Annual Report
for
Career Services and Placement

Vicki Fioranelli, Director

for the Fiscal Year 2002-2003
and Budget Request 2003-2004
2004 Budget Overview

TO: Dr. John Thornell, President
Dr. Wayne Blansett, Vice President for Student Affairs
Dr. William Morhead, Vice President for Business Affairs

FROM: Vicki Fioranelli, Director
Career Services and Placement

DATE: May 8, 2003

The Office of Career Services and Placement presents the Fiscal Year 2004 Budget.
Career Services and Placement: Annual Report
For the Fiscal Year 2002-2003
And Budget Request for 2003-2004

I. Unit Title: Career Services and Placement
Unit Administrator: Vicki Fioranelli, Director

II. Data and Information for Department:

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<td><strong>Workshops &amp; Presentations Conducted:</strong></td>
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<td><strong>Students Registering:</strong></td>
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**Career Service Ambassadors**

*Due to downturn in economy company participation, recruiting and hiring fell.

**Due to web resume being offered free, student registration continues to increase. Nine local banks sponsored the $3500 fee for a three year period; this is the third year. Program was evaluated and the decision to move to a new free program, MonsterTRAK, will be implemented.

**NOTEWORTHY DEPARTMENTAL ACCOMPLISHMENTS:**

- Hired new secretary/assistant.
- Upgrade two computers to meet needs of resume web program
- Had a focused “Career Awareness Week” before Career Fair with workshops on resume preparation, interview tips and how to get the most from a career fair
- Sponsor Career Service Ambassadors, a fifty member student service organization which assists with career fairs. They are presented programs on various career topics, do service projects including adopting an area of campus to keep clean and a flower bed.
III. Personnel:

Director's Noteworthy Activities and Accomplishments
Member of: NACE (National Association of Colleges and Employers)
SACE (Southeastern Association of Colleges and Employers)
Cleveland Chamber of Commerce, Tourism Chairman
Cleveland Exchange Club, Publicity Chairman
Delta Human Resource Association, Board Member
Crosstie Arts Council, Membership Co-Chair

Attended: Southeastern Association of Colleges and Employers Convention
Mississippi Employers Conference, Jackson Career Fair, Miss Business
Women’s Luncheon

Selected or Elected:
Delta Service Corps 12 Member Advisory Board
Chaired Chamber of Commerce Committee on Tourism
Presented H.L. Nowell Outstanding Staff Award at Graduation
Chamber of Commerce Board of Directors (3 year term)

- Spoke to 30 classes, workshops, industries, and campus organizations
- Represented Delta State as guest speaker at numerous clubs and organizations
- Represented Delta State at local community career fair

Secretary's Noteworthy Activities and Accomplishments
- Working toward Bachelor Degree
- Member of Crosstie Arts Council
- Participated in web seminar—“Evaluating the Career Center”
- Participated in “Fish” seminar
- Attended Publisher Workshop
- Member of Cleveland/Bolivar County Garden Club

New Position Requested, with justification (approved but not funded)
A new position with the title, Assistant director of Career Services and Placement, is needed to handle increased student traffic, assist with career counseling, and to co-ordinate internships, co-ops and other experiential learning opportunities for students.
SECTION IV

Unit Goal #1

Fund the approved Assistant Director position. The Director and Assistant Director will share the office responsibilities. Two professionals on staff will double the student, faculty, employer and community contact. Each professional will be responsible for specific Schools allowing each to develop greater industry knowledge, establish Co-ops and internships and establish an expertise in their area of responsibility. Possibly assume responsibility for work-study.

Institutional Goal #7, #10, #11, #15

Expected Results Would Allow
More concentration on specific industries and time to devote to establishing long term relationships. More involvement with schools, industries, and organizations recruiting efforts.

Assessment Procedures
Compare numbers before additional person and after additional person. Numbers should increase by at least 25% the first year.
Survey the students and faculty to determine if they believe the additional person has added to students accessibility and service.
Actual Results: None - at this point, the position has not been funded.
Use of results - Funding will be requested again in the future.

Unit Goal #2

Upgrade the computer network, upgrade 2 computers, and enhance Web site.
Maintain Web site and continue to update and upgrade.
Currently the web site is being maintained by a Regular Student Employee (RSE). Career Services would like to maintain the employment of an RSE for that purpose.

Institutional Goal #6, #7, #10, #11

Expected Results
Upgraded computer work station would provide more efficient training. Would present a more professional image for Delta State University to Administration, Faculty, Staff, Students, Alumni and Employers. More efficient use of staff’s time by training several students at one time.

Assessment Procedures
Survey students at spring and fall graduation
Survey employers and on campus individuals
Count hits of all organizations who have accessed web site

Actual Results
Decreased utilization of Experience.com, web resume program due to incompatibility with DSU network (DSU site upgraded April 2003. Better results expected in the future.)
Use of results
Continue to utilize latest technology to provide more efficient service to students and employers.

Unit Goal #3

Increase number of recruiters attending Career Day, Teacher Recruitment Day, and Healthcare Day and recruiting on Campus. (Having equal representation among majors).
Combine Health Care Day Fair and Spring Career Fair

Institutional Goal #7, #11, #15

Expected Results
Yearly increases on number of recruiters attending Career Day, Teacher Recruitment Day, Health Care Day and individual on-campus interviews.
Assessment:
- Actual count of Career Day, Teacher Recruitment and Healthcare participants;
- Individual recruiting days on campus;
- Organizations hiring graduates;
- Organizations are asked to complete evaluations after each visit to campus-determining if the visit was worth their time, etc.;
- Organizations are also encouraged to make suggestions for improvement and future needs.
Assessment Procedures
Surveys of students and employers (all surveyed).

Actual Results
Companies attending Fall and Spring Career Day: actual decreased due to economy
Teacher Recruitment Day Fall and Spring: remained the same
Number of organizations scheduling individual recruitment days:
*Number of employers attending Career Fair dropped dramatically by in the spring.*

Use of Results
Review marketing, student participation and support of Administration, Faculty, and Staff;
Changes made based on employer evaluations after each visit on campus;
Suggestions made by employers have been added. Due to downturn in economy and decrease in employer participating, creative methods are being explored for exposing students to other job opportunities.

Unit Goal #4

Increase Utilization of Career Center and its Resources
Continue to build relationships with faculty, because they influence students’ use of services.

Institutional Goal #1, #7, #11

Expected Results
Increased number of students who utilize the resources and tools provided by Career Services and Placement to obtain meaningful employment and make career decisions.
Assessment Procedures
A record is kept of the number of students and faculty who: attend workshops, "check out" books, tapes, journals, receive classroom presentations, attend career fairs, post resumes on web, and participate in campus interviews.

Actual results
More students could be "reached" and there would be increased student traffic in the office and more presentations made to student groups than in past years.

Use of results
Continue efforts to find creative ways to reach more students, faculty and staff.

Unit Goal #5

Continue to Upgrade the Career Services and Placement Resource Center.
Institutional Goal #6, #10

Expected Results
Students, faculty and staff will utilize the resources to gather salary information, determine career goals, obtain sources for prospective jobs, and utilize tapes, books, journals, etc... to aid in career preparation.

Assessment Procedures
A "check-out" system is used by students for books, tapes, journals and other resources.

Actual Results
Added several books, tapes, publications and journals.
Worked with Aviation Department to upgrade materials for this major

Use of Results
Results indicate Career Services and Placement needs to continue to add to, update, and upgrade Resource Center. Greater use of email is planned to provide students with web sites available for Career Information.

Unit Goal #6

Coordinate with all entities to meet the mission of the total enrollment management plan of the university. Career Services can be involved by working with the recruiting and admission process; coordinating with the Counseling Center in early career counseling; and provide outreach for area industries that are downsizing or closing.

Institutional Goal #1, #5, #7, #10, #14

Expected Results
• Students seeking career counseling could take interest tests with the latest and best programs.
• The Career Services department can maximize services to students by teaming up with other departments.

• More students can be served. By working together, the mission of enrollment management can be better met.

**Assessment Procedures**

**Assessment:** Feed-back from graduates and actual increase in enrollment and retention of students

**Actual Results**

Actual results would be increased numbers in enrollment, retention of students and assistance with choosing a major as well as making career and job choices.

**Use of Results:** Need to continue to increase awareness of services to alumni, especially working hand in hand with the alumni association. Continue efforts to serve alumni. Continue to assist freshmen and sophomores in career planning.

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**Unit Goal #7**

**Develop and implement creative ways to enhance the Career Services Budget to prevent decrease in services to students.**

Institutional Goal # 11, 12, 14, 15

**Expected Results:**

By enhancing our budget, services to students can be maintained and expanded.

**Assessment Procedures:**

Monitor and review budget totals to determine increase

**Actual Results:**

Services to students will continue at the same level if supplemented funding is obtained. More alumni and community involvement would be obtained.

**Use of Results:**

Staff will continue to seek creative ways of supplementing funds to add to the University budget, thus preventing any interruption or decrease in service to students, faculty, staff, alumni employers and the community at large.
## V. BUDGET REQUEST

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The purpose of the Career Services and Placement is to assist students in their pursuit of employment before and after graduation. Career Services and Placement is under the jurisdiction of the Vice President of Student Affairs. All students, with no consideration given to race, creed, color, or national origin, are encouraged to register and upload a resume and take part in the on-campus interviews with the representatives from companies/organizations and schools. The breakdown of students registering is as follows:

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Special Report
April 2003
Mission, Services, Activities, of
Career Services and Placement
By: Vicki Fioranelli, Director

Mission: To provide a centralized location on campus to assist undergraduate, graduate students, and alumni who seek career assistance and employment in fields such as education, business, industry, and government in accordance with the mission and goals of the university.

Staff: Director, senior secretary, 1 graduate assistant, 4 student workers (including one student who updates the web site).

Services:
The Career Services and Placement office is conveniently located on the third floor of the student union. The office provides assistance individually and in groups in areas including but not limited to:

- Workshops on resume writing, interview techniques, job search, career fair tips, and career counseling.
- Resume critiquing and resume referral.
- A job board where part time and full time jobs are posted
- Web site where jobs are posted and services are listed (http://ntweb.deltastate.edu/csp)
- A web resume program where employers can view student resumes on line.
- The office sponsors comprehensive fall and spring job fairs as well as two teacher recruitment fairs and one health care or nurse recruitment fair. These events provide opportunities to explore careers, secure full time and part time jobs, schedule interviews, network with employers, and obtain internships and other experiential learning opportunities.
• Schedule numerous “on campus” interviews so students can interview for jobs without leaving campus.
• Match students with internships with national companies such as Federal Express, Hilton Hotels, Trustmark Bank, Trammel Crow as well as small businesses.
• The director speaks at every freshmen, transfer, and parent summer orientation class to promote the services of the career center.
• The staff speaks to most GST (freshman experience) classes annually concerning careers and the services of the office.
• Staff, student workers and ambassadors coordinate with the recruiting office at Fall and Spring high school preview days.
• The Career Center is a member of professional associations on the state (*MACE*, Mississippi Association of Colleges and Employers); Southeastern (*SACE*) and national levels (*NACE*) and attends their conferences when budget permits, to maintain professional development in the Career field.
• The director attends local human resource meeting to keep abreast of job openings in the area as well as establish relationships with area human resource managers
• The staff attends trade shows and fairs to meet and recruit employers to attend Delta State career fairs, interview on campus or hire DSU graduates.
• The staff works closely with faculty and departments in a co-curricular capacity, to provide information about the services of the office and job opportunities for graduates.
• The office sponsors a student organization: *Career Service Ambassadors*, which is a 50 member group whose members assist with Career Fairs, do service projects, represent the university, and disseminate information to other organizations and students. All student organizations are invited to select a representative to participate in this organization.
• The entire staff conducts regular “think tank” meetings to utilize the creativity and student perspective in order to improve the services of the office.
• A suggestion box is provided for student feedback.
• The director teams up with faculty and the development office to secure funds outside the regular budget to fund the “resume on the web” program from regional businesses.
• The director and assistant often serve on campus committees and task forces.
• The office serves as a resource for employment information and provides salary information and employment statistics.
• The director regularly visits employers, industry, and small businesses to maintain awareness and encourage the hiring of Delta State University graduates.
• The office developed a unique “email grapevine” system by which an efficient mode of communication has been established with students, employers, and faculty/staff. It has been used as a model for other departments to utilize.
• The office maintains a high standard of confidentiality and adheres to the EEOC laws and regulations.
• The Career Center is considered a vital link in the “enrollment management” process of the university because meaningful employment has been shown to be a factor in the satisfaction of the graduate.

In conclusion, the Career Services and Placement office staff pride themselves on personal service to students, above and beyond the official duties of the job. The student is the customer.