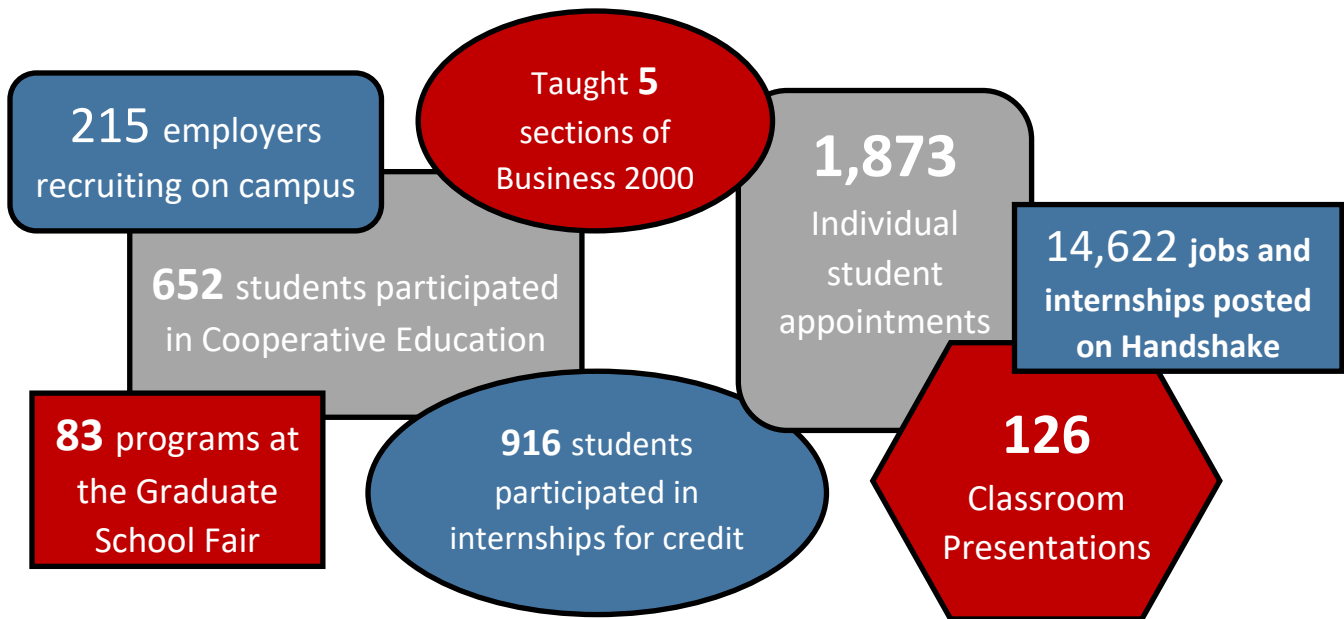


Career Services Overview 2017-18



Mission

Career Services prepares Dixie State University students and alumni to begin successful and fulfilling careers by providing comprehensive career development and to help them build their professional network.

- **Career Counseling Team:**
 - Our DSU Career Counselors and Coaches strive to help DSU students make short term and long term goals needed to provide knowledge and skills for future career and life decisions. We continually increase in knowledge and resources to benefit all stakeholders and to be the experts in career development on our campus.
- **Employer Relations:**
 - Our Employer Relations team is a proven and valuable resource in facilitating connections between employers and students. Our team is committed to building, enhancing, and strengthening relationships with employers to directly benefit students by providing internships, experiential learning, and employment opportunities.

Services Offered

Career Planning

Resume / Cover Letter / CV / Applications

Internships

Employment

Handshake or LinkedIn Profile Assistance

Assessment Review

Mock Interview

Job Shadow / Informational Interview

Graduate School Information

Professional Photo Session

Networking

Handshake Statistics:

Handshake to date (August – April)

- DSU students activated Handshake account: **3,313**
- DSU appointments completed with CS staff: **1,619**
- Employers approved: **4,214**
- Overall jobs posted on Handshake: **14,622 (18.79% internships) (nation-wide)**

The introduction of Handshake in 2017 has increased the ability for DSU students to access job opportunities and internships. This job platform has provided opportunities locally, regionally, and nationally. Prominent companies posting jobs on Handshake include: Amazon, Zappos, Procter Gamble and The White House. Locally, Utah Office of the State Auditor, Pinter Logic, Wilson Electronics, and Intermountain Healthcare have posted jobs and internships for students.

Local Employers:

- Total number of local companies posting on Handshake: **275**
- Total number of jobs / internships posted with local employers: **576**
- Total number of jobs / internships posted on campus (does not include work study): **72**
- Total number of student application submitted to local employers (includes on campus): **2,240**
- Total number of employers with a table on campus this year: **23**
 - Tables which include companies like: Vivint.Smart Homes and Axis Marketing

Corporate Nights:

- **Qualtrics:** 45 Students
- **Northwestern Mutual:** 7 students
- **Federal Bureau of Investigation:** 130 Students

Information Sessions:

- Hill Air Force Base
- Utah Behavioral Service

Career Tours

- Northern Utah with Accounting Club (25 students)
 - Adobe, Goldman Sachs, Ernst & Young, University of Utah Graduate Programs
- Las Vegas with Accounting Club (20 students)
 - RSM, PBTk, Rubin Brown, Enterprise Holdings
- Seattle (12 students)
 - Amazon, Boeing, Microsoft, 343 Industries

Large Events:

Career Services has hosted several large events for students to network and gain employment including:

- **Business Expo – 30 employers, 45 departments, 12 clubs** – Providing information to students about their services, opportunities and basic information. Day one – **1,500** students, Day two & three – businesses on the diagonal talking to students as they walk to class.

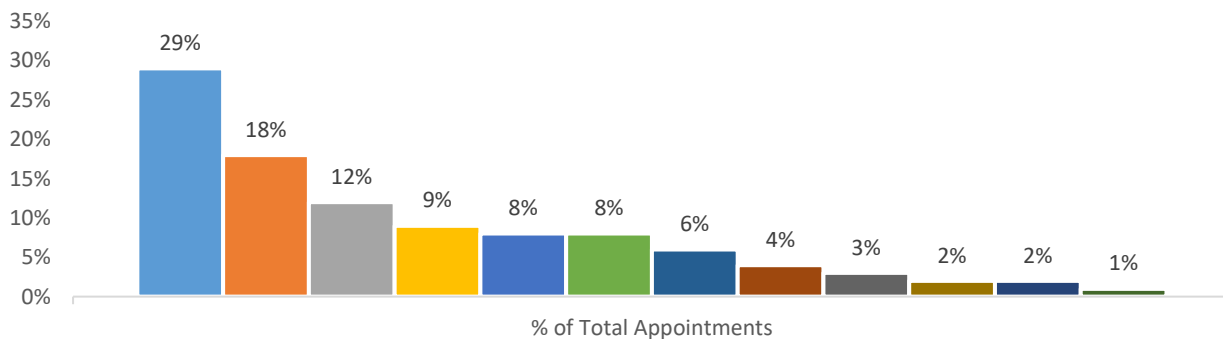
- **Student Job Fair - 32 employers, 581 students** (57 interviews conducted, 72 future interviews scheduled, 16 companies collected resumes)
- **Graduate School Fair – 83 programs, 491 students**
- **Meet the Firms - 9 employers, 32 students**
- **Summer Employment Fair – 26 employers, 189 students** (28 interviews conducted, 58 future interviews scheduled, 10 companies collected resumes)
- **Career & Internship Fair – 47 employers, 184 students** (13 interviews conducted, 16 future interviews scheduled, 23 companies collected resumes)
- **Teacher Fair – 21 school districts, 52 students** (136 interviews, 51 elementary and 85 secondary)
- **Nursing Fair – 15 employers, 14 students**

Employers Interviewing on Campus

- Oncontelligent
- Wilson Electronics
- Hinton Burdick CPA’s & Advisors
- Sequel Youth Services of Red Rock
- Squire
- Office of the Utah State Auditor
- Utah State Tax Commission – Auditing Division

Individual Student Appointments:

- **1,873 total appointments - 1,007 students**
- **7% of Freshmen, 14% of Sophomores, 13% of Juniors, 12% of Seniors**
- As students leave Career Services, they are encouraged to fill out a short survey to rate the quality of service they received that day. Some of the results have been included below.
 - The information I received today was relevant and will assist me in my career path. **99.02% agree or strongly agree**
 - Overall, my experience helped me develop career knowledge. **98.36% agree or strongly agree**
 - Overall, my experience helped me develop career skills. **97.37% agree or strongly agree**
 - Overall, my experience helped me develop career & life goals. **95.4% agree or strongly agree**



- Resume, Cover Letter, CV
- Career Planning
- COOP Questions
- COOP Weekly Appt's
- Internships
- Employment
- Quick Appointment
- Assessment Review
- Mock Interview
- Professional Photo
- Handshake or LinkedIn Profile
- Graduate School Information

- Individual Appointments with students from each college:
 - **College of the Arts:** 35 total appointments – 27 students
 - **College of Business & Communication:** 628 total appointments - 335 students
 - **College of Education:** 44 total appointments – 35 students
 - **College of Health Sciences:** 296 total appointments – 164 students
 - **College of Humanities & Social Sciences:** 162 total appointments – 85 students
 - **College of Science, Engineering, & Technology:** 183 total appointments – 98 students
 - **General Studies / Other:** 523 total appointments – 262 students

Career Exploration Assessments:

Career Services offers four career exploration assessments to students: Career Leader, Focus Career 2, Strengths Quest and Strong Interest Inventory.

- **Number of Assessments administered in 2017-18**
 - Career Leader – 4
 - Focus Career 2 – 703
 - Strengths Quest - 18
 - Strong Interest Inventory – 32

- **Descriptions of the different assessments**
 - **Career Leader (4 students assessed)**
 - A business student or a student considering majoring in business will learn more about what area of business they might want to pursue by examining their key motivators, skills, and interests.
 - **Focus Career 2**
 - A self-paced career guidance tool designed to help students select a major, clarify their career goals, and provide them with valuable occupation information. This tool is perfect for students in the beginning stages of their career exploration. This is usually the first assessment we advise them to take and then move on to the others if desired.
 - **StrengthsQuest**
 - Students will learn more about their strengths and how to best use them. This web-based assessment will help reveal their five signature talents. Students will explore how to apply their strengths to their career and well-being. They will learn how their dominant talents help them excel and begin their path to better performance and higher enjoyments.
 - **Strong Interest Inventory**
 - Students will learn more about their areas of interest and how they might connect to a major or a career. They can also see how aligned their interests are with others who are

happy in their careers. This is a great assessment if they want a starting point to explore careers, but don't know where to start. This assessment will also help them discover ideas for getting involved in club and co-curricular activities.

Internships:

- For the 2017-18 school year **916 DSU** students have participated in internships for credit.
- DSU & IHC have developed an internship program that is being used as a template for other internship programs through IHC. Areas included in this internship are: Public Relations, Business, Communications, Research, Finance, IT, Pre-Med, Leadership, Hospital Administration, Computer Programming, Physical Therapy, Exercise Science, Precision Genomics and Athletic Training.
- Career Services has developed two new classes to be launched fall 2018. These include a lower division internship class and an upper division internship class, allowing students to participate in internships through concurrent enrollment and in majors not currently offering internship credit.

COOP Improvements:

- 45 instructors and 652 students
- Worked with HR to make COOP instructors adjunct status
- Currently, full time staff have a work load limited of 10 students to not over burden their departments
- There has been a push to hire from outside DSU staff, Two were hired spring semester
- Updated both student and instructor manuals
- COOP and all related documents have been added to Canvas Template Course for instructors to download
 - **Goal:**
 - Consistency between sections
 - Meet requirements to have course on Canvas
 - Provide added resources to instructors
 - Weekly reports are to be sent through canvas to monitor work hours
 - Discussions boards added
 - Assignments kept on Canvas for future reference
 - COOP Number:

▪ Fall 2017	334
▪ Spring 2018	295
▪ Summer 2018	23
▪ Total	652

Training for Optimal Occupation & Life Skills (TOOLS):

- TOOLS was developed including a comprehensive six month training that involved 15 students, 15 mentors, 8 on-campus employers, 6 business employers (presenters) and all of Career Services.
- Students participated in peer-to-peer interactions, received employer feedback, connected with community mentors, and participated in networking opportunities. Students who completed the program increased in their transferable soft skills, benefitting the University as a whole and their own

lives as they move forward in their careers. These acquired skills will also benefit their future employers.

- The program topics (soft skills) included:
 - 1 - Dependability and Time Management. 2 - Professionalism and Proper use of Electronic Devices. 3 - Interpersonal Communication and Customer Service. 4 - Critical Thinking and Problem Solving. 5 - Following Instructions and Trainability, and Teamwork. 6 - Collaboration and Adaptability
 - Employers on campus identified soft skills areas they wanted their students to improve on as well as recommend student workers to participate
 - Mentors provided coaching and networking one on one with students
- Career Services hosted employers to speak to students and mentors one time per month including Skywest, Zions Bank, Enterprise Holdings, Networkr, Wilson Electronics and Vivint

- **Mentor Suggestions:**
 - It was suggested that the students read “7 Habits of Highly Effective Teens”
 - International students attend workshops
 - All student employees attend workshops
 - All freshmen attend workshops
 - Use Lynda.com for videos and assessments.
 - Offer Digital Badge or certification for LinkedIn and resume

- **Additional Program Benefits:**
 - Assigning mentors was beneficial to students
 - The practice interview questions provided realistic practice for the students
 - The guest speakers from the business world enabled students to interact with business professional and widen their perspective

Teaching & Classroom Presentations:

- Career Services made **126 classroom presentations** year to date to **2,826 students**.
 - Topics included: Career Services, Career Exploration, Elevator Speech, Effective Interviewing, Grad School Process, Internships, LinkedIn & Social Media, Networking, Personality Assessment, Resume & Cover Letters, Soft Skills (Dependability, Time Management, etc.)
- Freshman Orientation presentations reached **2000 students**
 - Topic: Networking / Building Connections
- Career Services taught 5 sections of Business 2000 (Career Strategies Class) with a total of **159 students**.

Innovation:

- Career Services has changed office hours to better serve students, including weekly early and late hours on Tuesday, Wednesday and Thursday's
- Career Services has introduced an online scheduler for appointments with Career Services staff so students can easily log on and choose appointments that work with their schedules (dixie.joinhandshake.com)
- Career Services provides several online resources for easy access for students including registration for events, mass emails notifying students of job and internship opportunities, examples of resume, cover letter and interview questions, LinkedIn resources, and a comprehensive Industry guide organized by employment groups.

Social Media

- Career Services is utilizing social media for the following purposes:
 - Connect employers and students
 - Recruit employers for fairs
 - Advertise networking and hiring events to students
 - Provide hiring / career information to students
 - Engaging with students
- We have increased our followers **by 20% on Instagram** and **19% on Facebook**.
- Currently there are **136 members in the LinkedIn DSU Career Center** group

Additional Collaboration:

- Partnered with Academic Advisement to host 2 workshops for undeclared / undecided students
- Career Counselors attend department meetings and work directly with the faculty and staff in those departments

Fun Facts:

- Career Services entered the Handshake national photo contest and was selected as one of the **top ten entries** from the more than 450 universities participating. We competed against much larger universities and received national attention for our picture of the handshake chair by Dixie rock decked out in DSU gear.
- Brooks the Career Bison has traveled throughout the state with Assistant Director Shane Blocker on employer relations trips
- Future Corporate Nights – planning “day in the life” with Google representative, Utah Jazz and others. A student survey will be sent out annually to find out what companies students are interested in participating in Corporate Nights.
- Networking activities in cooperation with other departments continue to grow including Meet the Firms, tech night, Teacher Interview Fair, Research Symposium and other events

Memberships:

- **American Association for Employment in Education Member (AAEE):** Diana Maughan
- **Cooperative Education & Internship Association Member (CEIA):** Diana Maughan
- **Mountain Pacific Association of Colleges & Employers Member (MPACE):** Ali Threet, Shane Blocker
- **National Association of Colleges & Employers Member (NACE):** Ali Threet, Shane Blocker

- **National Career Development Association Member (NCD A):** Ali Threet, Diana Maughan, Gina Gottfredson, Rochelle Blatter
- **Society for Human Resource Management (SHRM):** Shane Blocker
- **Utah Association of Colleges and Employers Member (UACE):** Ali Threet, Andrew Skaggs, Cheryl Brandt, Diana Maughan, Gina Gottfredson, Rochelle Blatter, Shane Blocker
- **Utah Association for Employment in Education Member (UAEE):** Diana Maughan
- **Utah Career Development Association Member (UCDA):** Ali Threet, Andrew Skaggs, Diana Maughan, Gina Gottfredson, Rochelle Blatter

Professional Development & Conferences Attended:

- **AAEE Conference (November):** Diana Maughan
- **Alumni Fair Committee, UACE Committee, Leadership Academy:** Cheryl Brandt
- **CEIA Conference (April):** Diana Maughan
- **Masters of Arts in History:** Andrew Skaggs
- **Masters of Arts in Human Resources:** Shane Blocker
- **MPACE Conference (December):** Ali Threet, Shane Blocker
- **NCD A Career Development Facilitator Training (June 2017):** Gina Gottfredson
- **NCD A Career Development Facilitator Training (June 2017):** Rochelle Blatter
- **NCD A Certified Career Services Provider (June 2018):** Gina Gottfredson, Rochelle Blatter
- **NCD A Global Career Development Facilitator (GCDF) (April 2018):** Rochelle Blatter
- **Qualtrics Conference:** Shane Blocker
- **Silicon Slopes Tech Summit:** Shane Blocker
- **Strengths Finder Certification (April):** Diana Maughan
- **Strengths Finder Training Kit:** Andrew Skaggs
- **Strong Interest Inventory Training (May 2017):** Ali Threet, Andrew Skaggs, Diana Maughan, Gina Gottfredson, Shane Blocker
- **UACE Conference (May):** Ali Threet, Andrew Skaggs, Cheryl Brandt, Diana Maughan, Gina Gottfredson, Rochelle Blatter, Shane Blocker
- **UCDA Conference (February):** Ali Threet, Diana Maughan, Gina Gottfredson, Rochelle Blatter

Additional Monthly Trainings:

- Strong Interest Inventory
- International Students / Allison McMullin
- Academic Advising / Katie Armstrong
- Strategic Plan Mid-Year Assessment
- Grad School Advising / Donna Crow (Director of USU Career Services)
- Counseling / Ali Threet
- Power Point / Misty Frisbey
- LinkedIn / Heather Austin (Career & Business Strategist)
- Strengths Finder One-on-one appointments / Diana Maughan