for specific majors.



Of BEACON registrants, 15% self-identify as non-Caucasian. The following indicates numbers of BEACON registrants by self-disclosed ethnicity

African American / Black 27
Asian or Pacific Islander 79
Canadian Aboriginal 0
Caucasian, Non-Hispanic 716
Do Not Wish To Provide 112
Hispanic / Latino 24
Multi Cultural 8
Native American or Alaskan Native 2
Other 33
Total 1001

Career Services has among its recruiting employers half of those companies and organizations cited by *Fortune Diversity Career Guide Fall 2001* magazine as favorable to diversity efforts including national organizations such as City Year and INROADS. Seven of those companies were recruited by direct outreach of the Career Services Recruiting team at various job fairs, particularly the Rutgers Job Fair. The benefits of supporting travel to various events for employer recruitment purposes is dramatically underscored by these facts.

Of America's 50 best companies for minorities cited by *Fortune* Career Services has enjoyed some kind of recruiting activity with 24 of the 50: job posting, job fair attendance, intern posting or on-campus recruiting. Ten of these 24 were directly contacted and subsequently participated in URI's recruiting program. Examples included: Nordstrom's, Consolidated Edison, Abbott Laboratories, and Colgate-Palmolive.

Of 50 "most coveted employers" indicated for MBA students, Career Services has activity with 26 out of the 50 cited. Most are major companies that Career Services has had activity with for some period of time, including Booz, Allen & Hamilton, Boston Consulting Group, Salomon Smith Barney and Johnson & Johnson.

Career Services has participated fully in all Diversity Week activities. This year, a special program was presented by the Recruiting team on *Opportunities for Multicultural Students in the Federal Government*. This program was made possible by travel to several day conference in Baltimore highlighting Federal agency recruitment. Career Services also co-sponsored the Women's Leadership Program.

One dramatic example of the benefit of travel by the recruiting team to this type of conference was to facilitate the Workforce Recruitment Program to be on campus recruiting in February 2002. This is a special program targeting physically challenged students for positions with nationwide federal agencies. Our office is collaborating with the Office of Disability Services to market this event.



As federal agencies are one of the few sectors of the economy planning increases in college hiring (up over 20% this year), the payoff of staff travel to meet recruiters in person is obvious.

TECHNOLOGY

Career Services advanced significantly in its usage and availability of technology during Fall 2001.

Career Resource Center

To improve customer service, the Career Library at 221 Roosevelt was renamed and revamped to become the Career Resource Center. The Career Resource Center is comprised of two rooms, a large classroom space and a smaller anteroom. Previously, the large space held bookshelves with binders of job postings, directories, books and employer literature

With the increasing usage of web-based and non-print resources, one of the Career Advisors who manages the Career Resource Center planned a transformation in order to increase user-friendliness and attractiveness of the space, accommodate more computers and set up a space for in-house Powerpoint and internet instruction to students in the Center. This change allowed more users onto Focus II, a popular self-assessment instrument housed at Career Services. A permanent screen was purchased and mounted in the Career Resource Center to accommodate presentations.

An Intern Corner was set up in the Career Resource Center. On one of the Career Computers, students are able to easily access bookmarked intern sites, including those that would require them outside the Career Center to enter a passcode. Directories and other intern-related materials, including hard-copy internship postings arranged by field, are easily accessed in the Intern Corner.

Website

Career Website: <http://career.uri.edu>

The Career website at <http://career.uri.edu> was dramatically changed in both style and user-friendliness. It was also changed to accommodate two major technical improvements:

- Switchover of BEACON to MonsterTRAK.com. Log-in screens at the career website were created to allow students and alumni to easily access job postings using their network id's or special access id's provided to alumni. Switchover to this system has enabled staff to cut down significantly on the amount of time required to assist students on BEACON, set up campus interviews, orient employers, and report out recruiting information.
- New Employer Job Fair Registration Process. At the end of Fall 2001, the new online Employer Job Fair Registration process went live. Career Services contracted with HotU (formerly Scholastic Recruits) to provide automated online customized job fair registration, information, payment, and follow-up for employers through its UConfirm product. This product will save staff time and printing costs as it automates the entire job fair registration process and enables staff to create publications, name badges and reports in conjunction with job fairs.



Other website improvements:

- The Career Services list of weblinks was updated and the career links reorganized.
- A new monthly column for students from the National Association of Colleges and Employers was added to the “student” link on the career website.
- Alumni Services were added to the website with links to the Alumni Relations office.
- A Career Calendar of Events was added to enable students to see and print out career events at URI and elsewhere.

Other Technology Improvements

As a member of the University wide **Web Advisory Committee**, the Director has been able to establish working relationships with the University webmaster and others in decision-making roles regarding University web policies.

Telephone Message Attendant: The telephone message menu system was evaluated and changed during Fall 2001 for improved effectiveness and customer service.

Parent and Student Chats. Through contract with HotU, Career Services will run three monitored chats during spring 2002. Plans for the chats and marketing of the chats was begun during Fall 2001. Two of the hour-long chats will be limited to parents of students; one will be directed to undecided students.

Videotape. During Fall 2001 Career Services presented an overview to the Directors of Communications and News Bureau of the marketability of Career Services events and accomplishments to enhance student admissions, particularly out-of-state. It is anticipated that footage already taken by Career Staff on a digital SONY camcorder as well as other intended footage to be determined, will be part of a video produced through the Communications Division.

ALUMNI CAREER SERVICES

With the advent of a new BEACON system and the increase in alumni demand for Career Services, staff evaluated policy, procedures, and alumni career services in order. As a result, and in conjunction with the Advancement Division and office of Alumni Relations, new policies and procedures were established for alumni Career Services at URI.

Due to lack of counseling staff, Career Counseling was restricted to recent alumni (those within 6 months of graduation date). This reflected the reality of severe staff shortages in the area of career counseling.

Access to BEACON was provided free of charge to recent alumni. However, to reflect trends at other schools, and due to lack of financial support for alumni career services, the office reluctantly decided to charge advanced alumni \$50 for access to a 6 month passcode to BEACON. Results at this time are uncertain; however, it appears that the most important item to advanced alumni is not job postings, but one-to-one career counseling. This again reflects the necessity of increasing the career counseling staff.



URI Career Services provides service to the following:

- Job Seeking or Career Changing URI alumni
- URI Alumni who wish to Mentor URI students or other Alumni
- URI Alumni Employers interested in Posting Jobs or attending Recruiting Events at URI

All job seeking URI alumni, regardless of graduation date, are offered the following services:

- Complementary attendance at job fairs
- Complementary attendance at programs, workshops and networking events
- Complementary and unlimited use of Career Resource Center and Self-help Computer Mini-Lab (for career related work only) at 228 Roosevelt Hall in Kingston.
- Access to BEACON, a web-based job posting, resume referral and alumni contact network: complementary for recent alumni for a six month period. OTHER URI alums: \$50 for a six month period.

Additional Services for Job-Seeking Recent Alumni

- Complementary Career Counseling (by appointment only)
- Career Testing (Strong & Myers – Briggs, \$15 fee per test)
- Complementary Walk in Quick Questions for Resume Critiques (during academic year)

Alumni [wishing to become mentors log directly onto MonsterTRAK.com and click on the Career Contact and Alumni Network](#)

ALUMNI EMPLOYERS: JOB POSTINGS, JOB FAIRS, INTERNS

Alumni employers are welcome to Career Services for posting a job or internship at URI, interviewing on campus, attending a job fair, or attending a career networking event. Career Services makes special efforts to identify and recognize URI alumni employers and to connect them with students through presentations and the Career Contact and Alumni Network on BEACON.

Over one hundred URI alumni requested and received information regarding URI Alumni Career Services. Plans are underway to secure funding for a brochure outlining alumni career services at the University of Rhode Island. This would be distributed at alumni events, homecoming, to alums inquiring about services, and made available at the Alumni Relations office.

Fifty alumni were issued passcodes to BEACON. Of these, only one paid \$50 for an access charge, 46 were recent Alums and received complementary passcodes, 3 were alumni/URI staff members provided access to the system.

CAREER SERVICES ADVISORY COUNCIL



The Career Services Advisory Council was established in Fall of 2000. The purpose of the council is to assemble important shareholders and solicit feedback and advice for long-range planning. In addition, the Council provides a forum where administrators, deans, parents, students, and employers may come together and focus on career issues.

Current member organizations of the Council are:

American Power Conversion
Bayada Nurses
Bright Horizons
CSC Computer Sciences Corp. Technical Mgt Group
CVS/Pharmacy, Corporate
Defense Contract Audit Agency
Disney World College Program
Eli Lilly and Company
EMC CLARiiON
FleetBoston Financial
GZA Geo Environmental, Inc.
Internal Revenue Service
MonsterTRAK
Peace Corps
Raytheon
Thielsch Engineering

The Fall 2001 meeting of the Advisory Council focused on Recruiting Trends and provided an overview and discussion of recruiting in light of September 11.

The following items have been cited during the two years of operation as critical by the Career Services Advisory Council.

- **Criticality of Accurate Placement Data.**
- **Educating students and employers about internships and centralizing information.**
- **Availability of an alumni database** searchable by major, location, industry and company.
- **Marketing to Faculty and Increased Relationships with Faculty**
- **Additional Career Services staff to counsel and assist students**
- **Additional Marketing of the Importance of ongoing Career Counseling**

Career Staff continues to meet with and communicate with members of the advisory council for assistance, feedback, advice and as a sounding board for the future.



SUMMARY AND SPRING 2002

Fall of 2001 has been an enormously active and challenging semester. A year ago, Career Staff were counseling students who were trying to sort out multiple job offers, signing bonuses, and apparently unlimited intern and full-time job opportunities. This year, Career Staff is counseling students that another turnaround will not occur until Summer of 2002.

The staff has revised Spring 2002 plans to focus more specifically on better preparation for students interviewing for internships and full-time jobs in order to better the competition in the market.

In addition, it has scheduled five job fairs, a busy on-campus recruitment season and has invited faculty to request in-class presentations. Nearly 30 programs are already scheduled; 70 to 80 additional programs are anticipated for Spring 2002.

In December, A 4 page brochure highlighting Career Services for Spring 2002 was mailed to all seniors at their home addresses during the mid-semester break and will be sent to all departments, to graduate students, and distributed to undergraduates.

In addition, all programs for Spring 2002 are indicated on the URI Calendar of Events under Student Activities and at the Career Calendar of Events found on the Career Website: <http://career.uri.edu>. Services for students and alumni are also indicated at that site.

Career Services has as its goal for Spring 2002 to get as many students as possible registered and using the BEACON system. By so doing, opportunities for students will be visible, timely and easy to apply for. Students will be able to tell Career about their job placement. This will have effect on development, admissions, and employer recruitment.

A Great Year!!!

URI Career Services

Overview

June 30, 2004



Service to Students Increased!

Up 61% Job Fair attendance
2,356 attendees

Up 28% Quick question hours
totaling 765

Up 38% On-campus Interviewing
Companies totaling 83

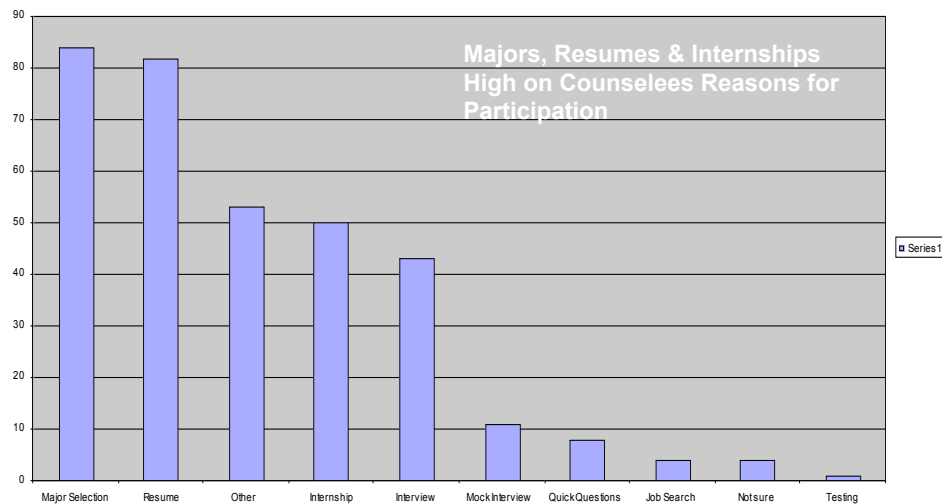
Up 25% Resumes submitted for
OCR totaling 697

Up 9% Career Counseling
appointments totaling 504



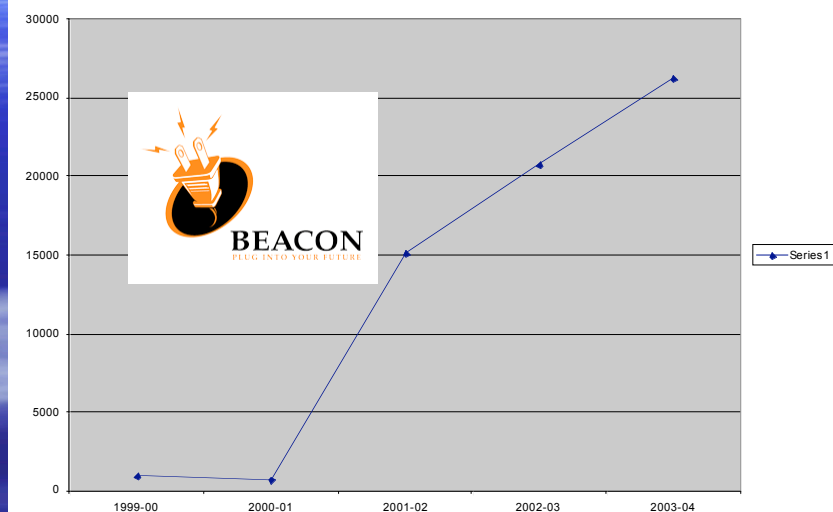
More Students Request Career Counseling

Counseling Appts 03-04 by Reason



More Students & Alums on BEACON!!!

BEACON LOGINS 1999-04



Up 110% in registrants totaling 5067

Up 15% in job postings on totaling 8008

Up 15% increase in intern postings totaling 3424

Up 200% in logins over 2001 totaling 28,000

URI students second in nation in participation in
MonsterTRAK Diversity & Inclusion eFair



15% increase in BEACON Job Postings! (as of
5/18/04)

	2002-03	2003-04
FT Entry-level	2062	2242
FT mid-career	11	65
FT Experienced	929	681
PT	429	841
Intern	2972	3424
Summer	185	139
Co-op	17	20
Volunteer	321	514
Fellowship	21	82
Total	6947	8008

Registrants are Ethnically Diverse

African American/Black	145
Asian or Pacific Islander	275
Caucasian, Non-Hispanic	3723
Hispanic/Latino	179
Multi Cultural	61
Native American or Alaskan Native	15
Other	156
Do not Wish to Provide	487
Total	5041
Non Caucasian % of Total Reported	18% (all URI students 13.9%)

New initiatives succeeded!

222 interactions at College of Business satellite office established September 03

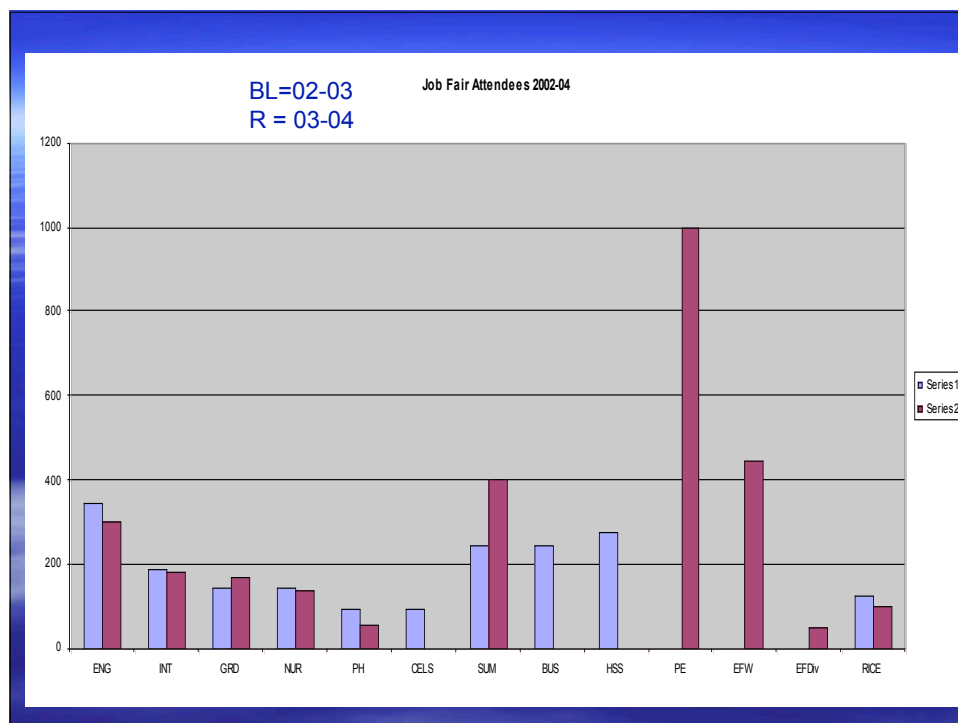
325 attendees at Alumni presentations on Psychology & Communications careers

81 URI departments posted 265 opportunities for on-campus work-study & non work-study jobs on BEACON

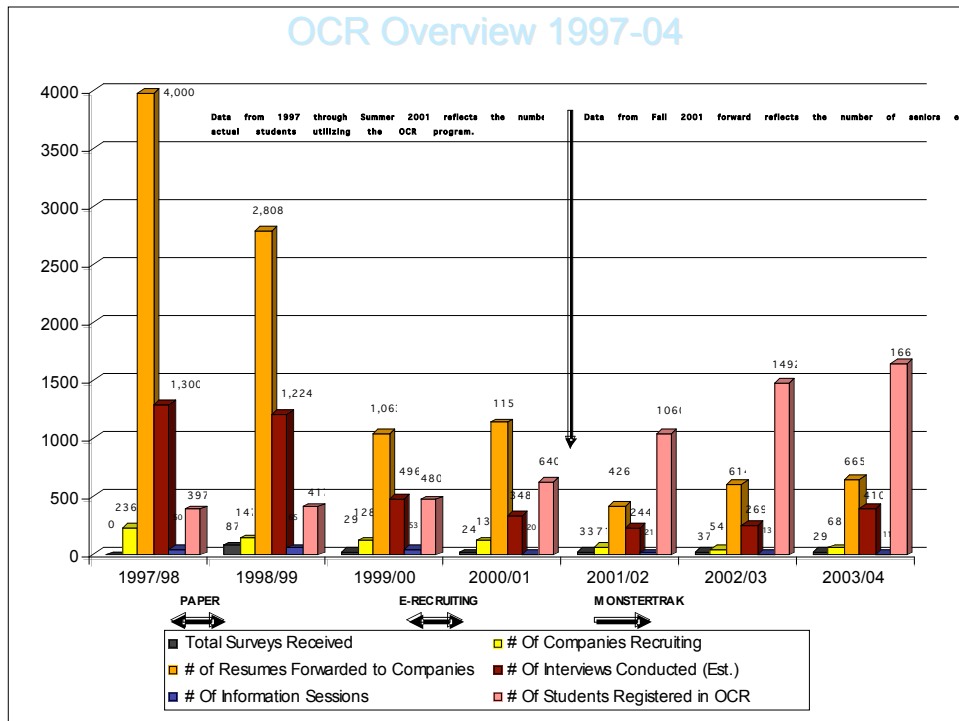
749 Freshman registered on BEACON from a handful in previous years

Culminating Event of the Year: URI's largest job fair ever!

- Passport to Employment Job Fair, Saturday, April 24, 2004 Ryan Center
- 1000 Attendees
- 82 Companies & Organization with 175 Company representatives
- Outstanding Evaluations from students & Employers
- Capstone of themed semester using Career Passport to increase student preparedness



OCR Overview 1997-04



Top 5 Growth RI Public Employers

Red Indicates URI Recruiter

Rank	Company	2003	2002	Pct. change
1	Home Depot <small>World's largest home improvement retailer</small>	1,925	900	+113.9%
2	Tyco International <small>diversified manufacturing and service company that offers key products and services in the electronics, fire and security, healthcare</small>	525	295	+78.0%
3	Lowe's Cos. Inc. <small>fastest growing home improvement warehouse in the country</small>	580	375	+54.7%
4.	Amgen <small>world's largest independent biotechnology company</small>	1200	786	+52.7%
5.	KVH Industries <small>international leader in developing and manufacturing innovative, mobile, high-bandwidth satellite communications systems, navigation products, and fiber optic sensors</small>	250	180	+38.9%

Source: Providence Journal 5/25/04

Other Public RI companies (ranked regionally) recruit here

Rank	Company	2003 RI #'s	2002 RI #'s
1	CVS Retail Chain	5160	5114
5.	Raytheon Commercial defense technologies	1600	1600
6	Hasbro Toy & Game Maker	1300	1300
7	American Power Conversion Power Supplies & Surge Protection Products	1220	1200
11.	GTech Lottery & Gaming	1025	808
16	Textron Multi-industry: aircraft, financial	750	733

Programs attracted students to Career Services

- Careers in Psychology 160
- Careers in Communication Studies 150
- Business Networking Night
- Public Accounting Night
- SPAC
- How to Network
- Resume Workshops (10)
- Resumania (2)
- Internships (3)
- Interview Workshops (9)
- How to Work a Job Fair (6)
- What is an Efair (4)
- Fear Factor (2)
- Passport to Career Choices (2)
- Preparing for Graduate School
- RICE Workshop (2)
- Classroom Workshops – Counselors (12)
- Classroom Presentations – Recruiting

Classroom Presentations linked academics to Career Services

Presentation Types	Student #'s
Exercise Science Class (2)	36
Communication 210	28
OIEE classes (3)	103
Secondary Ed.	65
Phys. Ed	18
Animal/Vet. Science	25
Fraternities	35
Recruitment (72)	2091
OIEE, Teacher & other (15)	355
Total 87	2446

ALUMNI REPRESENT NEARLY 1/3 OF ALL BEACON REGISTRANTS

1964-98	107
1999-2003	1536
2004	1163
2005	844
2006	551
2007	770
2008	32
2009	34
Other	4
Total	5041

ALUMNI: Most Frequent Majors Requesting Service

College of Arts & Sciences

Communication, Art, English, Political
Science, Psychology, Women's
Studies

College of Business Administration

Marketing, Management Information Systems,
MBA

College of Environmental & Life Sciences

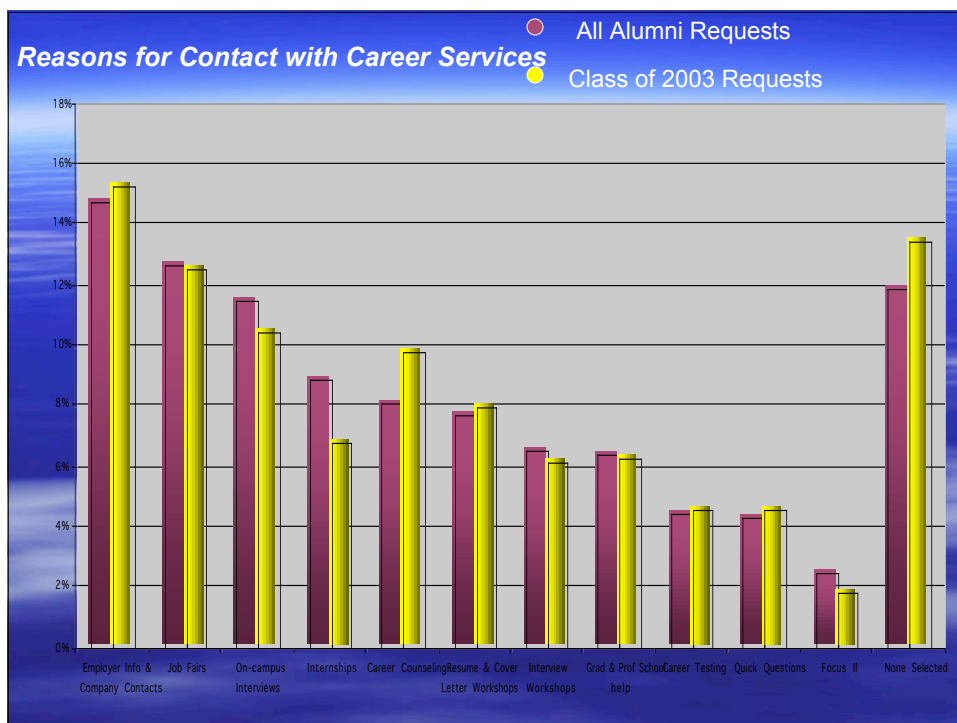
Marine & Natural Resources

College of Engineering

Mechanical & Electrical

College of Human Science & Services

Human Development & Family Studies, Textiles Marketing &
Design, Elementary Education



Highlights

	02-03	03-04		
Career Counseling & Walk-ins	1,063	1,269	↑	19%
Employing Cos.	448	608	↑	36%
BEACON jobs	6,947	8,008	↑	15%
Student/Alum contacts	10,006	16,037	↑	60%
Submitted Resumes	559	1,206	↑	115%

Budget 05

Personnel:	\$361,266 + fringes (Medical: \$45,323)
Student Help	\$14,185
Internal	\$35,062
Operating	\$51,571
Total	\$408,908 + fringes

Postage	\$6,055
Phone & Data Service	\$9,072
Ofc Expense (no maintenance)	\$1,437
Dues, Subs, memberships	\$1,469
Insurance	\$0
Phone: Long Distance	\$1,721
Auto printing services	\$0
Bnd/Emboss/Photo/Printing	\$6,784
Advertising	\$1,729
Other repairs& serv contracts	\$856
Rental/Equipment	\$279
Fuel Oil	\$0
Items for Educational Purpose	\$4,065
Bldg maint. small Eg light bulbs	\$62
Computers & Supplies<5000	\$1,025
Computer Software<5000	\$456
Fac & Ops Physical Plant	\$61
Operating: all other	\$13,906
Ofc Supplies on RAM card	\$1,424
Mileage reimbursement	\$0
Out of state travel	\$1,170
Other travel - in state	\$0
Lease purchases	\$3,929

Career Services supports Divisional Strategic Plan

- **“Increase support for student learning services and learning communities”**
- *In conjunction with Office of Experiential Education and academic departments, assess and evaluate existing opportunities for students to learn about experiential opportunities. Expand relationships and programming concerning experiential education. Consider possibility of 1 credit pre-internship course to teach students how to locate, evaluate, apply for and gain skills during their internship experiences.*
- *Improve and build “What to Do with a Major in...website”*
- **“Track students as they graduate, transfer or drop out to inform recruiting and retention strategies”**
- *Develop an online graduating student survey with options for individual college questions*
- **“Provide more web-based and 24-7 student services”**
- *Enhance career website with Typo 3 management services enabling immediate updates; continue use of MonsterTRAK which is enhancing features in the coming year for additional student and employer 24/7 service*

Our team, Fall 04

Maria, Grad Student Employee 10-12 hours
Bryna, Grad Student Employee 10-12 hours
Student Employee, Technical Assistant 5 hrs in fall
Brian 8 – 10 hrs.
? Career Advisor
Vicki, Dan and Lisa (after Nov. 18) 3 days/week
Amy, 1 – 2 days per week
Carolyn
Audrey
Steve
Joan
Bobbi
And serving in her new role, Peg as CBA Liaison to Career Services

Agenda Items

- Calendar of Major Events
- Walk-ins, Counseling, CBA
- Use of Technology
- Roles and Responsibilities
- Other:
 - Data Collection
 - Marketing
 - Advisory Council
 - Internal Communications: Meetings, Calendaring, etc.

Career Services
228 Roosevelt Hall
Director: Bobbi Koppel, Ph.D.
Bkoppel@uri.edu
401 874-5177
<http://career.uri.edu>

Overview:

Students attend the University expecting significant opportunities for employment both during and after their academic tenure here. Career Services has as its goal the career education of students and the facilitation of student contact with employers. Career Services is a clearinghouse for recruitment opportunities, career resources and career events at the University of Rhode Island. Its shareholders include students, faculty, parents, employers, alumni and the public. Career Services supports the important initiatives of retention and persistence efforts in two ways: first, by providing student with supplemental employment opportunities during the academic year to offset tuition costs and second by providing valuable outcome information in order educate the student and family on appropriate financial returns on their educational investment.

The following services are key components in providing Career Services:

- Providing professional and confidential career counseling and career testing and assessment to undergraduates, seniors, graduate students and recent alumni. This includes confidential meetings with counselees, career and interest testing, job search assistance, and follow-up.
- Preparing students for the workforce and increasing the opportunities for work experience, including paid and for-credit internships, summer jobs and part-time employment.
- Providing specific skills training to enable students to obtain appropriate employment: resume and cover letter services, interview workshops, preparation for professional and graduate school
- Providing state of the art technology to provide 24/7 access to career information and job postings and interview sign-ups.
- Connecting students to alumni and potential alumni employers through Career services Career Contact and Alumni mentor program.
- Managing and facilitating access to thousands of employers recruiting URI candidates through job fairs, on-campus interviews, job postings and networking events. This also includes the on-campus student employment job fair to provide undergraduates with an easy way to contact URI departments seeking student workers.

- Ensuring all appropriate candidates, regardless of gender, ethnicity, ability or sexual orientation have equal access to job and internship opportunities. Through URI's BEACON program, powered by MonsterTRAK, students and alumni can access a centralized job and internship posting site.

Highlights of 2004-05

a. This academic year presented challenges due to significant staff and organizational change. Highlights included a 200% increase in student activity to the Career Website; an increase in classroom service presentations; an increase in the number of career counseling appointments; technology upgrades; the posting and dissemination of nearly 12,000 internship, summer, part-time and full-time job opportunities for URI students; and continuation of a heavy schedule of major events, workshops, and programs.

A significant highlight of the year included being chosen one of only 7 schools in the country to participate in MonsterTRAK's Beta test of free job postings for employers. This has now become industry standard: URI's Career team provided significant feedback and consultation and continues to do so to MonsterTRAK.

Career Services team worked with University College to enable freshmen for the first time to register on the Career Services BEACON program during Orientation. Approximately 800 parents attended the Career Services Parent Orientation seminar. The seminar was so popular that there was standing room only at most of the presentations.

Career Services worked closely with the Office of Internships to ensure seamless service to students seeking internships both paid and for credit. Opportunities continue to be posted centrally on the BEACON system.

b. Challenges and problems

Staffing: For the second year in a row, Career Services staffed Roosevelt Hall operations—including walk-in availability and career counseling and testing, a satellite office in Ballentine Hall, and all major events, despite staff shortages. Four members of staff were temporary employees, one did not return from maternity leave until November, and 5 were part-time. Since URI Career Services is significantly behind peer institutions in staffing, providing enough career counseling availability and educational programming for the demand and need continues to be the greatest challenge. Staff members not only provide direct career support but also act as administrators both technical and programmatic.

Services: Career Services, with its present staffing, is unable to provide staffing for URI 101 classes, for alumni career counseling (with the exception of recent alumni), for outreach counseling for prospective students/community members. The office was stretched to capacity with the benefit and challenge of a satellite facility and extensive job fair and network programs—each took staff members out of the office and posed shortages while other events were covered.

Facilities: Roosevelt Hall as a facility offers numerous challenges. Power outages, steam problems, insufficient heat (or too much), no central air conditioning, an elevator that frequently does not operate, men's and women's bathroom facilities in deplorable condition, ladybugs, bees, and cockroaches, and windows that all need to be replaced, make this a really challenging working environment.

In addition, the "long hall" of the facility makes it difficult to attract as well as to interact with visitors. They can enter anywhere: there is a reception office but visitors have trouble finding it. The offices were originally dorm rooms and bathrooms. It is to be noted that during recent renovation processes to Roosevelt Hall--when Enrollment Services vacated Roosevelt Hall and University College was enhanced, the first, third and fourth floor of Roosevelt were renovated. Unfortunately, the second floor, home to Career Services and the Counseling Center, were left "as is."

The Career Staff proposed a new facility in November of 2003 and it hoping to be able to vacate the premises in the not too distant future.

Visibility: Signage continues to perplex the staff. The only sign in front of Roosevelt Hall says "Roosevelt Hall." There is no way that students or visitors (such as interviewing employers) can identify the facility as housing the Career Services suite.

Parking: Parking for on-campus recruiters and job fair employers continues to be impossible. We are told by administrators at Parking Services that with the arrival of "gates" it will be "even worse." Career Services has failed to convince Parking Services that on-campus employers conducting interviews and job fair employers should have convenient and dedicated parking.

Services for Alumni: The demand for career services provided to Alumni continues to grow. Without adequate career counseling staff we are unable to meet that demand.

Outreach: Increasing demand on the part of employers and the more complex nature of how to educate and reach potential student candidates necessitates more people resources in the recruitment area and in the career counseling area. Outreach, customer service, technical management, record-keeping and marketing must be at an exceptional level to ensure customer satisfaction and to appropriately connect students to employers.

Marketing: The level of sophistication and need for enhanced marketing materials for all of our constituencies carries cost with it. The design and planning of marketing materials, mailings, advertisements in the student newspaper, the Providence Business News and other venues are costly. As the University Publications office has not been able to provide marketing support, it has fallen on the career staff to become Advertising, marketing and promotional material specialists. This puts a time and cost strain on the small office.

Fellowships, Scholarships and Graduate Assistantships. Career Services receives not only job postings but also opportunities for scholarships, post-graduate fellowships, and awards. The University does not maintain a central database of fellowship and scholarship opportunities or a central database for graduate assistantship positions. The Career Services office does receive

many such opportunities and attempts to disseminate those opportunities. However, the process for potential graduate assistants or awardees is hit or miss. That represents a challenge.

Relationship with the Feinstein Providence Campus Career Office. Career Services currently manages and finances the BEACON program and TypeFOCUS, an online self-assessment instrument used by the Providence campus. These programs combined cost nearly \$5000; however, no funding is provided by the Providence Campus. As Career Services expands its repertoire of assessment tools, the costs will increase.

Career Services staffs at both campuses are professionally collegial, and collaborate on some programs and services. However, as costs increase for the Kingston office, the budgeting for services provided at Providence should be looked at.

2. General summary narrative on staffing and organizational issues.

a. Staffing levels and vacancies:

As of 7/20/05

Permanent Full-time Staff

Director

Assistant Director

Manager of Employer Services

Support:

Senior Clerk-Typist

Systems Support Technician I

Permanent Part-time Staff

Career Advisor .6FTE

Temporary Part-time Staff

Career Advisor .2FTE

Career Advisor .2FTE

Career Advisor .2FTE

Career Advisor .15 FTE

As of 8/21/05

Permanent Full-time Staff

Director

Assistant Director

Manager of Employer Services

Support:

Senior Clerk-Typist

Systems Support Technician I

1 Career Advisor

Permanent Part-time Staff

2 Career Advisors .6 FTE

1 Career Advisor .4 FTE

The Assistant Director resigned in August of 2004. As a result, one of our staff career advisors was promoted to Assistant Director; and the recruiting coordinator was promoted to Manager of Employer Services. Career Counseling programs were integrated more fully with Employer Services.

Two career counseling positions were changed to become one full-time and 2 part-time positions with an ensuing national search. As of 8/21/05 these permanent positions will replace monthly temporary positions.

There are no additional FTE's available at Career Services. Nor are there any lines or budget items for Graduate Assistants. In benchmarking, we find that our peers have exceptionally higher levels of staff and updated positions. For example, other Career Services offices, in addition to the above, have an Associate Director, Fiscal Officer/business Manager, Program Managers, Career Librarian, Recruitment Assistant; Administrative Assistant; Graduate Assistant.

Professional development:

We offer numerous in-house training sessions by inviting colleagues in to speak to staff. Staff members are offered staff a variety of web-based inhouse training sessions through NACE, the Human Capital Institute, and MonsterTRAK. Some of the in-house trainings have included International Student Services, the Office of Internships and Experiential Education; the Office of Disability Services. We also purchase professional development materials. All staff is encouraged to attend sessions through PDLot. Some members of staff are supported to attend professional meetings such as the EACE meeting, the Eastern Recruitment Meeting, NEACEFE, and the RI Career Counselors meetings.

The Director is a member of the Leadership Credentials Committee, which is working to increase leadership education for current URI staff and faculty.

b. Organization shifts in pursuit of effectiveness and efficiency

In addition to personnel reorganization described at 2a, numerous **initiatives** were planned to increase organizational efficiency.

1) Career Assessment. A team of Career Counselors completed in-depth research concerning best career assessment resources, and made recommendations for enhancements to the array of instruments provided to counselors for student career assessment. The paper and pencil general version of the Strong is phased out in favor of the online College version. A new Campbell (CISS) is currently being explored in order to more adequately address specific student needs. The Myers-Briggs instrument will be made available online. In addition, FocusII will be phased out in favor of the more extensive online self-assessment tool, TypeFocus, which is also more cost-efficient than the previous license.

2) Technology: To improve presentations, the office has ordered a ceiling mounted projector which is waiting for installation. New computers are replacing obsolete machinery in the Career Resource Center. The office is evaluating various vendors to manage job postings, student communications, the mentor program, and on-campus interviews. We continue to research technologies such as resume writing programs that will increase student learning.

The Career Services office will be part of a beta test of a new calendaring and intranet system being developed at the University. This will greatly enhance internal communications.

The Job Fair site now includes the ability of employers to register on-line and the ability of students to submit resumes to an electronic database.

The Director is a member of the University Web Committee as well as the University Task Force on E-Portfolios.

Career Services is monitoring the number of telephone calls to the main office number, 401 874-2311, which is menu-driven. Most calls go directly to individual staff members, as a decision was made early on to make individuals directly accessible. Therefore, we can assume that many of the calls to the main office are first callers inquiring about information. For the 2004-05 academic year, a total of 3,399 calls were completed to the main office number.

Of calls to the menu, the most frequent were: Current Student Services, Employer Services, Career Counseling Appointments.

2) Alumni. A detailed benchmark study was completed of Alumni Career Services at Peer Institutions and Career Services is working with the Alumni Career Services task force to market and enhance services. Alumni Career Services were revamped with a new website. Plans are underway to offer career counseling services to all alumni beginning September 2005. This would depend on the availability of a temporary position and support from the Alumni Association to do so. Outreach to alumni employers and job seekers was accomplished in two ways: links on the InAdvance site, particularly concerning job fairs; broadcast email to alumni inviting job seeker and employer participation, co-signed by the Director of Alumni Services; attendance at Job Fair of Alumni Services Director.

3) The entire Career Services website at <http://career.uri.edu> was redesigned to comply with URI's standard template, to more accurately reflect current service levels, and to ensure up-to-date information to all constituencies. Pages include Students, Graduate Student, alumni, Employers, Parents, Faculty, Staff & Administrators, Calendar of Events, Career Staff, Resources & Links. Easy on-line forms are available for faculty and staff wishing to have Career Services staff present information to classes, as well as those interested in posting on-campus positions for students. Additional & specialized information is provided for the current graduating class and freshmen and more pages are being developed.

In addition to the career mailbox, career@etal.uri.edu and the job posting mailbox, postjobs@etal.uri.edu the website now offers a convenient online "Contact Us" link on all web pages.

The Career Website receives an average of 250 hits per day, or over 1000 per week. Estimated email inquiries to Career Staff and various mailboxes are

4) Career Services is charged to offer an assessment plan in June of 2005. This plan has been in process. It will include as one part a pilot placement study to indicate career outcomes. Three staff members, including the Director, have attended numerous workshops and sessions and have spent time presenting the first phase of assessment.

Diversity

The Director is a member of the Division's Diversity Committee, the ADVANCE Dual-Career Committee, and the newly formed WorkLife Committee and is on a committee investigating grant possibilities concerning students with disabilities and career education and programming. The office sponsored a speaker on Gay issues in the Workplace during Diversity Week and held an in-house professional seminar called Gay Lives: Straight Jobs.

The Director proposed to ADVANCE the funding of a position to provide career services to Adults in Transition. This would include partners of incoming faculty members and thus assist the University to attract and recruit female candidates.

In-house professional development seminars increased staff awareness of international students, GLBTT students, and physically challenged students.

Target Goals

As the office was involved in restructuring and several positions were unfilled at the beginning of the year, our goal was to continue to provide seamless and excellent customer service in our career counseling, recruitment and technology efforts. We met that goal.

Target Goals for 2005-06

- Develop Placement Report for the Class of 2005
- Enhance visibility of career assessment and counseling program with additional instruments available. Provide entirely free service for all testing.
- Improve counseling tracking and reporting system for one-to-one confidential visits and student participation.
- Enhance outreach efforts to employers, faculty and students through in-class presentations, corporate visitations, and creative student contact.
- Increase usage of on-campus interview program through highlighting and direct mail campaign
- Begin to create assessment instruments for student outcomes of programs and counseling
- Begin to develop career class to be offered on an experimental basis
- Enhance alumni career services
- Continue to dig deeper to educate students earlier concerning opportunities and career options; use various areas of marketing (brochures etc.) to emphasize importance of early career planning.

Critical indicators/data collection summary documents

Job Fairs and Major Career Events 2004-05

September 2004 BEACON Beach Party

Career Services awareness event attracting over 2000 students

Student Employment Fair: co-sponsored with Enrollment Management Services. Service offered to URI departments looking for work-study students.

October 2004

Engineering and Technology Job Fair

IEEE SPAC, Student Professional Conference (engineering)

Accounting Night

On-Campus Interviews (**through December**)

November 2004:

Graduate School Expo

October 2004

Internship Job Fair

November 2004

Nursing Job Fair

Pharmacy Interview Day

January 2005 (through March),

National non-Profit and Government E-fair

February 2005 (through April)

On-campus Interview Program

Passport to Business Careers Networking Event

March 2005

Summer & Internship Job Fair

April 2005

RICE Education Career Fair (consortium of RI colleges)

Passport to Employment Job Fair

Details available at <http://career.uri.edu> click on Job Seekers, Past events

Data Collection:

The Career Services office offers high-tech and high-touch service to its shareholders, who include students, alumni, employers, faculty, staff and administrators, and parents.

Data should be viewed with the following caveats:

- Career Services at URI is understaffed. The more staff, the more outreach, programming, career counseling appointments, walk-ins, employer development, and career education can take place. In addition, important administrative functions--such as public relations and marketing, statistical analysis, and grant-writing—are critical additions to the repertoire of responsibilities of Career Staff members.

- Although an extremely important indicator, the University of Rhode Island has no centralized placement report. Career Services recognizes the importance of information regarding what graduates do when they exit URI, and will be committing part of its small staff allocation to establish a baseline of graduate outcomes. An assessment pilot survey will be completed in 2005 concerning the Class of 2005.
- National trends: Students are waiting longer, many after they graduate, to engage in career job search. While college students rely on the internet for initial career, job and employer understanding; they expect to receive very specific “me-oriented”, high-touch advisement and guidance. More faculty request programs designed specifically for their major or in some cases, their specific class.
- On-campus employer participation requires diligent and time-consuming relationship-building, both for on-campus interviews and for job fairs and other recruitment. On-campus job fair and recruitment participation follows employment trends. Hot industries, such as accounting, financial services, human services, education, graduate schools, engineering, pharmacy and nursing are well represented. These however, may not be the particular fields all students are interested in pursuing.
- The Career office is charged with career education of all students, all levels, and all majors. With only a few staff, it is difficult to allocate sufficient resources to provide and maintain adequate service to all.

Indicators:

Recruitment

BEACON. BEACON, “Become Employed at Career Online Network” is the primary web based communication tool of Career Services. It is URI’s customized site offered through a licensing agreement with MonsterTRAK, the college-specific site of Monster.com the leading online global careers network. Through BEACON, Career Services is able to offer password protected and encrypted 24/7 job posting and other recruiting service to employers, students and alumni. It includes the following components

- Online Alumni Network and Career Mentor Program
- On-campus interview application and sign-up
- On-campus job postings for work study and non-work study students
- Current job postings from around the nation and Rhode Island
- Centralized internship postings from Career Services and Office of Internships and Experiential Education
- Protected links to additional sites, including Focus, an online self-assessment tool.
- Salary and job search assistance, employer research, and virtual interviewing tools

BEACON logins have steadily increased since the program’s inception in 1999. However, the most dramatic increase was shown this last year. Logins increased from 26,258 to 50,476.

Several factors are involved in the increase:

The increasing reliance of students and alumni on technology in researching job opportunities.

Increases in the number of students and alumni using BEACON and increases in the number of undergraduates using BEACON earlier

Continuing improvement in the economy; as more jobs are posted, more students are interested.

Ability of Career Services to offer free job postings to employers on BEACON

Additional features incorporated by MonsterTRAK

Posting on BEACON of on-campus job opportunities (formerly managed by the Office of Enrollment Services).

Career Counseling and Assessment:

739 private career counseling appointments were offered, up from 504 the previous year. The number of counseling appointments is limited only by the number of counselors available (see “challenges” section).

Career Counselors on staff this year were seasoned professionals with anywhere from 7– 25 years of experience.

Walk-in opportunities increased from 765 walk-ins the previous year to 1140 walk-ins.

Walk-ins and appointments were available as well in a satellite location in the College of Business Administration.

Data Highlights for 2004-05

11,232 job and internship postings

473 employing companies on-campus for job fairs, on-campus interviews and networking events

2500 student participants in workshops and class presentations

1600 counseling appointments and walk-ins

523 internships posted by the Office of Internships and Experiential Education

265 on-campus job postings

83 on-campus departments posting jobs

90 on-campus interviewing and resume drop opportunities

At the end of the 2004-05 *academic* year:

4690 current students were active on BEACON (had updated their profiles within the year)

1337 Diversity and Minority Registrants (self-disclosed) on BEACON

1400 Seniors/Graduate students (class of 2004) active on BEACON

189 students, including 53 alumni participants in on-campus interviews through BEACON.

739 private career counseling appointments with assessment opportunities for the client.

Professional Associations

Career Services represents URI to NACE, the National Association of Colleges and Employers.

This organization provides opportunities for employers and college career services members to network, participate in and learn about national recruitment services, tracks college graduate

salaries, researches college employment trends, and offers guidance on legal, ethical and international career services issues.

Staff members are active members in EACE, the Eastern Association of Colleges and Employers, and NEACEFE, the New England Association for Cooperative Education and Field Experience, the National Career Development Association, the Rhode Island Career Counselors Association, the American Counseling Association, Yankee Placement Council Organization, and other endeavors.

Marketing and Outreach efforts

Marketing efforts were extensive, and included the following:

Mailing of over 3000 “Passports” outlining the year’s career programs, to juniors and seniors
Mailing of over 3000 postcards to employers indicating dates of programs and how to register
1/2 to full page ads in the student newspaper and the Providence Business news
Numerous mailings to all members of the campus community

Specific outreach programs, including off-site visits, presentations and special programs, and research activities were completed

Peer Institution Alumni Career Services benchmark study
Alumni (through eAdvance, presentations, and marketing)
RI Chambers of Commerce
Graduate Students
MBA students
RI Biotechnology Initiative
Students with Disabilities
Parents and Families

For additional information concerning this report, please contact:

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Career Services Facts at a Glance 2005-06 (July 2005-May 2006)

- 6031 current students active with Career Services through BEACON
- 1010 class of 2006 active with Career Services through BEACON
- 867 alumni active with Career Services through BEACON
- 3789 job fair attendees, up from 2043
- 1109 attendees at On-Campus Student Employment Fair
- 107,057 BEACON logins, up from 50,476 2004-05
- 18,752 job/internship postings, up from 11,232 2004-05
- 150 classroom presentations, up from 87 in 2004-05
- 15,000 student contacts
- 528 companies/school systems/organizations on campus
- 72 companies participating in OCR
- Active satellite office at Ballentine Hall with 92 counselees
- 900 confidential career counseling appointments (does not include walk-in career advising)
- Assessment: 386 TypeFocus participants; 250 Online Strong; 30 CISS
- 432 walk-in slots

Diversity:

- Director: Advance: Dual Career & Worklife Committees

Student Affairs Diversity Committee; assisting with grant proposal for increasing women and minority student involvement in Technology Careers;

- Programs:

Mini-grant with Disability Services: program on interview skills for students with Disabilities, May 2006

In-service training for all staff, Disability Services, GLBTQ

- Participation

Of current students active on BEACON (profile updated or created after 7/1/05) 17% of student registrants voluntarily identify themselves in one of the following categories: (May 2006 data)

African American / Black	161
Asian or Pacific Islander	170
Hispanic / Latino	162
Multi Cultural	62
Native American or Alaskan Native	8
Other	108

- Technology: Active diversity resource page on website

Staff:

Director (1)	Employer Services (1)
Assistant Director (1)	Full Time Career Advisor (1)
Reception (1)	Part-Time Career Advisors (4)
Systems Support (1)	

Job Fairs: Attendees	AY0203	AY0304 (to 5/18/04)	AY0405 (5/18/05)
Job Fairs: Attendees	1467	2356	1801
Efair Attendees: Winter		1090	
Efair Attendees: Diversity (national, URI second in # of students)		19	
Efair Attendees: Last Chance (spring)	751	308	
Efair Attendees Total:	751	1398	
Grad School Expo: Attendees	148	169	122
RICE Teacher Job Fair Attendees (URI)	130	99	120
Total Job Fair/Efair Attendees	3247	3880	
Beacon Beach Party - estimate	1500	2000	2000
Resumes Submitted to Job Fairs (Passport, & Efairs only:)		509	150
On-campus Recruiting: Resumes Submitted	559	697	437
Total Resumes Submitted to Job Fairs & On-Campus Recruitment	559	1206	
RICE Teacher Job Fair School Systems	66	52	
Graduate Schools at Expo	42	38	41
Job Fair Companies	241	261	
Efair Companies (excluding Diversity efair)	22	58	
On-campus Recruiting: Companies	60	83	96
Business Networking Event		18	14
bne participants			120
IEEE SPAC	4	5	
ieee spac participants			120
Accounting Night	13	18	
Other companies on campus: network events, accounting night, etc.		75	
Total Employing Organizations on Campus or at RICE	448	608	
Job Fair Interviewers (company representatives)	367	506	
Grad School Interviewers (school representatives)	51	42	52
On-Campus Recruitment schedules (individuals conducting formal interviews)	65	116	149
Other recruiters (accounting night, panels, network events)	40	80	
Total Recruiters (company representatives) on campus	483	718	
On-Campus Recruitment: Southwestern Company		800	
On-campus Recruiting: Resumes Submitted	559	697	437
On-campus Recruiting: Interviews Conducted	251	396	268
On-campus Recruiting: Seniors Participating	253	220	101
On-Campus Recruiting: Seniors Eligible on BEACON	1492	1665	1388
On-campus Recruiting: Juniors Participating	6	24	23
On-campus Recruiting: Grad Students Participating	81	97	56
On-campus Recruitment: Alumni Participating	27	20	23
Total On-campus Recruitment: Student/Alumni Participants	379	361	203
BEACON			
On campus Job Postings: work study & non work study 134 jobs/81 depts	134	265	
On-campus Job Postings: Number of departments		81	83
All BEACON job postings to URI	6947	8008	10,163
BEACON Intern postings to URI	2972	3424	1193
Career Contact Mentors	174	190	204
# BEACON accounts created in year	1402	2708	2785
Current Student registrants (updated in last year)	1502	2692	4690
Diversity & Minority Registrants	262	831	1337
Total BEACON registrants	2410	5179	7382
Presentations & Workshops			
In Class Presentations	135	87	27
In Class Presentations: Participants	2200	2446	912
Workshops and Special Programs	27	40	63
Workshops: Participants (estimate)	270	400	511
Private Career Counseling appointments	463	504	739
Walk-in Quick Question Hours available	600	765	1140
Accounting Night participants			100
Total Counseling/QQ	1063	1269	1829
Misc. Events			
Participants at Network Events & Panels		550	
College of Business Satellite office interactions		222	159
BEACON logins		26,268	50,476
Total participants in programs	10006	16037	
Focus online			250
Strong & Myers Briggs Tests administered			40