

**The Career Center  
Counseling and Placement Activities at a Glance:**

<b>Registrants</b>	<b>1998-99</b>	<b>1997-98</b>	<b>1996-97</b>	<b>1995-96</b>	<b>1994-95</b>
<b>Career Center</b>	<b>1,646**</b>	<b>1,758**</b>	<b>2,087**</b>	<b>1,699**</b>	<b>1,740**</b>
<b>Professional Practice Program</b>	<b>367</b>	<b>401</b>	<b>475</b>	<b>610</b>	<b>368</b>
<b>JOBS Program</b>	<b>1,412</b>	<b>1,374</b>	<b>1,143</b>	<b>1,210</b>	<b>1,823</b>
<b>College Work Study Program*</b>	<b>894</b>	<b>765</b>	<b>685</b>	<b>706</b>	<b>648</b>
<b>Total</b>	<b>4,319</b>	<b>4,298</b>	<b>4,390</b>	<b>4,225</b>	<b>4,579</b>
<b>Employers</b>	<b>1998-99</b>	<b>1997-98</b>	<b>1996-97</b>	<b>1995-96</b>	<b>1994-95</b>
<b>Career and Job Fairs</b>	<b>620</b>	<b>595</b>	<b>553</b>	<b>538</b>	<b>500</b>
<b>Senior and Graduate Placement [on-campus]</b>	<b>101</b>	<b>108</b>	<b>93</b>	<b>89</b>	<b>82</b>
<b>Professional Practice Program</b>	<b>534</b>	<b>393</b>	<b>622</b>	<b>567</b>	<b>437</b>
<b>JOBS Program</b>	<b>1,399</b>	<b>1,349</b>	<b>1,651</b>	<b>1,651</b>	<b>1,639</b>
<b>College Work-study Program</b>	<b>211</b>	<b>326</b>	<b>308</b>	<b>273</b>	<b>293</b>
<b>Total</b>	<b>2,865</b>	<b>2,771</b>	<b>3,227</b>	<b>3,118</b>	<b>2,951</b>

<b>Job listings</b>		<b>1997-98</b>	<b>1996-97</b>	<b>1995-96</b>	<b>1994-95</b>
<b>Job Postings (Includes <u>Employment Bulletin,</u> JOBS and PPP)</b>	<b>5,189</b>	<b>5,655</b>	<b>4,829</b>	<b>5,812</b>	<b>5,429</b>
<b>College Work-study Program [placement]</b>	<b>1,047</b>	<b>765</b>	<b>685</b>	<b>706</b>	<b>648</b>
<b>Total</b>	<b>6,236</b>	<b>6,420</b>	<b>5,514</b>	<b>6,518</b>	<b>6,077</b>

\*Represents number of placed students, not individual participants. Includes some duplication.

\*\*Does not include approx. 1,200 IUPUI students who attended one of our job fairs.

**Number of Students per school registered at the Career Center:\***

<b>School</b>	<b>1998-99</b>	<b>1997-98</b>
<b>Allied Health</b>	<b>26</b>	<b>21</b>
<b>Business</b>	<b>646</b>	<b>684</b>
<b>Continuing Studies</b>	<b>60</b>	<b>66</b>
<b>Education</b>	<b>253</b>	<b>272</b>
<b>Engineering and Technology</b>	<b>123</b>	<b>179</b>
<b>Grad Non-Degree</b>	<b>16</b>	<b>20</b>
<b>Herron School of Art</b>	<b>113</b>	<b>99</b>
<b>Journalism</b>	<b>9</b>	<b>12</b>
<b>Law</b>	<b>5</b>	<b>3</b>
<b>Liberal Arts</b>	<b>157</b>	<b>136</b>
<b>Library Science</b>	<b>1</b>	<b>10</b>
<b>Medicine</b>	<b>27</b>	<b>5</b>
<b>Music</b>	<b>2</b>	<b>0</b>
<b>New Media</b>	<b>2</b>	<b>0</b>
<b>Nursing</b>	<b>29</b>	<b>30</b>
<b>Physical Education</b>	<b>19</b>	<b>21</b>
<b>Social Work</b>	<b>75</b>	<b>32</b>
<b>Science</b>	<b>197</b>	<b>73</b>
<b>SPEA</b>	<b>141</b>	<b>161</b>
<b>University College</b>	<b>105</b>	<b>136</b>

\*This data does not include Student Employment registrants, or approximately 2,300 additional students.

## **Accomplishments:**

### **We selected and installed “JagJobs” our new, state of the art, web based recruitment system. (Student Learning, Accountability and Best Practices)**

Students expect IUPUI to be a leader in technology and its applications to student needs. Our office wanted to be seen as state of the art in technology, and easy to access by students. Our goal was to be available 24 hours a day, seven days a week. However, our former administrative system, 1stPlace was an old DOS based program with serious Y2K problems. In conjunction with UITS, We began the tedious task of reviewing many different web-based administrative systems. We selected Boston based Crimson Solutions, a Harvard Business School start up company. Their web-based product, which we named “**JagJobs**”, was the most intuitive and well thought out design of any of the systems that we examined.

After a six-month trial period, we are generally very pleased with our choice. The JagJobs system needed extensive customization and much patience to get running, but the response from our customers has been excellent. Employers like the idea of 24-hour access, and students like the systems ease of use. We were able to secure sponsorship from United Parcel Service to purchase the system, and so **were able to eliminate all student fees for registering with our office**. A recent **School of Business survey** gave JagJobs high marks for ease of use and student satisfaction.

### **Another major accomplishment for our office last year was forging a strong partnership with United Parcel Service (UPS). (Community Connections)**

UPS felt that they needed greater visibility on the IUPUI campus as their part-time student workforce was declining. Their recruiters approached our office with the idea of forming a partnership. The entire university can appreciate the net result of these efforts. For example, we have been able to eliminate all student fees from our office due to UPS paying for our “JagJobs” system. In addition, UPS paid for mailings to all IUPUI students announcing “JagJobs” and touting our services. UPS sponsored a pizza party for our students, and even offered a free computer as a prize at our Student Employment Fair. All in all, we estimate that UPS has contributed at least **\$10,000** to our office this year alone!

### **We have begun our unit’s program review and our self-study. (Accountability and Best Practices)**

Dean Plater has requested that we begin the process leading to a program review of our unit. The administration feels that it is necessary to seek consensus among the university community on our mission and functions.

Currently, **we have as broad a mission as any career center in the nation**. We handle everything from freshman orientations, and the UC Learning Communities, through career counseling, internship and student employment, job fairs and senior and alumni placement. Are we to concentrate on placement or career development? Are we to focus on freshman and sophomores, or juniors and seniors? What about Alumni? Is our main mission to support

retention in University College or to support the schools in senior placement or internships? Can we do all these tasks at once?

These are important and difficult questions and so we will be approaching the university community to assist us in these decisions. Currently we are engaged in a yearlong **self-study** measuring our unit against our national professional associations standards. Upon completion of this review, we will form a review committee to help us reach these decisions, and to bless our choices of direction.

**Another significant accomplishment was our success in forging new working links with IUPUI units with which we had not had much prior involvement. (Collaboration)**

For example, we expanded a series of “Mid-Career Change Workshops” offered through **Continuing Studies**. These workshops were designed to encourage workers at mid career to consider returning to academia, or take other measures to reach their career goals. We have offered 3 of these workshops each semester, and so far our evaluations have been excellent. The sessions have been well attended. Beginning this semester, Continuing Studies will also include our “How to Use A Job Fair” workshops in their schedule.

In addition, we began an active participation in the campus **Orientation Program**. Representatives of the Career Center presented on career counseling and work opportunities available to enrolled students at most of these sessions.

We also increased our involvement with **The Enrollment Center’s** Campus Day. Our office was open and fully staffed during this Sunday event, and in addition, we taught two different workshops during this period; one in conjunction with **IUPUI Human Resources**, on “Student Employment On-Campus”, and the other with University College on “How to Choose a Major”.

**University College** has also received a lot of attention from our office. We served as guest lectures in approximately 75% of all sections of UD 110. We also have established an out reach presence in UC through once per week peer-counselor visits and have established satellite office hours in that facility. Our combined counseling staffs have held several meetings to discuss improved interactions between our units. We have shared advising resources such as “What can I do with this Major/Degree” publication and co-presented several workshops geared towards undecided UC students. Our Associate Director went to the AAHE conference in Aspen this year with a group lead by UC that developed a proposal to add a **career development section** to UC110. We also have been active on the University College Committee on Advising.

**Additional Accomplishments:**

**Career and Job Fairs:**

The Career Center hosted numerous **career and job fairs** during 1998-99. The Student Employment Fair, Career Focus 99, Teacher Candidate Interview Day, College Talent Interview Day, along with The Indiana Collegiate Job Fair and the Indiana Multicultural Job Fair were all sponsored by our office.

We have deliberately developed these recruiting events in response to the nation wide changes in on-campus recruitment. Employers and students alike are demanding easier methods of recruitment and hiring. We have also tried to expand the traditional job fair format to include more career exploration and development materials in order to provide greater service to undecided students. We have pursued consortiums with different groupings of other colleges in order to attract more employers to our events.

This strategy has been successful as witnessed by the high employer and student participation levels at these events. These fairs attracted 620 employers to our campus and programs, and an estimated total of 3,000 + students participants. In addition, this year we successfully introduced a new technology, Resume Link, to our job fairs. This system allows us to scan and to distribute over 1,000 resumes to our job fair employers.

### **Outreach:**

Also during this period we offered over 50 different **workshops** on topics such as resume writing, video taped interviewing, job search strategies, dressing for interviews, mid-career change, career planning, etc.

Another area of outreach involved staff teaching of **career planning/development credit courses and workshops in cooperation with academic units.** Last year two staff members, including the Director, and the Student Employment Coordinator taught required courses in the School of Business. In addition, two of our counselors taught career development courses in Continuing Studies. Another one of our counselors was on the planning and the instructional team for Psychology B103. We have also been heavily involved with teaching career development sections of most UC 110 courses (we estimate we reached almost **700** freshman in this manner). Our successful job fair format for Career Focus was adjusted to provide more opportunities for career exploration. We developed and taught a "**How to Choose a Major**" workshop in cooperation with University College. We initiated and hosted planning meetings with UC regarding delivery of career counseling services to their students and also regarding expanding internship opportunities for this group. Thus, we were able to maintain close relationships with our most important customers - our schools, and their students.

### **Marketing Strategies:**

We experimented with several new marketing techniques this year. (**Learning, centrality and community connections**) For example, we conducted our first "**radio ad blitz**" the week prior to the IMJF event on WTLC in order to increase our minority participation in this fair. We also created company sponsorship opportunities at these fairs that were sold to interested companies. For example, a company could become a "Gold" sponsor of our Multicultural fair and get a "free" ad in our event publication, and additional publicity spots all for one low price (\$2,000 Gold, \$1,000 Silver, and \$500 Bronze). This marketing technique has substantially increased revenue for this program.

Additional marketing efforts have included: consulting meetings with a local advertising agency as well as IUPUI Publications Office (Marshall Collins and Trish Turner) to further develop our marketing efforts. Consequently, we now utilize JAGNEWS, IUPUI TV, and Media Relations as well as the registrar's AutoDial system to publicize our programs and events. In addition, we continue to publish and sell our own advertising for the Career Guide.

### **Internship Programs:**

The **Professional Practice Program** also had a good year. This program is designed to provide students an opportunity to obtain practical experience in a professional work setting that is consistent with their field of study and future career goals. Students and employers are able to meet specific needs by selecting one of the three work options available through the program: **Cooperative Education** allows students to alternate semesters of classroom study with full-time work. **Internship** provides one semester of full-time work experience. **Parallel Experience** allows students to work in a structure part-time position while continuing with school.

Much change occurred during 1998-99 in this program. The former coordinator, Julie Brown, resigned and a new one, Sarah Reed, was hired. During this interim, Kelley King, the program secretary, kept the program alive and functioning.

Of note during this period, PPP nearly doubled the number of resumes referred to employers (596 resume referrals in 1997-8 as opposed to 1160 during 1998-1999.) In addition, the number of participating employers jumped from 393 (98-99) to 534 (98-99). These numbers reflect the employer demand for IUPUI interns. A new aspect of PPP was the posting of internships on the new Internet web site, **JagJobs**. With the implementation of JagJobs, students and employers are able to connect efficiently. This will dramatically reduce the amount of time the Program Secretary will spend in resume referral services.

Academic units involved with PPP included Biology, Business, Continuing Studies, Herron School of Art, Journalism, Liberal Arts, and the School of Public and Environmental Affairs.

### **Student Employment:**

Our **Student Employment Program** also grew and prospered. The primary goal of the Student Employment Program is to help students find viable employment opportunities to offset educational and living expenses while pursuing a college degree. This goal is attained through the linkage and facilitation of various services offered to students, employers, and the business community. Last year's strong Indianapolis economy kept our Student Employment Program as busy as possible because of the region's low, 2.4% unemployment rate.

We were also able to create some new partnerships for program endeavors during this period. While we continued to work closely with Payroll, Financial Aids, the Office of Neighborhood Resources, and the Center for public Service and Leadership, we were also able to create new alliances with University College and, in particular, Orientation. In addition, UPS became a major contributor to our office because of their appreciation of our Student Employment functions. We will be expanding our marketing efforts to these groups in the coming years.

Another aspect of Student Employment is to provide a liaison between eligible **work-study** students and potential employers. The Student Employment Office manages the employment aspects of both the Federal and State College Work-Study programs. In addition to soliciting employers, posting jobs, issuing and processing paperwork, and providing employment counseling for students; Student Employment monitors Work-Study on a daily basis and acts as liaison among all involved parties, which include students, employers, the Financial Aid Office, and the Payroll Office.

We are proud to report that we far exceeded the federal requirement of 5% of the total works study allocation to IUPUI being spent on Community Service positions. Last year, 29% of the total \$1,452,611 available for work-study positions or \$421,257 went to community service. 224 IUPUI students participated in this program.

**Goals for the year:**

**We need to fine tune “JagJobs” and make it more customized to IUPUI. (Best Practices, Student learning, Community Connections)** This is still a major project. For example, the system has a primitive reporting capability compared to our old 1<sup>st</sup>Place system. In addition, we have to figure out how to successfully build in an employer billing system into JagJobs.

**We need to add a sophisticated career development component to our web page.(Best Practices, Student Learning)** Our web page, <http://www.iupui.edu/~career/>, has become a very sophisticated site for job placement , and employer research. A student can now click into our site and get a complete list of on-campus recruiters for this semester. Then the student can click into the recruiting company’s web site to do research on the positions. In addition, all of our job fairs have company web site links, and all of our professional level job vacancies are listed in our JagJobs section.

We now need to focus our attention towards developing the career planning part of our web page. What kind of jobs can psychology majors get when they graduate? Are there any on-line, free self-assessment tests? What type of degree is necessary to begin a sales career? We will begin this process by purchasing the University of Tennessee’s “ What Can I do with a Major in...” software. Our career development site will evolve gradually, but with an emphasize on quality.

**We need to explore other means of delivering services to UC students.( Student learning)** For example, we need to create a career development module, which can be delivered to all sections of the learning communities. We need to press for an additional staff person to coordinate this involvement. We envision this person reporting to both UC and the Career Center.

**We need to continue to invent or develop creative new programs such as Virtual Job Fairs, Resumania, and Power Breakfasts. (Student Learning, Best Practices)**

**We need to complete our program review. (Best Practices)**

**IUPUI Career Center  
Budget Planning Document**

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