



# ANNUAL REPORT 2013-14

# CLEMSON®

Center for CAREER AND  
PROFESSIONAL DEVELOPMENT



## LETTER FROM THE EXECUTIVE DIRECTOR

According to a 2014 study by NACE (National Association of Colleges & Employers), the benefit college graduates desire most from their future employers is opportunities for personal growth. Such growth rarely occurs by chance, however – it must be pursued. Most students realize professional growth is not an accidental occurrence, yet many are reticent about assuming ownership of the process; they require a little encouragement and assistance along the way. Providing such encouragement and assistance is the CCPD's top priority. Through experiential learning programs, professional networking events, career fairs, counseling appointments and other such interactions, the CCPD provides a variety of opportunities for students to build their professional identities and to equip themselves for their professional aspirations. CCPD support for these endeavors aligns with our core philosophy that success isn't measured by the sheer number of students who walk through our doors, but by how many students leave with the knowledge, skills and self-efficacy to achieve their career goals.

Another recent NACE study revealed that graduating students are utilizing college career centers more often than ever. While we enjoy working with our seniors, we believe it is imperative to introduce students to CCPD services and resources much earlier in the collegiate experience. By creating personalized multi-year plans to help students think strategically about everything from volunteer activities to part-time jobs to campus involvement, we hope to provide individually tailored blueprints they can follow to achieve their desired careers. While such plans are unique to each student, they utilize widely-offered programs and services that evolve continuously according to trends identified through assessment and evaluation. Moving into the 2014-15 academic year, our goal is to offer initiatives and programming that continue to meet our students where they are and provide them with the tools to successfully pursue life after Clemson.

### Neil Burton



Executive Director  
Center for Career and Professional Development

## OUR VISION STATEMENT

Connecting educational experiences with professional aspirations.

## OUR MISSION STATEMENT

Engaging students in career development and experiential learning activities that will empower them to successfully pursue their educational and professional goals.

## OUR DIVERSITY STATEMENT

We strive to educate ourselves and others about the issues of a pluralistic society. We are committed to reaching beyond views of individuals to value a community that appreciates and learns individuals' similarities and differences. Our services and programs seek to create a safe environment that affirms the dignity and worth of everyone. We demonstrate the commitment by embracing differences, including those differences that are not visually apparent.

**99%** of students from underrepresented populations felt the CCPD provided a welcoming environment  
\*based on post-counseling survey responses



CAREERS BEGIN **HERE**



\*watch us participate in the ALS Ice Bucket Challenge by visiting our YouTube channel: [TigerCareerWatch](#)

# #5 IN CAREER SERVICES

- Princeton Review



**93%** of recent graduates are confident their resumes showcase marketable skills and talents  
\*consistent with results from 2012-13 graduation survey

**85%** of recent graduates feel prepared to interview for jobs  
\*consistent with results from 2012-13 graduation survey

**74%** of recent graduates had a strategy for landing jobs after graduation  
\*4% increase from 2012-13 graduation survey

## PROFESSIONAL STATUS OF RECENT GRADUATES

accepted a full-time job offer or already working full-time	45%
serving in U.S. Uniformed Services or Armed Forces	1%
working part time	3%
considering a job offer	3%
applying to or enrolled in graduate or professional school	21%
taking time off	2%
looking for a job	20%
other	5%

total respondents 2,080

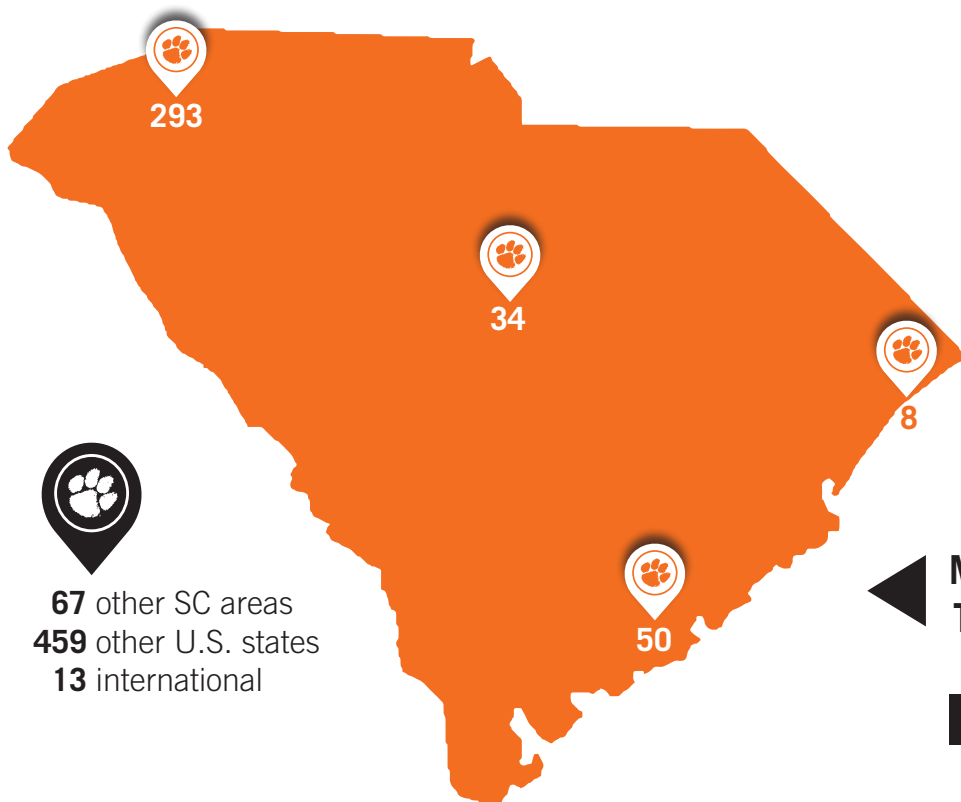
**49%**

have received or taken job offers

**21%**

are pursuing graduate school

## PROFESSIONAL DESTINATIONS OF RECENT GRADUATES



TOP 3 STATE DESTINATIONS OUTSIDE SOUTH CAROLINA

**GEORGIA**  
**NORTH CAROLINA**  
**TEXAS**

**MORE THAN 54%**

of new graduates took positions in SC



**“I’m excited about my professional future”**

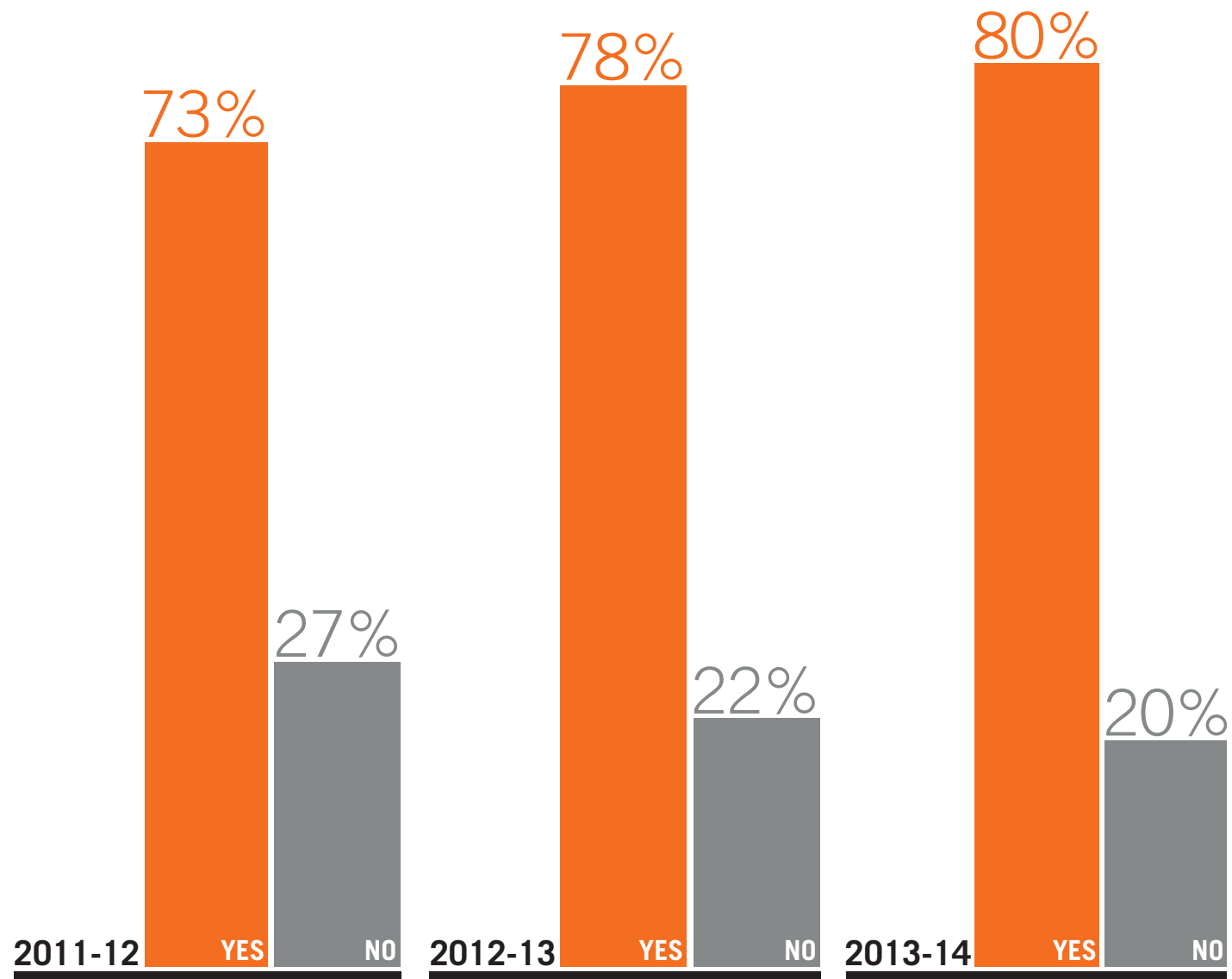
- 2014 graduate



# PERSISTENCE AND RETENTION

## PARTICIPATION IN CAREER COUNSELING AND WORKSHOPS

According to the first destination survey, an increasing number of recent graduates participated in CCPD workshops and counseling while enrolled at Clemson:



\*these figures do not include career fairs, orientation sessions, or on-campus interviews

## STUDY ON PERSISTENCE AND CAREER SERVICES PARTICIPATION

**IN A FIVE-YEAR STUDY OF STUDENTS WHO DID NOT PERSIST TO GRADUATION: 71%**  
of those students did not participate in career counseling or attend CCPD workshops while enrolled at Clemson



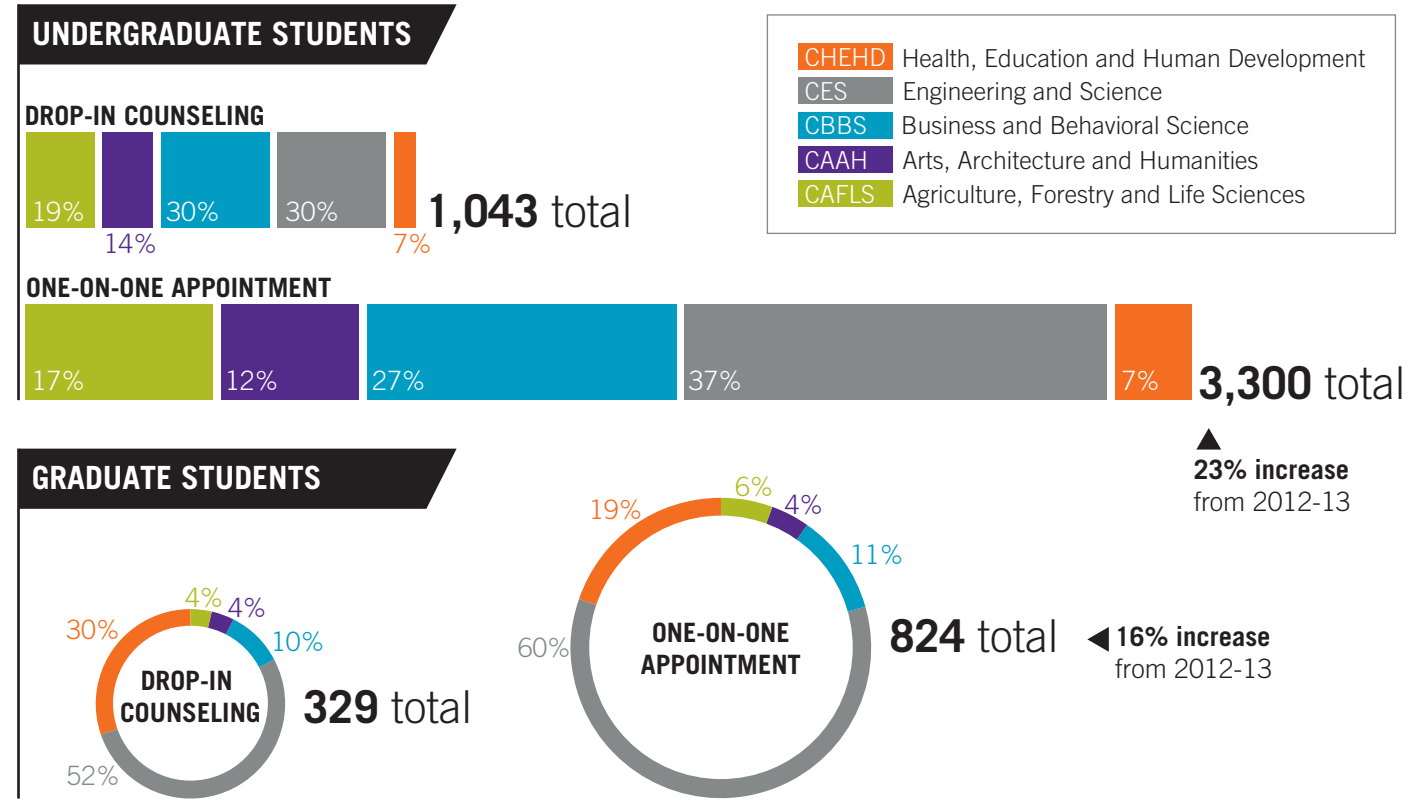
**“Clemson has so many good resources to help me with my job search”**

- 2014 graduate

# CAREER COUNSELING

## STUDENT PARTICIPATION BY COLLEGE

These figures show how many students pursued CCPD counseling by college:



## POST-COUNSELING SURVEY RESULTS

**99%** of students were satisfied with their CCPD counseling session and knew their next steps

\*survey of 1,571 students

**99%** of students left the CCPD with at least one professional resource

\*survey 244 students

**93%** of students waited less than 15 minutes for a drop-in session

\*survey of 568 students

## CAREER ASSESSMENT SURVEY RESULTS

After taking the Strong Interest Inventory and completing a follow up meeting with CCPD staff,

**99%** of 229 students were satisfied with their follow-up appointment and felt confident articulating how skills, interests, and values influence their career/major choices



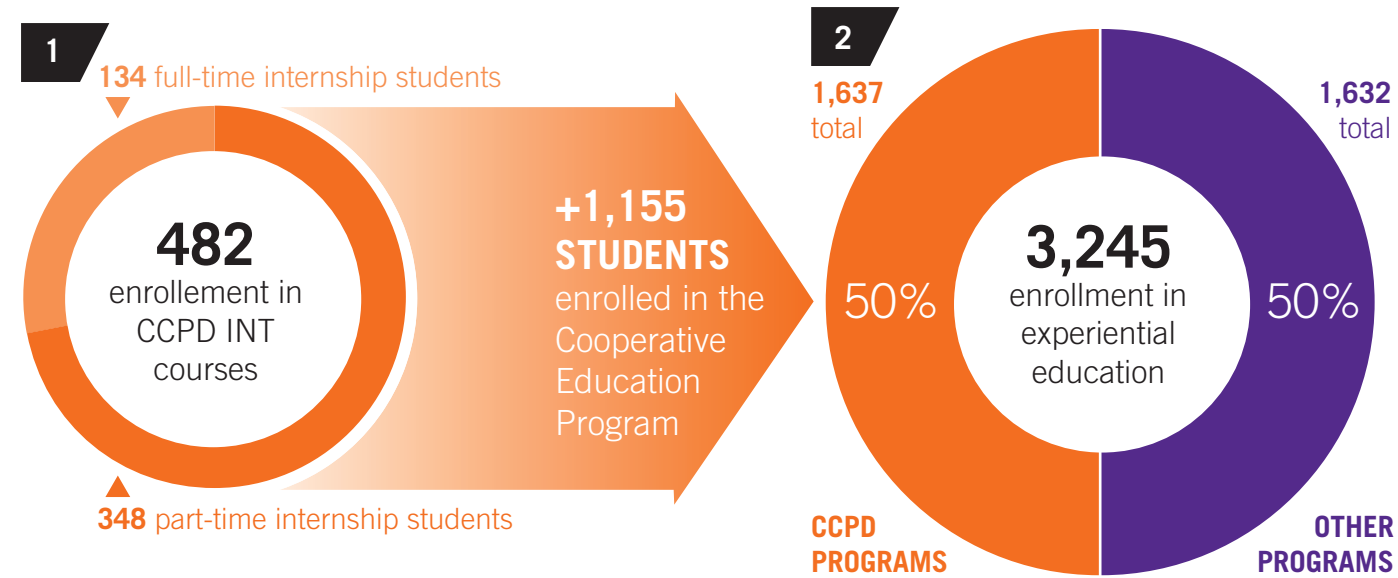
**“assistance was very thorough and easy to understand”**

- sophomore, counseling survey



## STUDENT ENROLLMENT IN EXPERIENTIAL EDUCATION

Figure 1 shows the total student enrollment in CCPD internship courses (designated as INT), while Figure 2 shows how academic enrollment in our internship and cooperative education programs relate to enrollment in other experiential education courses at Clemson:



## STUDENT PARTICIPATION IN THE UPIC PROGRAM

This chart documents student participation in the University Professional Internship and Co-op (UPIC) Program since its conception:

TOTAL UPIC INTERNSHIP EXPERIENCES	2011-12	2012-13	2013-14
	--	Fall 74	Fall 87
Spring 20	Spring 78	Spring 206	
Summer 33	Summer 71	Summer 196	
<b>53 Total</b>	<b>223 Total</b>	<b>489 Total</b>	

▶▶▶▶▶ 130% increase in student enrollment from 2012-13 to 2013-14

## STUDENT INTERN ATTRIBUTES

On a five-point scale, organizations rated the degree to which Clemson interns exhibited:

Creative Thinking.....  
Critical Thinking.....  
Communication.....

# 4.5/5.0



**“I feel very good about being a UPIC mentor and acknowledge the wonderful outcomes of the program”**

- UPIC mentor, spring 2014



# EXPERIENTIAL EDUCATION CONTINUED

## COOPERATIVE EDUCATION PROGRAM DATA

This experiential education program grew 6% from 2012-13:

**1,155** students participated in the program

**3,508** student advising sessions

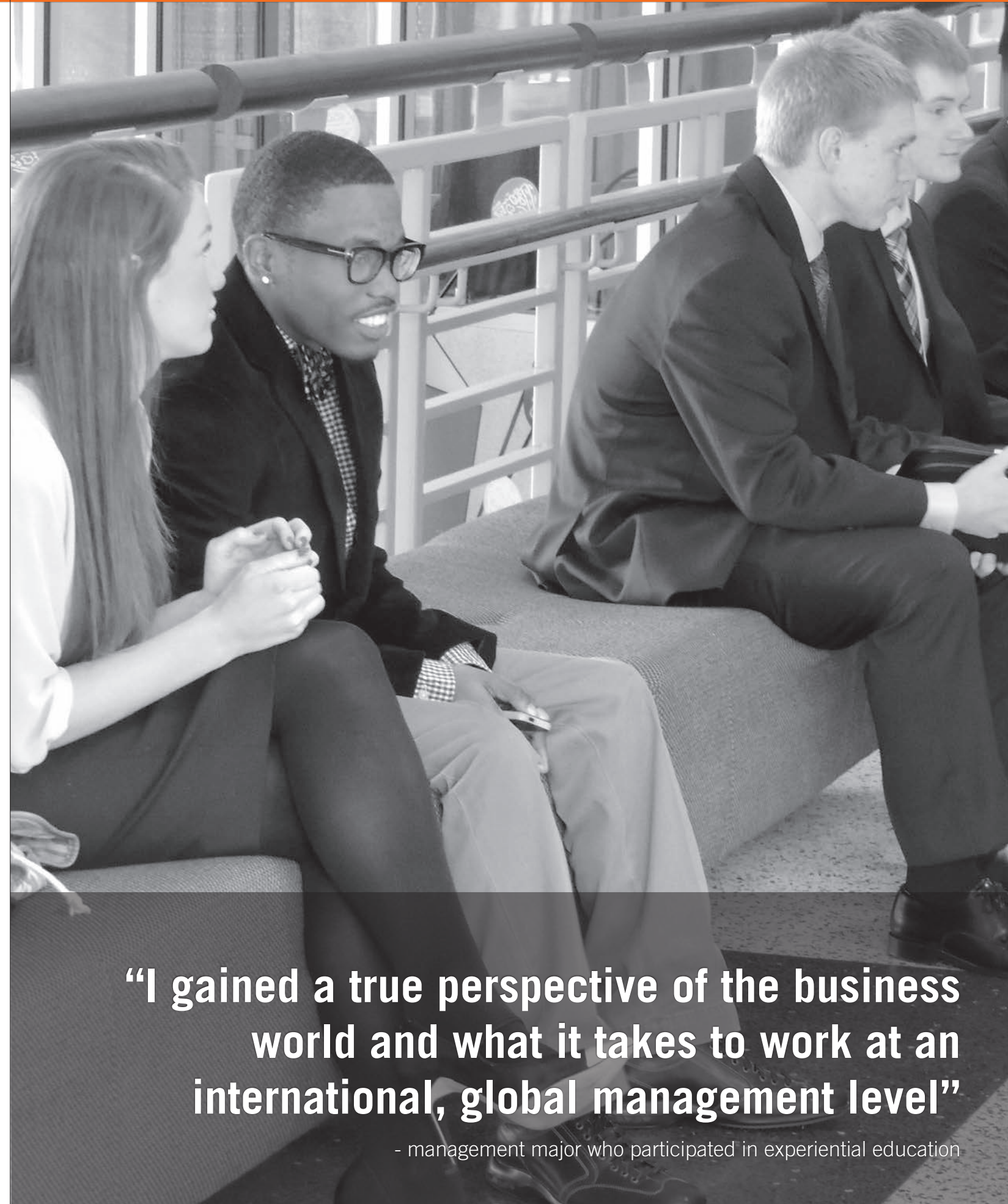
**650** interactions with students via workshops and group meetings

**1,700+** students reached in classroom presentations

**200+** companies actively participated as teaching partners

**72** companies participating as new teaching partners in 2013-14

**62** site visits conducted by Cooperative Education Program staff



**“I gained a true perspective of the business world and what it takes to work at an international, global management level”**

- management major who participated in experiential education



# CAREER EVENTS

## CAREER FAIR - ATTENDANCE BY COLLEGE

The following charts show total student attendance at 2013-14 Career Fairs:

### FALL 2013 - TWO-DAY EVENT



### SPRING 2014 - ONE-DAY EVENT



### TOTAL ATTENDANCE



▶▶▶▶ 8% increase in student attendance from the 2012-13 academic school year

- CHEHD Health, Education and Human Development
- CES Engineering and Science
- CBBS Business and Behavioral Science
- CAAH Arts, Architecture and Humanities
- CAFLS Agriculture, Forestry and Life Sciences

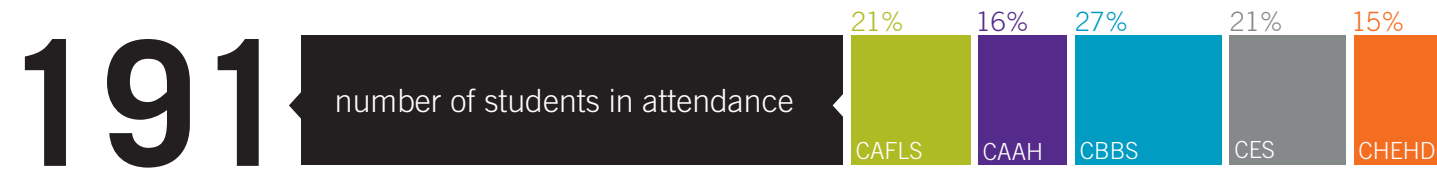
## CAREER FAIR - EMPLOYER PARTICIPATION

**422** employers attended CCPD Career Fairs

## GRADUATE + PROFESSIONAL SCHOOL NETWORKING EVENT

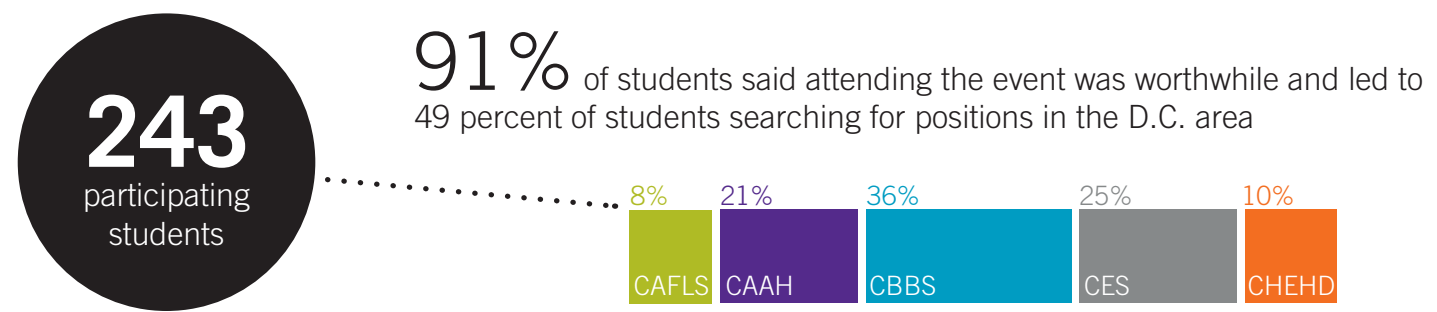
This networking event was offered for the first time since 2006:

**302** number of participating schools and programs



## TIGERS GO TO WASHINGTON

To offer networking and increase awareness of opportunities in the Washington DC area,



**"I got to meet so many company representatives"**

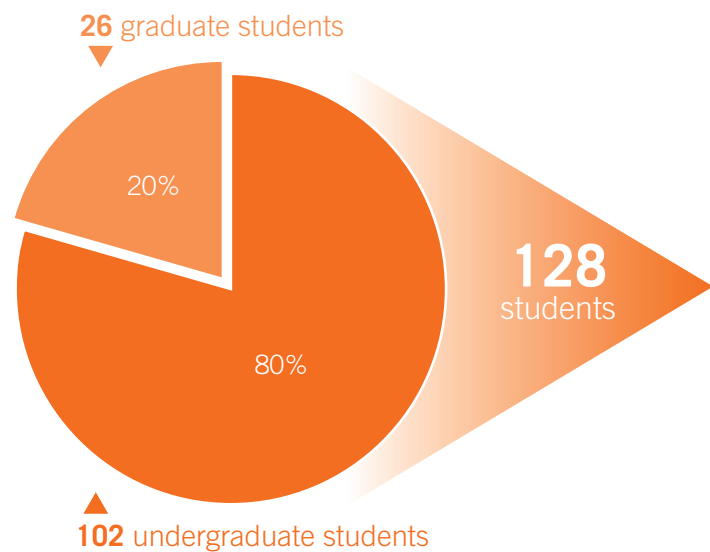
- Junior, Spring Career Fair 2014



# CAREER EVENTS CONTINUED

## EDUCATION CAREER FAIR STUDENT ATTENDANCE

This one-day event connects education majors with hiring committees from local and regional school districts:



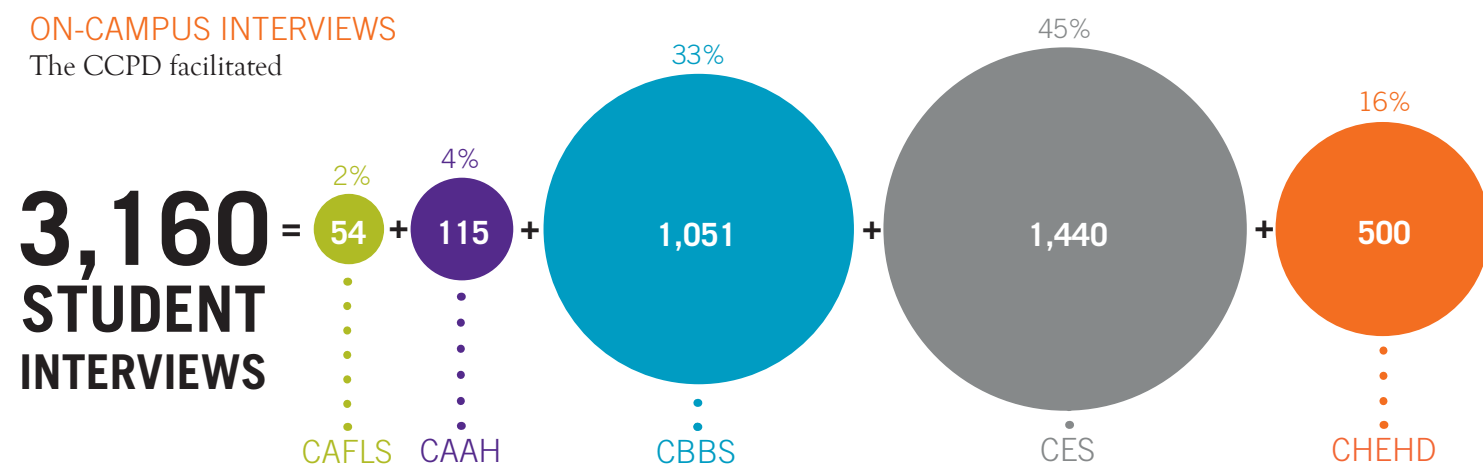
# 461

## INTERVIEWS IN ONE DAY

## EMPLOYER RELATIONS

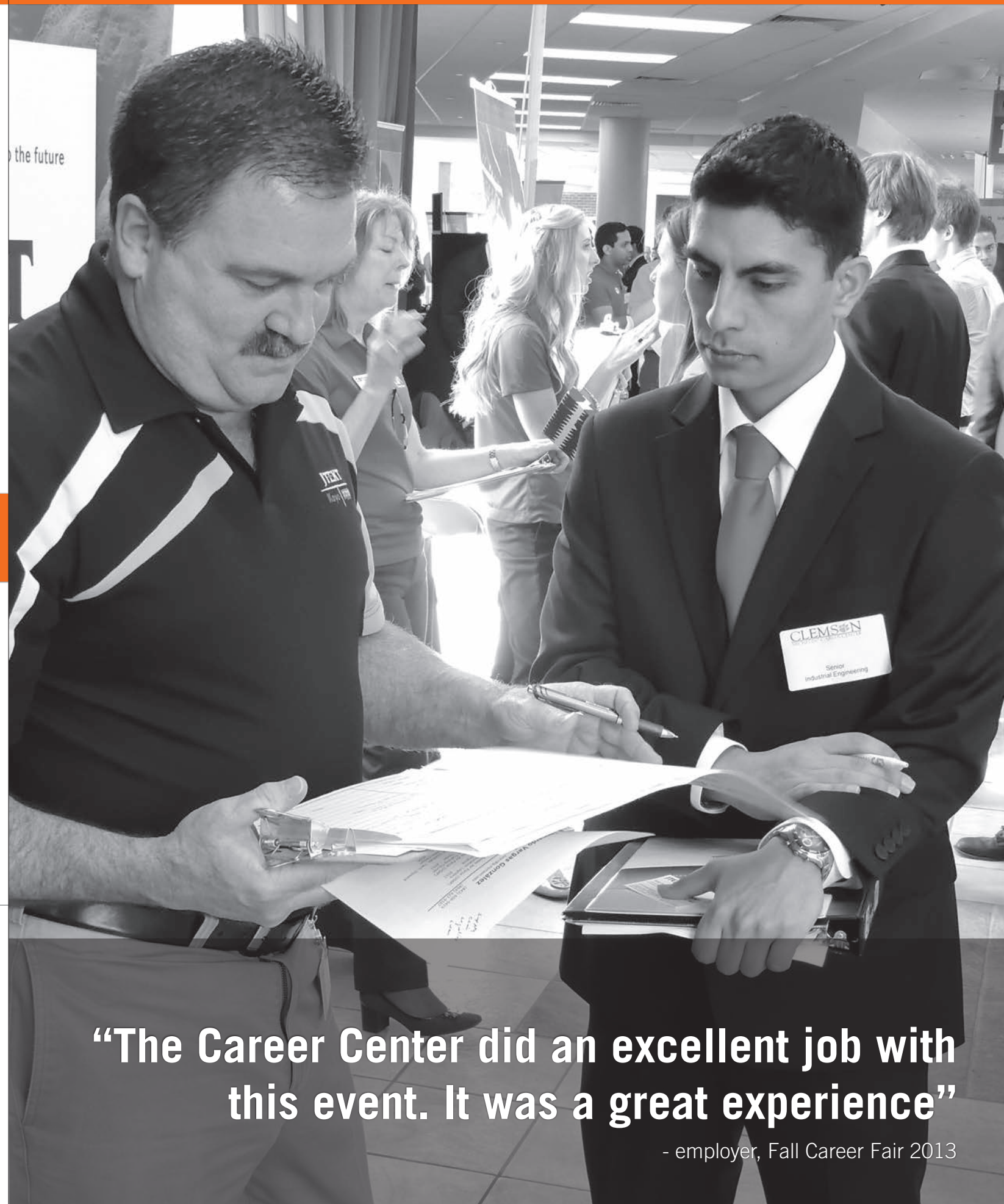
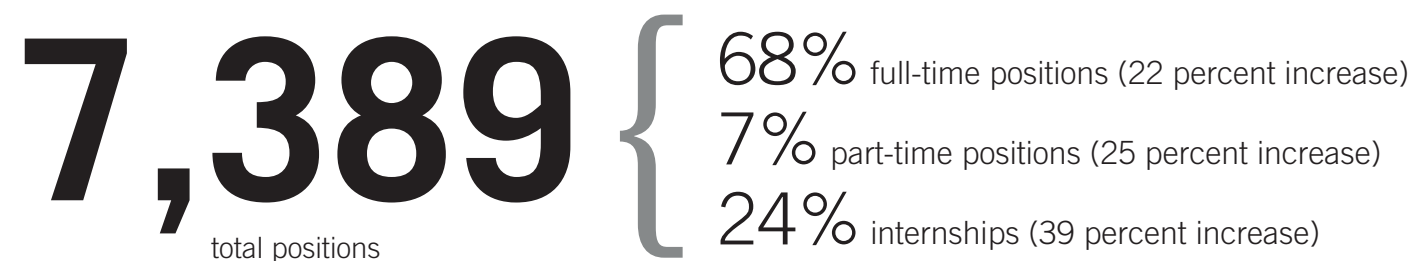
### ON-CAMPUS INTERVIEWS

The CCPD facilitated



### ONLINE JOB POSTINGS

Via ClemsonJobLink, employers posted



**“The Career Center did an excellent job with this event. It was a great experience”**

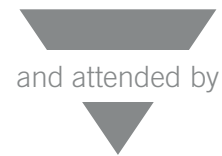
- employer, Fall Career Fair 2013



## WORKSHOPS

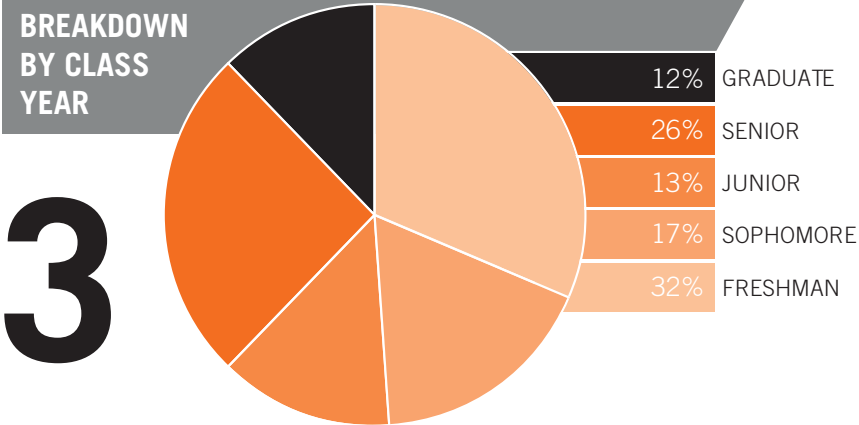
The following figures examine metrics related to student workshop/presentation attendance:

**273** { 73% facilitated at various campus locations by request  
27% facilitated in-house in the CCPD conference room  
total workshops facilitated



and attended by

**5,713**  
total students



## GRADUATE STUDENT WORKSHOP FEEDBACK - BASED ON SURVEY RESPONSES

**99%** of students found information presented at workshops to be useful

\*the same percentage felt the presenter did a good job holding their attention

**98%** of students felt knowledgeable about the topic after attending a workshop

\*56% of students felt knowledgeable about the topic before attending

**100%** of students said they would recommend CCPD services to a friend

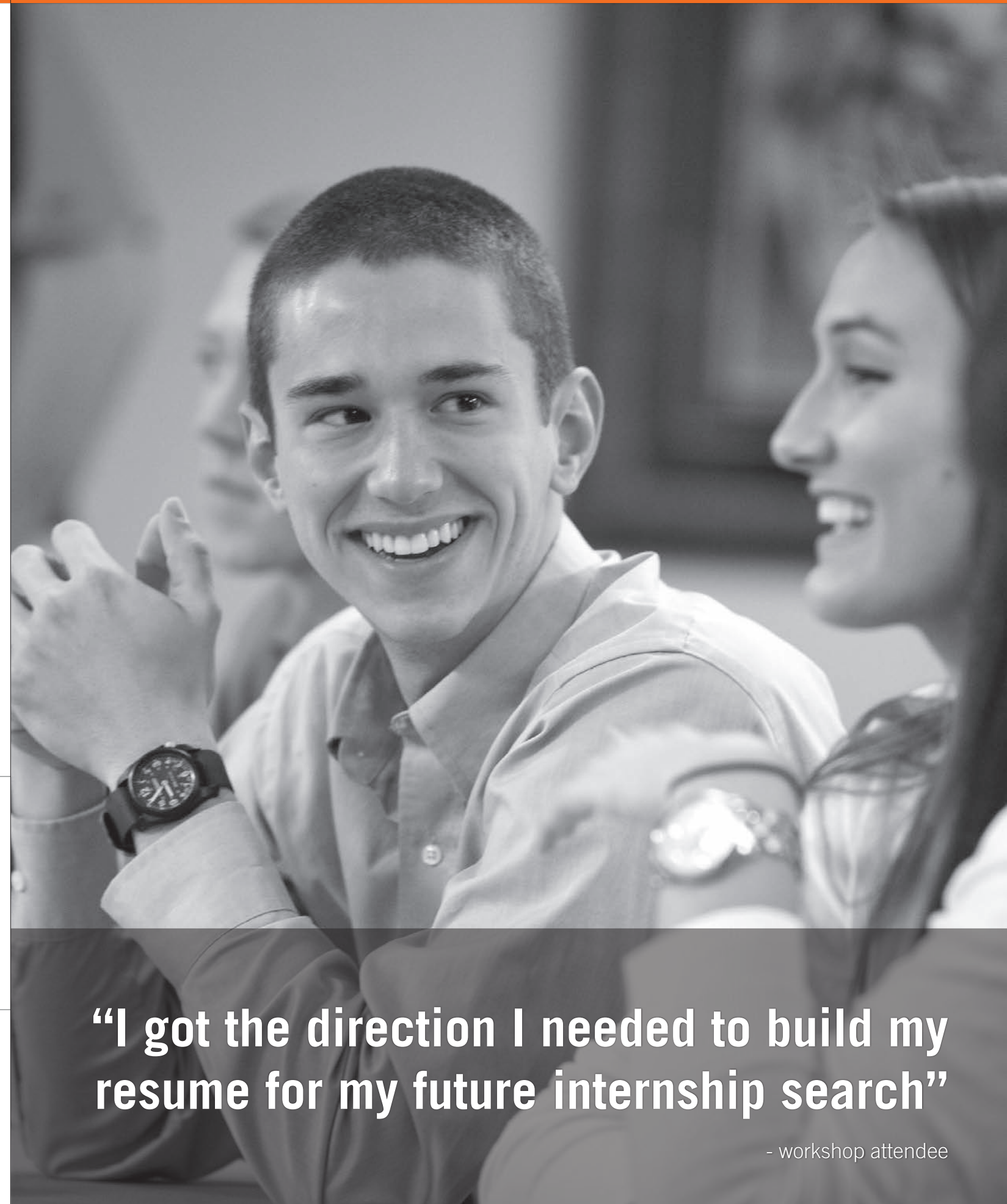
## STUDENT ACCOUNTS, ONLINE RESOURCES

These figures recount the total number of new accounts students created among CCPD Online resources:



## INTERVIEW SERVICES

**304** mock interviews conducted in office (36%) or via online service (64%)



**“I got the direction I needed to build my resume for my future internship search”**

- workshop attendee



# CLEMSON

Center for CAREER AND  
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## CORPORATE PARTNERS



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