OVERVIEW

GOALS

Thru our vision to Educate, Engage and Connect our constituents in all aspects of career exploration our goals were:

1. Increase the opportunities for engagement and connections between students and employers
2. Build the Co-op / Experiential Education program
3. Grow and enhance our Employer partner relations
4. Monitor and assist with International student/s career exploration
5. Strengthen our connections with Engineering Departments

TOP RESULTS

Student Engagement
- Engaged and advised over 1300 in office, 5850 Career Fair Attendance and connected 1700+ thru Classroom, Event, Workshop and Program interaction. Additionally +1200 On-Campus Interviews were held.

Employer Engagement
- Coordinated and managed 400+ attending Career Fairs and Events with over 2230 Job Postings (500+ Co-op/Intern) and 200+ Interview Schedules (approx. 1200 individual on-campus interviews).

Signature Events
- Partners Week, featuring student mixers, department/program interactions and Partner Showcase event, drew over 1500+ students for 15 partner companies
- Pre-Gallery (SOLD_OUT) brought 80+ employers and 1300+ students
- Engineering Expo (SOLD_OUT) moved to 2 days due to weather, drew over 120 employers and nearly 1000 students
- 10th Spring Break Corporate Tour in Boston with 29 students and 10 companies in 1 week.

Co-op/Experiential Education
- Facilitated 370+ co-op enrollments (an increase of 59%) including the Detroit Semester with 58 enrollments (increase over 100% from 2014-15)

Destinations
- 2015 graduates were placed at a rate of 96% (83% employed); 96% reported be engaged in out of classroom experiences including co-op, internship and research experiences.

ON-CAMPUS INTERVIEWS

—employers conducting scheduled interviews at a career center

<table>
<thead>
<tr>
<th>Engineering Major</th>
<th># of Student Interviews</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>AES</td>
<td>98</td>
<td>8.25</td>
</tr>
<tr>
<td>BSE</td>
<td>20</td>
<td>1.68</td>
</tr>
<tr>
<td>CEM</td>
<td>197</td>
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<tr>
<td>CE</td>
<td>47</td>
<td>3.96</td>
</tr>
<tr>
<td>CpE</td>
<td>59</td>
<td>4.97</td>
</tr>
<tr>
<td>CSE</td>
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<td>20.03</td>
</tr>
<tr>
<td>EE</td>
<td>101</td>
<td>8.50</td>
</tr>
<tr>
<td>No Pref</td>
<td>4</td>
<td>0.34</td>
</tr>
<tr>
<td>EnvE</td>
<td>10</td>
<td>0.84</td>
</tr>
<tr>
<td>MSE</td>
<td>28</td>
<td>2.36</td>
</tr>
<tr>
<td>ME</td>
<td>386</td>
<td>32.49</td>
</tr>
<tr>
<td>Total</td>
<td>1188</td>
<td>100.00</td>
</tr>
</tbody>
</table>

TRENDS

- Decrease in traditional on-campus interviewing (down 20% from 2014-15) coincides with increase in alternative and technology based options (i.e. skype, site visits, phone interviews) as well as students accepting direct offers from their co-ops and internships
- Mechanical Engineering, Chemical Engineering, and Computer Science continue to be the top three majors participating in on-campus interviewing
- Freshmen and Sophomores continued to comprise 20% of all EGR on-campus interviews
**Career Fairs**

**TRENDS**
- Engineering focused career fairs had a 230%+ increase in Engineering attendance from 2014-2015.
- Fresh and Soph fair attendance increased by 11% and accounted for 38%+
- Company Event attendance was up 104% overall with a 164% increase by Fresh and Soph

**Company Event Student Attendance**
*Includes ASK, Info, Pre-Interview, & Resume Critique*

**Career Fair Attendance by Major**

*Includes only engineering focused career fairs*

**By Year**

*International students accounted for 10% of EGR attendance*

**Stewardship:**
- Generated over $350k in gross revenue via event fees and employer gifts and sponsorships
- Maintain revenue based partnerships with 30+ corporations spanning multiple industry sectors from within Michigan and across the nation

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**ADDITIONAL RESULTS**

**Student Activity:**
- Utilized Social Media (Facebook, Twitter, Instagram) as tools to share event information, career engagement opportunities, and student co-op/intern experiences
- Planned and executed Career Services Network events including IT Mix-n-Mingle and Career Exposure Entrepreneurship Event. Supported Career Services Network led Events and Activities including Career Gallery and Diversity Career Fair (plus post fair interviews); Construction Management Fair; Teacher Fair; Athlete’s Mixer
- Created and delivered weekly E-Newsletter & Job Johnny publications to Engineering students and community
- 300+ students participated in 340+ mock interviews held by companies and Center staff
- Presented in 12 EGR classes to 2400+ students and to 570+ students in 34 Engineering specific workshops
- Facilitated launch of Engineering Society of Detroit student chapter with 63 student attendees

**Employer Activity:**
- Expanded the Co-op Partner program from 11 to 17 companies
- Facilitated 85+ company events including ASK Sessions and Resume Critiques

**Events:**
- Collaborated and participated in Entrepreneurship events with the Hive, Hatch, Spartan Innovations, and CSN

**Alumni Interaction:**
- Collaborated and partnered with alumni and community professional organizations including After 5 Detroit, Hello West Michigan, Engineering Society of Detroit, and Capital Area Michigan Works and in Minneapolis and Chicago
- Served as a lead coordinator for the Detroit Executive Forum with 250+ attendees

**Stewardship:**
- Generated over $350k in gross revenue via event fees and employer gifts and sponsorships
TRENDS
- Although overall job postings declined 18%+, this coincides with an increase in company student event attendance and alternative job solicitation methods
- CSE/CpE postings were the highest
- Student Advising was down 28% from 2014-15
  - Freshmen and Sophomores accounted for a 2% increase in percentage of appointments
  - Coincides with an increase in number of workshops and student attendance

**Job & Internship Postings**

<table>
<thead>
<tr>
<th>Major</th>
<th># of Postings</th>
<th># of full time</th>
<th># of Co-op/Intern</th>
</tr>
</thead>
<tbody>
<tr>
<td>AES</td>
<td>193</td>
<td>146</td>
<td>47</td>
</tr>
<tr>
<td>BE</td>
<td>77</td>
<td>51</td>
<td>26</td>
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<tr>
<td>ChE</td>
<td>198</td>
<td>159</td>
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</tr>
<tr>
<td>CE</td>
<td>151</td>
<td>113</td>
<td>38</td>
</tr>
<tr>
<td>CpE</td>
<td>444</td>
<td>319</td>
<td>125</td>
</tr>
<tr>
<td>CSE</td>
<td>533</td>
<td>408</td>
<td>125</td>
</tr>
<tr>
<td>EE</td>
<td>298</td>
<td>233</td>
<td>65</td>
</tr>
<tr>
<td>EnE</td>
<td>105</td>
<td>87</td>
<td>18</td>
</tr>
<tr>
<td>MSE</td>
<td>139</td>
<td>110</td>
<td>29</td>
</tr>
<tr>
<td>ME</td>
<td>382</td>
<td>295</td>
<td>87</td>
</tr>
<tr>
<td>EGR*</td>
<td>770</td>
<td>649</td>
<td>121</td>
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<tr>
<td>Total Postings</td>
<td>2230</td>
<td>1671</td>
<td>527</td>
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</table>

*Postings tagged as College of Engineering
^51% of EGR job postings were open to International Students

**Student Advising – 1300+ appts**

<table>
<thead>
<tr>
<th>Year</th>
<th># of Appointments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh</td>
<td>231</td>
</tr>
<tr>
<td>Soph</td>
<td>344</td>
</tr>
<tr>
<td>Junior</td>
<td>381</td>
</tr>
<tr>
<td>Senior</td>
<td>279</td>
</tr>
<tr>
<td>Alumni</td>
<td>35</td>
</tr>
<tr>
<td>Advanced</td>
<td>41</td>
</tr>
<tr>
<td>Unknown</td>
<td>51</td>
</tr>
</tbody>
</table>

*9% of student advising was to international students

**2016-17 Plans and Goals**

1. Increase Student Engagement in Career Exploration and Education
   - 1st Year initiative in Wilson Hall
   - Targeted communication and event / workshops with 1st and 2nd year students
   - Identify and create 'early' engagement initiatives with employers
2. Build on the Co-op / Experiential Education foundation
   - Increase our penetration within existing employment opportunities
   - Identify and initiate EGR 393 course credit valuation by major
   - Continue to customize credit experience via course sections (e.g. Honors, Detroit Semester)
3. Utilize Handshake to build a stronger virtual community and connections between students and employers
   - Initiate and communicate system training, tips and best practices to both students and employers.
   - Work with Handshake to build stronger Experiential education module
   - Create Employer CRM within system (potentially feeding to University Salesforce module)
4. Enhance Customer Service experience within the Center
   - Create memorable front desk and one-on-one interactions with all constituents (Spartan Experience)
   - Initiate new experiences and connections for both students and employers
   - Continue to build and enhance Center Employer Partnerships
5. Supplement the Center's UGS engagement within the College
   - Continue to support and grow our collaborations with DPO /WIE/CoRe
   - Build and enhance communications with Advisory staff (particularly 1st year)
   - Create a stronger connection with K-12 office