2006-2007 Annual Report
Career Services
Central Washington University

September 2007
2006-2007
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Vision
Career Services emphasizes a holistic approach to career and life planning. We are committed to preparing individuals to enter the competitive and evolving global arena with confidence and competence.

Mission
Career Services at Central Washington University is dedicated to educating and assisting undergraduates, graduates and alumni in the career development process by:
• Facilitating self-assessment and career exploration to develop career awareness
• Promoting avenues for experiential learning
• Providing assistance in job search and transition to professional life
• Cultivating and maintaining partnerships with employers
• Serving as a resource to staff, faculty and community
• Advising students preparing for post graduate study
Career Service’s Executive Summary
End of Year Report, 2006-2007

“In the 21st century, Career Services is tasked to meet increasingly complex and sophisticated challenges that include more diversity, globalization, and technology.”

The Year in Review
Career Services is striving to keep up with the shifts in demographics, multiculturalism, recruiting methods, global business, communications, and economic cycles brought about through technology, diversity and globalization. Technology changes require a proactive course of action in order to ensure we continue to meet student needs. The web is our #1 marketing device. Our departmental data committee began the year with revisions on our website, each member taking a section and rewriting it to accommodate format with new information, striving for a logical, user-friendly product. Our new website is the result of those efforts. Since today’s technology-oriented students are accustomed to accessing information that is specific to their personal interests at times convenient to them, it is crucial that they are able to navigate through the all information easily and intuitively.

Students are comfortable with their one-click job searches but career professionals and employers will need to continue to emphasize the value of both online and face-to-face communication. NACE’s 2006 Employer Benchmark Survey found that “2 out of 5 employers require new college grads to apply online for full-time entry level jobs” (NACE Journal, ’06, p.17). It is still critical that our graduates be prepared to transition into the workplace and to develop key work readiness skills that employers expect from their employees: excellent communication skills, technology savvy, critical thinking, leadership, teamwork, customer service.

Online social networking has made it possible to display potentially positive and potentially negative information about students. Job seekers need to be informed about the possible consequences of social networking profiles being available to all, including employers.

Career Services has contracted with eRecruiting for the fourth year. Employers are familiar with this database. This year we have used the career fair module to organize employer applications and have collaborated with Alumni Relations on an advanced version of eRecruiting Alumni Experience. This targets grads with 5 years of job experience.

According to NACE, our 2006-2007 graduates may be entering one of the best job markets on record. This positive hiring outlook is reported in the NACE Job Outlook 2007 Survey by employers and other colleges. “Almost two-thirds of participating schools reported they saw more employers recruiting on their campuses in Fall 2006 compared to Fall 2005. More than 82% reported increases in online job postings and in the number of employers attending career/job fairs in Fall 2006 versus Fall 2005” (NACE Salary Survey, Spring 2007).
Salaries are on the rise. NACE noted that 26 out of 29 majors reported an increase in salary offers. Business disciplines increased significantly, especially in the field of Marketing, which rose 10.3% to a starting salary of $41,285. Accounting salaries have steadily increased to an average offer of $47,421. Economics grads are offered higher starting salaries than finance graduates. Computer Science saw increases in beginning salaries for grads with specializations in software design and development. From the NACE reports, it appears the increased hiring for new college graduates has prompted higher starting salary offers.

The four-year degree is now becoming the five and six year degree. According to the National Center for Education Statistics (2006 study), less than 35% of students are able to complete their bachelor’s degree in four years or less at four-year institutions. The longer students are in school, the more debt they incur. Career Services strives to help students reach their educational and career goals within a reasonable time.

**Career Fairs, Events and Recruiting**

Each fair brings with it increases in employer participation. Career Services started the year hosting 27 offices for Accounting Prescreen held in October and November. Student interviews numbered 181. The Majors Fair was held in November with faculty representing their departments. This was our first year to host the event in the halls of the new SURC. Student traffic was minimal despite extensive advertising and visits by Career Services counselors to University 101 classes. We will consider moving this event to another quarter, targeting sophomores and those undeclared students who have reached 90 credits and above.

Employers are expected to be familiar with and to honor the Principles of Recruiting and Employment published by the National Association of Colleges and Employers.

http://www.naceweb.org/principles/default.html

**Fall Quarter** we hosted 271 student interviews and 39 company interview sessions. The Graduate Schools and Health Professions Fair attracted 22 recruiters from various graduate schools in the Pacific Northwest.

**Winter Quarter**, the Engineering Technology and Construction Management Fair increased from 37 firms participating last year to 60 firms this year. Student attendees numbered 275. March 1, 2007, we held the Education Fair with 16 participating school districts with workshops planned for the afternoon. Unfortunately, inclement weather closed Snoqualmie Pass and some of the workshop presenters could not attend. Approximately 120 education students attended this event.

Thirty other companies recruited on campus during Winter quarter and a total of 191 candidates were interviewed for positions as a result of our fairs and on-campus recruiting.
**Spring Quarter**, a record 88 employers attended Career Quest on the Ellensburg Campus, up from 79 employers last year. Student attendees numbered approximately 650. Total company interview sessions for spring quarter numbered 25 with 164 students interviewing for internship and permanent positions. Our Employer Appreciation Award was presented to Lori Simmons, HR representative from Federal Way School District, while she was a guest lecturer in an Education 301 class.

May 21, Merrily Bjerkestrand, owner and director of Northwest School of Protocol, returned to facilitate our 2nd Etiquette Dinner: 84 students attended and tickets sold out quickly.

In summary, Career Services held 10 fairs/events under the strong direction of recruiting coordinator, Teresa Youngren; 214 employers and 1,357 students participated in events; 120 employers held on-campus interview with 626 students. Congratulations on this supreme effort!

**Cooperative Education**
Fall, Winter and Spring internships numbered less than last year but we made up for slight decreases in the summer with a record 381 internships, of which 194 were paid. Total internships numbered 852. We assisted 1,200 students for internship-related concerns.

Under the excellent direction of Randy Williamson, the Co-op Advisory Board held 4 meetings throughout the year. Faculty board members include: Karen Martinis, Accounting; Robert Fordan, Communications; Dorothy Chase, Health, Human Performance and Nutrition; and Nancy Hultquist, Geography. There is one vacant position on the board. The board oversaw additions to the Learning Agreement and the introduction of Affiliation Agreements. There has been an increase in the number of healthcare facilities requiring affiliation agreements to host interns. The university is responsible to insure these requirements are met. Career Services is now a clearinghouse for the paperwork requirements for students undertaking health-related internships.

**Career Counseling**
Fall Quarter, Career Services hired two peer interns, both undergraduate Psychology majors. These students were mentored and trained by Vicki Sannuto, Career Counselor.

Hilary Logan and Chris Lake provided outreach across campus and were trained to assist students with resumes, cover letters, interviewing skills and job search. Chris presented a unique program, Careers in Action with alum Steve Mayeda, who presented the electric car, ZENN (Zero Emissions No Noise). Hilary conducted a workshop on lessons learned during the application process for graduate school. Both events were well-attended. These students set up a Myspace account for our department. Chris worked in Career Services through the summer while Hilary was
accepted into an MSW program at Eastern State University for the Fall.

March 7, 8, and 9, Career Services brought Richard Knowdell, Consultant and President of Career Development Network, San Jose, CA, to campus for an intensive Job and Career Transition Coach Certification Workshop. There were 24 career professionals who took part in the workshop from across the state. A small reception was held the evening of March 7. At the end of the three-day training, participants received 21 CEU’s and were certified as Job Coaches. Feedback was excellent. Career counselors have employed Knowdell’s card sorts in their work with students.

In May, Christine Schurkus, Career Counselor at CWU-Des Moines campus, resigned from her 10-month position funded by S & A. It was her opinion that there were not enough students at the Des Moines campus to warrant a full-time counselor. There were also numerous unresolved problems associated with a hostile office situation. In the interim, Ken Webber, Assistant Director of Career Services on the Westside, will be traveling between both campuses. We will be filling this position with a part-time counselor and plan to share a position with Highline Community College.

Five sections of University 103, Career Exploration, were offered through Career Services by instructor Cynthia Murray, Career Counselor. A total of 125 students attended these classes.

Counselors, Peer Advisors and our Program Assistant for educational placement files offered 29 career-related workshops this year (not including classroom presentations). A total of 3,539 students attended the workshops during the academic year.

**Partnerships/Collaboration**

In the fall, Career Services and Alumni Relations partnered on the new Experience Alumni database targeted at graduates who have three to five years of professional experience. Our alumni can post jobs and check out positions from 40 universities. Alumni Experience can help grads:

- Find a job: Thousands of job opportunities listed
- Get career advice: One-stop access to hundreds of career resources tailored to meet the needs of mid-career professionals
- Make a connection: Professional networking community is available online
- Build a portfolio: enables graduates to share career portfolios

Alumni have been very pleased with this product and the diversity of jobs available. Within six months of operation, 500 alumni resumes had been uploaded.

Career Services worked closely with the Accounting department, Business, Construction Management, IT, Safety and Health Management, The Health Sciences and Education in recruiting employers for our fairs.

Career counselors provided outreach to departments and chairs to request linking our home page with theirs, and to inform faculty of new policies related to affiliation agreements and international internships.
Job Placement
This year, the University proposed an Alumni Tracking Committee. CWU has relatively
low participation in alumni response rate to surveys, particularly for those in non-
credentialied fields. The committee found that we were over-surveying students and
duplicating our efforts. Some concerns included lack of coordination and timing, how to
disseminate results, how to prioritize, content commonality and cost. Members of the
committee included two faculty representatives: Dr. Libby Street, and representatives
from Alumni Relations, Development, Registrar Services, Testing, and Career Services.
We met with college chairs to discuss efforts to improve tracking of alumni. As a result
of this outreach, faculty will be taking a much larger role in tracking Business, Arts and
Sciences job placement. Also, the CWU student email accounts will be extended
through their first post-graduation year.

Our departmental response rate for Education grads completing the Graduate Job
Placement Survey increased from 49% return last year to 76% this year. Sandra
Stewart, our Program Assistant for Placement Files, emailed all Education majors
registered in our Wildcat Career Network database. She researched each district on-
line and went to the school board minutes to determine if any of the new hires were
CWU grads, then contacted those grads at their respective schools. We included a
Career Services bookmark instead of a letter with the June diplomas, reminding all
graders to complete the online graduate placement survey.

Out of those 76% (350 students of 464 respondents), 97% were employed.
Only 55 Business Arts and Sciences graduates responded to our Job Placement
Survey. Out of the 55, 44 were employed and 7 were attending graduate school; 4
were unemployed, still seeking employment. In the future, we will collaborate with
Institutional Research on combining their graduate survey with the BAS survey.

Assessment
Assessment is one of our goals to demonstrate how our department contributes to
student learning and supports the missions of Student Affairs and Enrollment
Management and CWU.

Now that we are fully staffed, we seek accreditation and/or a certification program by
NACE for the collegiate career services profession. Currently, NACE is deciding
whether it should be involved in the external review of career centers and, if so, should
it provide training for reviewers. If NACE decides not to offer accreditation, we will
research the process used by other associations that provide accreditation.

Our Assessment Committee met just a few times this year. Instead, all members of
Career Services received a copy of Learning Reconsidered 2 and discussed content
and implications in two staff meetings.
Our monthly data tracking was simplified to measure only the data that is required by NACE. We count face-to-face appointments, walk-ins, and counseling by phone and email. We track workshop attendance, classroom presentations, special projects, Cooperative Education numbers and requests, meetings, and contact with recruiters/employers.

We selected our latest assessment, FOCUS, a self-paced, on-line career and education planning tool. It enables students to self-assess career-relevant personal qualities and explore related career fields.

**The Future**

One of our long-term goals is to continue to identify and address future issues and trends so that Career Services can provide relevant and viable leadership to our constituents. We move toward greater inclusivity through a more diverse composition of employers, and internship and job opportunities in the US and abroad.

Within the past few years, the technology explosion has impacted how we do business. For example, the use of video resumes has sharply increased. According to NACE, 81% of students seek jobs online. They then submit online applications. With one click, students can schedule on-campus student interviews, practice interviewing, receive feedback and actually be interviewed online. Web cams, podcasts, blogging, clicker technology and the internet have increased demand to that of immediacy. Still, nothing compares to on-the-job training in the form of workplace internships. Graduates will need to better understand the nature of the international workplace and multicultural communities, and to be exposed to cultural competencies in order to prepare for the college-to-work transition. Employers will continue to expect work readiness skills from students as they do from their best employees.

It will be equally important for Career Services and employers to work together to become familiar with optimal technology-based systems and resources for assuring the most efficient and effective types of communication between all stakeholders. There will always be a need to enhance the college student's professional experience. Emerging occupations related to environmental remediation, health, medicine, alternative energy, artificial intelligence, e-commerce, outsourcing, molecular design, photonics, safety, noise control, organic foods and products—all will be highly competitive. Our students will need to look beyond major and coursework to futuristic needs and occupations.

Each year, serving students proves to be exciting and meaningful for Career Services. We will continue to provide quality programs and services while we identify and respond to emerging trends and issues. Career Services has committed professionals who model teamwork and strive to do their best, putting relationship and service to students first. We continually chart new territory for student success. TS Eliot says it best: “Only those who will risk going too far can possibly find out how far one can go.”
The number of students participating in Cooperative Education remained the same during the 2006 – 2007 academic year. A total of 852 students enrolled in Cooperative Education for credit compared to 851 the previous year. Actual credits attempted increased to 5742 for 2006 - 2007 compared to 5412 for academic year 2005 – 2006. The continued growth in credits attempted is indicative of the importance of experiential learning. The stability of the numbers over the past two years is a result of the continued emphasis of cooperative learning in ITAM, Communications, Exercise Science, Business Administration, Recreation and Tourism, Family and Consumer Science, Art, Nutrition, and Law and Justice. The past year also saw an increase in the number of Safety and Health Management participants. The number of internship postings has continued to grow over the past year as well as student appointments to discuss internships. Employers continue to emphasize the need for experience for new graduates. It is anticipated that the number of enrollments for 2007 – 2008 will be similar to the past two years.

As in previous years the evaluations of the program by both students and employers continue to be positive. Employers continue to emphasize the need for hands-on experience by new students. Areas for improvement include student preparedness for the demands of the workplace and in some cases more enhanced computer software skills. The students report the ability to practice what they are learning in the workplace is the most valuable aspect of the internship. The areas for improvement most reported by students concern the availability of internships and in some cases the need for more faculty contact on site whether by email, phone, or visit. These comments have also been shared with faculty.

The advisory board for Cooperative Education worked on risk management issues during the 2006 - 2007 school year. The first issue the board dealt with was clinical affiliation agreements which a number of departments have completed with health care facilities. The affiliation agreements require the university to track and maintain pre-internship documentation on students engaged in internships within the contracted facility. In the previous years the academic departments have maintained the documentation for pre-internship requirements while Career Services has maintained the student learning agreement. In conjunction with the contracts office, the advisory board, and the academic deans Career Services assessed the situation and decide to take over the documentation validation and maintenance for clinical affiliation agreements, thus keeping all internship records together in one spot. This decision has increased the work load in the office and has led to some re-assignment of duties within cooperative education.
The second areas of risk management the advisory board dealt with concerned the learning agreements. The Associate Director along with the contracts office reviewed the cooperative education policies and learning agreements. After much scrutiny it was decided to update the learning agreement and add a student release to the documentation. The documents were then brought to the board for review and comment. The advisory board’s comments were incorporated and versions were then sent to the attorney general’s office for review. It is anticipated that the new documents will be initiated during the 2007 – 2008 school year. These documents will help with the risk management issues around cooperative education. The advisory board was very helpful in the development of both these risk management initiatives.

The challenges for Cooperative Education in many ways continue to remain the same. Risk management continues to be a hot topic as well as shrinking budgets and faculty time. Enrollment numbers will also have an impact on cooperative education. Student participation has been steady the last two years and the need for experiential learning will always be there for students. The challenge is to manage risk, develop more opportunities, and successfully market the program. These challenges we are preparing to face with the actions of this past year, re-evaluation of marketing, and an increased effort to recruit new opportunities.
The Westside campuses continue to grow and add new programs. The new Bachelor of Applied Science in Information Technology program is enrolling technical students with ATA degrees at both Lynnwood and Des Moines campuses. A new BA in Psychology program is also in operation and others are in the planning stages, including a Bachelors degree in Culinary Arts.

**DES MOINES STAFF**
The Des Moines center counselor, who was hired last year, resigned before the end of the school year. Highline Community College also reduced staff in their career center during the past year due to enrollment figures and budget constraints. We have reached agreement to share a counselor at the Highline Campus who will work half-time for Highline and half-time for CWU. This should provide both schools with improved staffing, better response to students on the Westside campuses, and enhanced working relationships with the Highline Workforce Development team. We hope to have a counselor in place by the beginning of 2008. We will be working with Erik Tinglestad at Highline to fill this position. We are in the process of finalizing the cost sharing agreement and putting together a hiring committee with three members each from Highline CC and CWU. In the meantime, Ken is travelling one day per week to Highline to serve the students there.

**OUTREACH**
In reaching out to students, we have sought opportunities to speak to students to inform them about our services and the cooperative education program. We attempt to get into one of the required 300-level classes for each of our major programs whenever they are offered, as well as orientations at all three Westside campuses, so that every student has the chance to see and hear us at least one or two times before their Senior year. Our goal is to motivate them to get out and research their fields, join clubs and associations, network and perform internships, and get involved in their future careers. We have delivered 29 presentations over the past year on a range of topics including career planning, job-finding, interviewing and resume preparation, and cooperative education. We have attended additional student club meetings to provide information on career opportunities, cooperative education, Career Services and to assist them in obtaining speakers. In addition, we have maintained a visible presence on campus with job boards and e-mails to student groups and clubs providing current job and internship information to students. One of the benefits of membership, touted by the student clubs, is the job and internship information that we send them to forward to their members.
COUNSELING
We recorded 364 face-to-face student appointments during the year and many more telephone and e-mail sessions. We serve a non-traditional student population who live off-campus, have jobs and families, and attend campuses with both day and evening class schedules. Telephone and e-mail discussions with students are common both as follow-up and stand-alone sessions. Although these are all non-traditional upper-division students and admitted to a major, most do not know what they want to do, and many have very limited knowledge regarding the options available to them when they graduate. Since they will be graduating within one to two years, it is important to get them thinking about and exploring the possibilities as soon as possible. Ours is also a diverse student population with many non-native English speakers, many of whom need substantial help with basic communication skills. These students may also be dealing with cultural and social differences that complicate the job-finding process. Our primary intent is to get students to the Career Services office to start talking about their careers.

RECRUITING
We held a number of Westside recruiting events for students in the past year. We coordinated with the Edmonds Community College Career Center to put on the CWU / ECC Internship Fair in February, and the CWU / ECC Career Fair in May. Both of those events were well-attended by students and employers. We also supervised and assisted the student accounting clubs in hosting the Rocksalt networking event in October. This event was attended by over 50 representatives from 20 major private, public and government employers of accountants including: Boeing, Nordstrom, Deloitte and Touche, KPMG, Moss Adams, BDO Seidman, RMS McGladrey, the IRS, and State Departments of Revenue and Audit. Approximately 100 students from Lynnwood, Des Moines and Ellensburg campuses attended. Another similar networking event was held in Lynnwood for local firms from Snohomish and North King counties, and we are hoping to do a similar event for Des Moines students in the coming year. We participated in “Grad Finale” events for graduating students at both the Lynnwood and Des Moines campuses. This event provided an excellent opportunity to visit with students who were completing their education and seeking jobs.

WORKSHOPS/EVENTS
We held 16 Lynnwood campus instructional events and workshops in the past year to assist students in their preparation for finding a job, including a job fair and an internship fair and a Mock Interview Day featuring volunteer HR professionals from the local chapter of SHRM. We initiated a new networking event this past year bringing in employers from a variety of jobs and fields related to student majors so that students could learn about diverse opportunities and practice their networking skills. Participating employers in the finance field, for example, included a city finance director, a financial investment broker and a corporate finance manager.
The Rocksalt accounting recruiting event was very successful again this year. We initiated a similar evening networking event for LAJ students. We held interviewing and networking workshops, and several drop-in resume critique sessions throughout the year. The plan is to add several new workshops in the next year, working with Sheila Walton to help with marketing these events to students.

CO-OP
In addition to career counseling and recruiting efforts, we are responsible for supervising the cooperative education program and approving cooperative education experiences for the Westside students. Cooperative education was strong at the Lynnwood campus for the year (Fall 2006 - Summer 2007) (53), Des Moines (31), Pierce (2) with a total Westside enrollment of 86. We have taken every opportunity to promote cooperative education in meetings with students and in virtually every presentation from new student orientation to class and club presentations.

PROFESSIONAL DEVELOPMENT
Ken Webber attended the 2006 MPACE (Mountain Pacific Association of Colleges and Employers) annual conference which was held in Seattle in December 2006, and served as co-chair of the Development Committee. The development committee set a new sponsorship record raising more than 20% over the prior record, and Ken was recognized individually for enrolling the highest number of sponsors. He is also a member and former officer of the Puget Sound Career Development Association, attending meetings and workshops. He has maintained his certification as a Certified Career Development Facilitator with the Center for Credentialing and Education, Inc., and is a member of and attends meetings at the Snohomish County NHRMA. He also attended the Career Coaching workshop and a related tele-seminar as well as a MBTI workshop.
TECHNOLOGY COMMITTEE REPORT (June 2007):

Our guidelines
• Assess current and future needs for data collection, website, technology equipment
• Work with computer students on collecting data project
• If needed, write description for web student, hire and monitor
• Take Reports module on eRecruiting
• Implement ways to communicate with students via the web

Summary
As can be seen by the above list, this committee may need to do some revision to their guidelines. The committee met 13 times over the last school year. There has been a change in the committee structure. It now consists of Randy Williamson, Teresa Youngren, Noella Wyatt, Sandy Stewart, and Ray Wells. Since Lynn Whitacre left in 2006, Sandy has been in charge of the placement files and eRecruiting. Ray shares web duties with Noella and both will be trained to take care of our new website.

It has been a very busy year for the Tech Committee with the major accomplishment being a complete revision of our web site. Much of the technical work was done by Brandy Bradley who did an exceptional job. Thanks to all the committee for their input and assistance in this process.

An addition to this report is a chart outlining the technology products we currently use and those we are looking at for the near future as well as pros/cons and costs.

Issues
1. Wildcat Career Network (eRecruiting)
   • WCN handled the accounting pre-screen process quite well in fall 2006
   • There have been some ongoing issues with respect to the type of data reports we can obtain. Usage stats attached.
   • The committee is going to compare eR against a wish list to see if we should consider another product such as NaceLink or Career Beam.
   • Randy and Vicki reviewed “Employ On”, another database system.
   • The Mentoring component continues to be largely unused. If we are going to keep this product, we need to rethink how to get students and alumni to use it.

2. Alumni Experience
   • We partnered with Alumni Affairs to help pay for an additional database that would have jobs more appropriate to alumni on it.

3. Website
   • The new site is up and running. It continues to need some adjustments but overall feedback has been fairly positive.
   • Two of its best features are a calendar and site index.
   • We are still working at putting evaluations and surveys online.
   • We can electronic signatures on forms, e.g. learning agreements, if we want.
4. Myspace
   • Set up this year by our peer advisors. We’re just getting used to using it. Could have some good possibilities.

5. VIMS
   • Working with Nate Hill from Auxiliary Services we are finally going to go ahead with the swipe card system. We are also looking at what other information we might want to put in the system, for example, placement files. It’s possible that we may also be considering having our own server.

6. Distance Ed./videoconferencing
   • We checked out possibilities with Disability Studies in using their equipment and this seemed to be a go. However, when we tried to do a test run to the Des Moines campus, we ran into a problem with getting this going. We will need to revisit this project this year.

7. Equipment
   • We brought back our Des Moines camera and are using it at the Ellensburg office.
   • We’ve purchased some new equipment including a phone headset, a new scanner for learning agreements,..............

8. CWU Forms Directory
   • We discovered through the web site revision process that any changes to forms on our website should also be done to the forms in this directory. Noella will be in charge of this.

Recommendations
Here are some of the things the committee would like to work on this year besides the ongoing issues above:
• Ongoing technology training for staff
• Investigate using Blackboard for some things
• Look at buying our own server that could hold scanned learning agreements and placement files

Thanks again to the committee for all their ongoing hard work!

Vicki Sannuto
## 2006-2007 Strategic Plan: CAREER SERVICES

**GOAL #1: IMPROVE THE INTEGRATION AND COORDINATION OF CAREER COUNSELING, COOPERATIVE EDUCATION AND RECRUITING/EVENTS TO BETTER SERVE ALL CONSTITUENTS.**

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>PLAN (with estimated date of completion)</th>
<th>BENCHMARKS/PERFORMANCE INDICATORS</th>
<th>STUDENT LEARNING OUTCOME</th>
<th>RELATIONSHIP TO CWU/SAEM STRATEGIC PLAN</th>
<th>CAS PROFESSIONAL STANDARDS FOR HIGHER EDUCATION</th>
</tr>
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<tbody>
<tr>
<td>A. Continue to develop and deliver managed career services to students, alumni, faculty and staff at all CWU campuses and statewide.</td>
<td>1. Select additional computerized on-line assessment – Spring 2007 2. Collaborate on programs with other SAEM divisions and Academic Affairs/Sphere of Distinction – Ongoing 3. Increase alumni mentors by 5 – Summer 2007 4. Offer two sections of UNIV 103 per quarter – Quarterly with the exception of Spring 5. Revise the CS website - ongoing</td>
<td>Number of Strong Interest Inventories and TypeFocus assessments per year</td>
<td>Practical competence Students will formulate an intentional curricular and co-curricular plan for their collegiate journey.</td>
<td>CWU Goal 1 and Goal 2 SAEM Goal 1A. SAEM GOAL 2C SAEM GOAL 7B SAEM GOAL 3</td>
<td>Career Services must help students and other designated clients to identify and access valid career information for their educational and career planning. (p. 89, 2006) CS must work collaboratively with academic divisions, departments… faculty, student services,…to enhance students’ career development (p. 88, 2006) CS must be delivered in a variety of formats…(ibid)</td>
</tr>
<tr>
<td>B. Continue use of interdepartmental teams</td>
<td>1. Utilize departmental committees to facilitate supportive partnerships with campus constituents and better implement vision and mission – Ongoing 2. Hold quarterly team meetings to foster purposeful planning – Ongoing</td>
<td>Knowledge acquisition, integration &amp; application: Students will be able to relate how what they are learning connects to their current and future life experiences.</td>
<td>SAEM Goal 3, Goal 7</td>
<td></td>
<td>CS leaders must promote campus environments that result in multiple opportunities for student learning and development. (p. 91, 2006)</td>
</tr>
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| C. Expand career counseling to assist students and graduates in the process of securing employment and making appropriate career and life decisions. | 1. Implement 8 career workshops per quarter in the "Becoming A Professional" series – Fall-Spring and ongoing.  
2. Expand online communication with students, parents, alumni, community – Ongoing.  
3. Develop secure distance career counseling system and follow-up with ITS help. – Ongoing.  
4. Expand presentations to special populations – Ongoing.  
5. Move toward electronic submission of placement files, use of electronic signatures, etc. – Ongoing. | Headcount of students, alumni and regional residents utilizing Career Services.  
Practical competence: Students will formulate an intentional curricular and co-curricular plan for their collegiate journey. | SAEM Goal 1.C. | Information and resources must be:  
* comprehensive, enabling students and other designated clients to explore the widest range of information  
* current and reflective of economic, occupational and workplace trends  
* accessible to clients  
* organized in a system that is user friendly, flexible, and adaptable to change.  
(p. 89, 2006) |
<p>| D. Continue to promote and support Cooperative Education | 1. Utilize Co-op Advisory Board to monitor policy and procedure – Ongoing |
| | 2. Attend faculty meetings to market Co-op and international internship info – Summer 2007 |
| | 3. Move profiles of Student/ Faculty of the Quarter on-line – Spring 2007 |
| | 4. Expand resources for international internships |
| | 5. Expand outreach using new “High Impact” Co-op brochure – Ongoing |
| | 7. Offer a Co-op workshop to new faculty – Winter or Spring 2007 |
| | Measure number of departments assigned to Cooperative Education |
| | Measure number of internships per year |
| | Knowledge acquisition, integration &amp; application: Students will be able to relate how what they are learning connects to their current and future life experiences. |
| | SAEM Goal 1.B, 1C |
| | To support the institution’s mission and goals, CS must provide faculty and staff and administrative units with information, guidance and support on career development and employment issues and linkages with the broader community. (p. 91, 2006) CS leaders must continuously improve programs and services in response to changing needs of students and other constituents… (Ibid) |</p>
<table>
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<tr>
<th>F. Expand programs and employer outreach at center campuses by 20%</th>
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<tbody>
<tr>
<td>1. Organize yearly Etiquette Dinner at CWU-Lynnwood in collaboration with Edmonds Community College – Spring 2007</td>
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<td>3. Plan and implement two career events at CWU-Des Moines in collaboration with Highline CC – Spring 2007</td>
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<tr>
<th>G. Advertise programs and surveys on website, student intranet, through Publicity Center.</th>
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<td>1. Increase alumni mentors by 5 – 2007</td>
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<tr>
<td>2. Increase Job Placement Survey return by 10% - Spring 2007</td>
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<tr>
<th>1. Track event attendance of alumni and business representation</th>
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<td>Knowledge acquisition, integration &amp; application: Students will be able to relate how what they are learning connects to their current and future life experiences.</td>
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<thead>
<tr>
<th>SAEM Goal 4A</th>
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<tr>
<td>SAEM Goal 6B</td>
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<td>SAEM Goal 4C</td>
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| Employers are both vital partners in the educational process and primary customers of career services. (p. 90, 2006) |

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<tr>
<th>1. Facilitate Job Placement Survey of previous education graduates by March</th>
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<tr>
<td>Practical competence Students will formulate an intentional curricular and co-curricular plan for their collegiate journey.</td>
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<th>SAEM Goal 4</th>
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<tr>
<td>CS must develop and implement marketing strategies that cultivate employment opportunities for students. (Ibid)</td>
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### 2006-2007 Strategic Plan: CAREER SERVICES

**GOAL #2: INCREASE THE UTILIZATION OF CAREER SERVICES.**

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<th>CAS PROF STANDARDS FOR HIGHER EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Increase the visibility of Career Services</td>
<td>1. Establish phone protocol to encourage employers to self-register positions on-line. Survey employers for feedback on customer service—Spring, 2007</td>
<td>Facilitate annual business award and recognition to outstanding employer</td>
<td>Persistence and academic achievement: Students will learn to use campus resources to support their learning, personal and career needs.</td>
<td>CWU GOAL IV SAEM Goal 4.A. SAEM Goal 4.B. SAEM Goal 4.C.</td>
<td>CS MUST *DEVELOP AND MAINTAIN RELATIONSHIPS WITH EMPLOYERS WHO MAY PROVIDE CAREER DEVELOPMENT AND EMPLOYMENT OPPORTUNITIES FOR STUDENTS. *ENHANCE CUSTOMER SERVICE AND CONTINUOUS IMPROVEMENT BY USING FEEDBACK FROM EMPLOYERS ON KEY PERFORMANCE INDICATORS AND MEASURES OF SERVICES (P. 90, 2006)</td>
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<td>2. Establish protocol for interview opportunities via distance-ed using DSS equipment—Fall, 2006</td>
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<td>5. Track number of students per year opening an account on WCN—Spring</td>
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<td>6. Market Wildcat Career Network with completed &quot;Jet-Fueled&quot; brochure—Ongoing</td>
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<td>7. Attend a minimum of two west-side career events at peer institutions.</td>
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CS leaders must be advocates for the advancement of career services within the institution. (p. 91, 2006)
Student employees… must be carefully selected, trained, supervised and evaluated. (p. 93, 2006)

| B. Build, expand and maintain mutually beneficial partnerships internally and externally. | 1. Reduce contradictory career information by standardizing resume development and career related services. Meet with academic departments that provide these services— Ongoing |
| Students will recognize opportunities for making responsible, reflective decisions about themselves and their careers |
| SAEM Goal 4 | CS leaders must be advocates for the advancement of career services within the institution. (p. 91, 2006) Student employees… must be carefully selected, trained, supervised and evaluated. (p. 93, 2006) |

| 2. Continue to integrate representatives of other campus resources into weekly staff meetings— Ongoing |
| 3. Train 1-3 select upperclassmen as peer advisors to do outreach with majors and career related information— (Winter) |
| 4. Increase presentations at academic staff meetings from 6 to 8. |
| 5. Offer Job and Career Transition Coach Certification for Counselors— Winter |
| 6. Pilot “Building Your Personal Power” presentation with Merrily Bjerkstrand for students, staff, faculty, community. ’07-’08 |
2006-2007 Strategic Plan: CAREER SERVICES

GOAL #3: SUSTAIN PRODUCTIVE AND SUPPORTIVE ENVIRONMENTS THAT PROMOTE PROFESSIONAL GROWTH, MUTUAL RESPECT, COMMUNICATION, PROBLEM-SOLVING AND COOPERATION.

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<th>CAS PROF STANDARDS FOR HIGHER ED</th>
</tr>
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</table>
| A. Uphold memberships in professional organizations. | 1. Promote intellectual inquiry, professional growth, and collegiality—Ongoing  
2. Counselors will attend workshops in support of professional licensure renewal—Ongoing | | | CWU Goal VI SAEM Goal 2. | CS... staff members must engage in continuing professional development activities to keep abreast of the research, theories, legislation, policies and developments... |
| B. Continue to participate in professional development opportunities and university partnerships. | 1. Implement team-building exercises and recognize volunteer efforts/excellence at weekly staff meetings and departmental celebrations—Ongoing  
2. Each staff member will attend one professional development opportunity related to the goal—Ongoing  
3. Staff will participate in the Washington Career Centers meeting, NCDA and MPACE. | | | SAEM Goal 2 A,B. | Career Services must promote a greater awareness within the institution of the world of work and the need for and nature of career development over the life span. (p. 93, 86, 2006) |
| C. Encourage appreciation of diversity. | 1. Attend multicultural programs, trainings, opportunities and participate in groups that support diversity.  
2. One or more staff member(s) will volunteer to participate on the Campus Diversity Council. | Humanitarianism — Cultural Identity: Students will be able to describe their own cultural identity and how that impacts their experience in the larger community. | SAEM Goal 2. | CS must *nurture environments where commonalities and differences among people are recognized and honored.... *address the characteristics and needs of a diverse population... (p. 95) |
| D. Strive for civility on all CWU campuses. | 1. Work with Donna Kramer to build a functional, working code of civility/ethics for the CWU-Des Moines Campus—Winter | Students will be able to analyze how campus climate impacts their experience in the larger community. | SAEM Goal 2 | CS must establish, maintain and promote effective relations with relevant individuals, campus offices and external agencies. (Ibid) |
| E. Enhance communication with peer institutions. | 1. Utilize Career Services state list-serve for professional collaboration and problem-solving—Ongoing  
2. Attend West-side director meetings, et. al, via Distance Education facilities—Spring | | SAEM Goal 4 | CS must develop and maintain effective relationships with relevant stakeholders at the institution and in the community (p. 95) |
## GOAL #4: SECURE ADEQUATE FUNDING FOR ALL DEPARTMENTAL OPERATIONS.

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<th>CASS STANDARDS</th>
</tr>
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<tbody>
<tr>
<td><strong>A. Increase employer donations by 20%</strong></td>
<td>1. Utilize employer fees in support of departmental student interns and events—Ongoing</td>
<td>Track employer donations to department. Track number of students who get jobs and internships from fairs and events.</td>
<td></td>
<td>CWU GOAL III SAEM Goal 6.</td>
<td>CS must encourage employer participation in programs that meet career and employment needs of students and other designated clients. (p.90, 2006)</td>
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<td></td>
<td>2. Invite new employers to participate in special events, workshops and recognition evenings.</td>
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<td>3. Highlight employers on website—Spring</td>
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<tr>
<td><strong>B. Secure financial partnerships.</strong></td>
<td>1. Complete report to S&amp;A to support funding for CWU-Des Moines counseling position—Fall &amp; Winter</td>
<td></td>
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<td>SAEM Goal 3 A SAEM Goal 6.</td>
<td>CS must have adequate funding to accomplish its mission and goals. (p. 93, 2006)</td>
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<td></td>
<td>2. Continue to request financial support from Academic Affairs for summer internship faculty travel—Winter</td>
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<td></td>
<td>3. Partner with SAEM departments to share costs of events—Ongoing</td>
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</table>
| C. Consider restructuring of placement file fees and finalize decision. | 1. Install counter on photocopier to monitor paper use—Fall  
2. Purchase second scanner for learning agreements to save on postage—Spring  
3. Investigate costs/time for scanning 30,000 placement files—Spring  
4. Recycle paper, ink cartridges, other waste—Ongoing  
5. Clear away clutter in office spaces—Ongoing  
6. Monthly, create one-page budget reviews and summaries to monitor all spending.  
7. Apply for soft-money when opportunity strikes | Students will recognize opportunities for making responsible, reflective decisions about and for both themselves and the community around them. | SAEM 6B  
SAEM Goal 6  
CS must demonstrate fiscal responsibility and cost effectiveness consistent with institutional protocols. (Ibid) |
### 2006-2007 Strategic Plan: CAREER SERVICES

**GOAL #5: INSTITUTE A COMPREHENSIVE PROGRAM OF ASSESSMENT AND EVALUATION.**

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<tr>
<td><strong>A. Employ learning objectives for all events, workshops and classes.</strong></td>
<td>1. Departmental assessment committee will begin to establish objectives using CAS Standards and NACE examples—Ongoing</td>
<td>Practical and vocational competence: Students will formulate an intentional curricular and co-curricular plan for their collegiate journey.</td>
<td>SAEM Goal 7.C SAEM Goal 5.</td>
<td>Career Services must conduct regular evaluations to improve programs and services, to adjust to changing client needs, and to respond to environmental threats and opportunities. (p. 96, 2006)</td>
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<td></td>
<td>2. Review assessment strategies and utilize assessment consultant when necessary—Ongoing</td>
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<td>3. Review performance indicators for alignment with current goals/objectives—Ongoing</td>
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<td><strong>B. Invite peer review process.</strong></td>
<td>1. Consider and make decision on departmental peer review with WWU or U of W—Spring</td>
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<td>SAEM Goal 2</td>
<td>Results of these evaluations must be used in revising and improving programs and services and in recognizing staff performance.</td>
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<tr>
<td></td>
<td>2. Utilize peer evaluations to revise and improve programs and services and in recognizing staff performance.</td>
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</table>
| C. Streamline data collection process for accuracy and efficiency. | 1. Utilize departmental technology and assessment committees for methodology.  
2. Continue research with swipe card. Meet with ITS for determining feasibility of building in-house database.  
3. Survey other career services departments to compare methods of data collection.  
4. Consult with professional organizations for data methodology. | Headcounts of students, alumni and community utilizing Career Services  
Persistence Students will learn to use campus resources to support their learning and personal needs. | SAME Goal 5.  
CS must employ effective qualitative and quantitative methodologies as appropriate, to determine whether and to what degree the stated mission, goals, and student learning and development outcomes are being met. The process must employ sufficient and sound assessment measures to ensure comprehensiveness.  
(p. 96, 2006) |
| D. In collaboration with Student Affairs and Academic Affairs, effectively track graduates’ employment status, employer and student satisfaction and monthly data. | 1. Collaborate with Degree Checkout and Alumni Relations in motivating graduates to complete the Job Placement Survey.  
2. Use incentive to encourage grads to complete Job Placement Surveys.  
3. Meet with departments who track graduate placement.  
4. Revise monthly data form and procedure to accurately measure numbers of those we serve. | Facility Job Placement Survey of previous year graduates by 3/1 for Ed grads and 12/1 for BAS. Headcount of students, alumni and regional residents utilizing Career Services. | Integration and application: Students/graduates will be able to relate what they learned to how it connects to their future life experiences | SAEM Goal 5B  
SAEM Goal 4 A.B. |
ACCOMPLISHMENTS FOR THE YEAR/OBJECTIVES ATTAINED

GOAL #1: IMPROVE THE INTEGRATION AND COORDINATION OF CAREER COUNSELING, COOPERATIVE EDUCATION AND RECRUITING/EVENTS TO BETTER SERVE ALL CONSTITUENTS.

A. Continue to develop and deliver managed career services to students, alumni, faculty and staff at all CWU campuses and statewide.

   FOCUS, on-line self-assessment selected in summer.—Yes

2. Collaborate on programs with other SAEM divisions and Academic Affairs/Sphere of Distinction – Ongoing
   Collaborated on Alumni Experience database with Alumni Relations
   Alumni Panel, Spring 2007
   Cooperative Education programs with support of campus faculty
   Wrote Sphere of Distinction support letters for Leadership Minor, Environmental Science
   Major and SERT
   Offered Non-Trad workshops
   Presented to RA’s and outreach to residential halls
   Liaison with faculty for Health Fair, Career Quest, Ed Fair.

3. Increase alumni mentors by 5 – Summer 2007
   Added mentor link on Employer Page
   Marketed mentors in the WOW
   Signed mentors at Career Quest

4. Offer two sections of UNIV 103 per quarter – Quarterly with the exception of Spring
   Yes—all classes were full and some students were wait-listed

Revise the CS website- ongoing
   Yes—completely reorganized the website—ongoing

B. Continue use of interdepartmental teams

1. Utilize departmental committees to facilitate supportive partnerships with campus constituents and better implement vision and mission – Ongoing
   Yes—Data/Technology, Outreach and Assessment Committees met

2. Hold quarterly team meetings to foster purposeful planning – Ongoing
   Met as needed. Data/Technology committee most consistent.
C. Expand career counseling to assist students and graduates in the process of securing employment and making appropriate career and life decisions.

1. Implement 8 career workshops per quarter in the “Becoming A Professional” series – Fall-Spring and ongoing
   Yes, cut back 2 interview workshops on west side campuses

2. Expand on-line communication with students, parents, alumni, community – Ongoing
   Yes, Webpage overhauled, “contact us” section, myspace account created

3. Develop secure distance career counseling system and follow-up with ITS help. – Ongoing
   No—ITS is helping us with VIMS. Securing counseling system is in discussion phase

4. Expand presentations to special populations – Ongoing
   Yes—presented to Nontrads and various clubs and groups.

5. Move toward electronic submission of placement files, use of electronic signatures, etc. – Ongoing
   Researched and not met. Have not moved forward because of uncertainty that this is the appropriate direction we need to take.

D. Continue to promote and support Cooperative Education

1. Utilize Co-op Advisory Board to monitor policy and procedure – Ongoing
   Yes, Co-op advisory board meets once/quarter or as needed.

2. Attend faculty meetings to market Co-op and international internship info. -- Summer 2007
   Met with departments winter and spring quarters as invited
   No faculty meetings on west side campuses

3. Move profiles of Student/Faculty of the Quarter on-line – Spring 2007
   No, in discussion

4. Expand resources for international internships
   Yes, Purchased reference books and “Transitions Abroad” Magazine

5. Expand outreach using new “High Impact” Co-op brochure – Ongoing
   Yes, information on Co-op brochure geared to faculty

   Yes, Offered Fall quarter—poor attendance

7. Offer a Co-op workshop to new faculty – Winter or Spring 2007
   Not met—We will try to offer this in 2008
E. Support all campus-wide efforts for retention and recruitment—Yes

1. Continue departmental representation on SERT and participation in Academic Recovery Programs – Yearly
   Yes, counselors participate on SERT and Academic Recovery

2. Support chair of SERT team in applying for Sphere of Distinction – Spring
   Yes, applied for Sphere of Distinction

F. Expand programs and employer outreach at center campuses by 20%--Not met

1. Organize yearly Etiquette Dinner at CWU-Lynnwood in collaboration with Edmonds Community College—Spring 2007
   Changed Etiquette Dinner to Networking Dinner Event/Yes

   Yes

3. Plan and implement two career events at CWU-Des Moines in collaboration with Highline CC-Spring 2007
   No, Grad Finale was the only event at CWU-Des Moines since HCC retrenched their career counselors fall of 2006.

G. Advertise programs and surveys on website, student intranet, through Publicity Center.

1. Increase alumni mentors by 5 – 2007
   Yes

2. Increase Job Placement Survey return by 10% - Spring 2007
   Job Placement Survey return for Ed Majors increased by 25%
   BAS Job Placement Survey return decreased by 50%

   Yes, the impact theme printed on brochures, boards

GOAL #2: INCREASE THE UTILIZATION OF CAREER SERVICES.

A. Increase the visibility of Career Services

1. Establish phone protocol to encourage employers to self-register positions on line. Survey employers for feedback on customer service—Spring, 2007
   No; Phone protocol not needed. Did not survey employers
2. Establish protocol for interview opportunities via distance-ed using DSS equipment—Fall, 2006
   DSS demonstrated technology for staff—ongoing

3. Utilize Publicity Center for marketing.—Ongoing
   Yes—continuation will depend on cost to department

4. Place CS employer profiles/appreciation awards online—Spring
   No—Appreciation Award recipient/profiles will be on website’s Employer Page

5. Track number of students per year opening an account on WCN—Spring
   eRecruiting has made it possible for us to do so

6. Market Wildcat Career Network with completed “Jet-Fueled” brochure—Ongoing
   Yes, we have “jet-fueled” business cards and posters on our board

7. Attend a minimum of two west-side career events at peer institutions.
   Yes, Assistant Director attended Director’s meetings at SPU.
   Director attended Director’s meeting via Distance Ed at SPU
   Recruiter and Associate Director attended events at Verizon and Starbucks
   Recruiter attended fairs at UW, Yakima and Ellensburg
   Recruiter attended Fastenal’s National Conference in Tennessee

B. Build, expand and maintain mutually beneficial partnerships internally and externally.

1. Reduce contradictory career information by standardizing resume development
   and career related services. Meet with academic departments that provide these
   services—Ongoing
   Ongoing—Director sent letters to all departments inviting CS to classes
   Counselors, Associate Director and Director provided outreach to 12 depts.

2. Continue to integrate representatives of other campus resources into weekly staff
   meetings—Ongoing
   Yes, representatives from the BOD, International Studies, DSS, Diversity presented to our
   staff

3. Train 1-3 select upperclassmen as peer advisors to do outreach with majors and
   career related information—Winter
   Yes, 2 Peer Advisors were hired and provided outreach and special events

4. Increase presentations at academic staff meetings from 6 to 8.
   No—Presented at 5 academic staff meetings

5. Offer Job and Career Transition Coach Certification for Counselors—Winter
   Yes, our exempt staff plus 21 other counseling professionals across the state were trained
   for 3 days by Richard Knowdell
6. Pilot “Building Your Personal Power” presentation with Merrily Bjerkestrand for students, staff, faculty, community. ’07-’08
Not in –’06-’07. This event will depend on budget constraints.

GOAL #3: SUSTAIN PRODUCTIVE AND SUPPORTIVE ENVIRONMENTS THAT PROMOTE PROFESSIONAL GROWTH, MUTUAL RESPECT, COMMUNICATION, PROBLEM-SOLVING AND COOPERATION.

A. Uphold memberships in professional organizations.

1. Promote intellectual inquiry, professional growth, and collegiality—Ongoing—Yes, members of:
   - American Association of Employment in Education (AAEE)
   - Cooperative Education and Internship Association (CEIA)
   - National Association of School Personnel Administrators (NASPA)
   - National Association of Colleges and Employers (NACE)
   - Society for Human Resource Managers (SHRM)
   - Career Resource Manager’s Association (CRMA)
   - Mountain/Pacific Association of Colleges and Employers (MPACE)
   - National Career Development Association (NCDA)
   - Washington Career Centers List-serv
   - CRMA List-serv

2. Counselors will attend workshops in support of professional licensure renewal—Ongoing
   Yes, Director and Career Counselor attended two workshops

B. Continue to participate in professional development opportunities and university partnerships.

1. Implement team-building exercises and recognize volunteer efforts/excellence at weekly staff meetings and departmental celebrations—Ongoing
   Yes, affirm staff with recognitions and celebrations

2. Each staff member will attend one professional development opportunity related to the goal—Ongoing
   Yes Recruiter attended Managing Multiple Projects.
   Counselors attended National Career Development Association’s national conference in Seattle
   Assistant Director attended MPACE in Seattle and was on the planning committee
   Program Assistant and Secretary Senior attended Administrative Assistant Training in Spokane.
   ITAM’s Business Day was attended by Recruiter, OA III and Secretary
   Communication Class/Excel was OA III and Recruiter
   OA III attended trainings in Groupwise and Safari
   Director attended on-campus writing workshop
3. Staff will participate in the Washington Career Centers meeting, NCDA and MPACE.
   Yes—all met

C. Encourage appreciation of diversity

1. Attend multicultural programs, trainings, opportunities and participate in groups that support diversity.--Ongoing
   Yes

2. One or more staff member(s) will volunteer to participate on the Campus Diversity Council.
   Staff member on Native American Diversity Council
   Staff member on International Diversity Committee

D. Strive for civility on all CWU campuses.

1. Work with Donna Kramer to build a functional, working code of civility/ethics for the CWU-Des Moines Campus—Winter
   Yes, Donna Kramer worked with all Des Moines staff

E. Enhance communication with peer institutions

1. Utilize Career Services state list-serve for professional collaboration and problem-solving—Ongoing
   Yes, list-serv created by department and used frequently

2. Attend West-side director meetings, et. al, via Distance Education facilities—Spring
   Yes, Assistant Director attended

GOAL #4: SECURE ADEQUATE FUNDING FOR ALL DEPARTMENTAL OPERATIONS

A. Increase employer donations by 20%.

1. Utilize employer fees in support of departmental student and events—Ongoing—Not successful
   Increased event participation fees from $150.00 to $200.00 for large fairs
   Did not charge participants in Health Fair
   Unable to use employer donations for student scholarships

2. Invite new employers to participate in special events, workshops and recognition evenings.
   Networking event on CWU-Lynnwood Campus with new employers
   Peer Advisor’s “Careers in Action” workshop hosted CWU Alumni
   Employer Appreciation Award presented yearly
3. Highlight employers on website—Spring
   Ongoing— plan not reached because website needed more revision

B. Secure financial partnerships

1. Complete report to S&A to support funding for CWU-Des Moines counseling position—Fall & Winter
   Yes, report completed and funding approved for biennium

2. Continue to request financial support from Academic Affairs for summer internship faculty travel—Winter
   Yes, Career Services was allocated $7,000. for summer faculty travel

3. Partner with SAEM departments to share costs of events--Ongoing
   University Housing & New Student Programs provided food for Majors Fair

C. Consider restructure of placement file fees and finalize decision

1. Our declining reserve fund support program assistant’s salary and benefits.
   Move salary/benefits to state budget—Spring
   No, not approved

2. Survey state institutions for placement file trends and cost comparisons.
   Yes, CWU one of least expensive placement file fees in state
   WA and ID still actively use placement files
   CA is 50/50
   OR uses electronic placement files
   Special Ed and Math majors don’t need placement files sent since these positions are in demand and districts are desperate

D. Use cost-cutting methods whenever possible.

1. Install counter on photocopier to monitor paper use—Fall
   Yes

2. Purchase second scanner for learning agreements to save on postage—Spring
   Yes

3. Investigate costs/time for scanning 30,000 placement files—Spring
   No

4. Recycle paper, ink cartridges, other waste—
   Ongoing
   Yes

5. Clear away clutter in office spaces—Ongoing
   Depends on whose office one visits
6. Monthly, create one-page budget reviews and summaries to monitor all spending. Yes

7. Apply for soft-money when opportunity strikes
Yes, have been successful last two years—need to request larger amount since department has grown and costs have increased

GOAL #5: INSTITUTE A COMPREHENSIVE PROGRAM OF ASSESSMENT AND EVALUATION

A. Employ learning objectives for all events, workshops and classes.

1. Departmental assessment committee will begin to establish objectives using CAS Standards and NACE examples—Ongoing
Yes, employed CAS Standards and NACE’s Principles of Professional Conduct

2. Review assessment strategies and utilize assessment consultant when necessary—Ongoing
No, did not use consultant except during her presentation to SAEM

3. Review performance indicators for alignment with current goals/ objectives—Ongoing
Yes. We find some performance indicators need to be changed

B. Invite peer review process.

1. Consider and make decision on departmental peer review with WWU or U of W—Spring
No, not completed

2. Utilize peer evaluations to revise and improve programs and services and in recognizing staff performance.
No, not met. We communicated with NACE to move forward with an accreditation process

C. Streamline data collection process for accuracy and efficiency.—Ongoing

1. Utilize departmental technology and assessment committees for methodology. Ongoing

2. Continue research with swipe card. Meet with ITS for determining feasibility of building in-house database.—Spring
Yes, IRS completing swipe-card project
In-house database will depend on costs and funding source

3. Survey other career services departments to compare methods of data collection.—Spring
We utilized the list-serv for this. Only Western WA Univ. responded
4. Consult with professional organizations for data methodology.  
Consulted with NACE and NACE relies on Career Services Departments  
We measure pre and post responses to workshops

D. In collaboration with Student Affairs and Academic Affairs, effectively track graduates’ employment status, employer and student satisfaction and monthly data.  
--Ongoing

1. Collaborate with Degree Checkout and Alumni Relations in motivating graduates to complete the Job Placement Survey.  
Yes, tracking alumni is becoming a university responsibility with faculty, Institutional Research, Degree Checkout, Alumni Relations and Testing  
Career Services encloses a bookmark reminder to complete the job surveys with the hard-copy diploma, mailed in July.  
We send a business card reminder with Alumni packet mailed in August

2. Use incentive to encourage grads to complete Job Placement Surveys.--Summer  
We received a $100. gift card from Fred Meyer, Ellensburg as an incentive to complete the Job Placement Surveys

3. Meet with departments who track graduate placement.--Ongoing  
Yes, as a member of the Alumni Tracking Committee, we meet quarterly

4. Revise monthly data form and procedure to accurately measure numbers of those we serve.  
Yes, monthly data form revised to model NACE survey questions. We track face-to-face appointments, walk-in appointments, phone/email counseling, co-op appointments, number of classroom presentations, workshops, events, and recruiters and employers coming to campus.
CONCERNS

DEPARTMENTAL

Funding
Each year, state funding and creatively making it stretch is a challenge. Our department has grown and costs of supplies, technology and communications have increased. We have been fortunate to receive “soft money” for specific projects from President McIntyre the past two springs. We allot monies from our state budget into: supplies, communications, subscriptions, professional development, technology and cooperative education travel. We will need to write grants for funding for our special programs.

Technology Needs
Students are more technology savvy than the majority in our department. We are limping along on computers that cannot accommodate Microsoft 2007 Office. Technology needs are ever-demanding, not just for Career Services but throughout the community.

West side Campuses
Attracting strong faculty, meeting non-traditional student needs, sound management, hostile work environment are just a few of the challenges. Career Services would like a permanent counselor at Des Moines and will work toward more positive, open communication on that campus this year.

Recruiting
The west side campuses have the advantage of cutting edge companies in their midst. We have not actively recruited these new, stellar companies. To attract and retain our students, it is now imperative that we do extensive outreach to recruit a diversity of firms. We need to implement a written recruiting policy for employment professionals based on the Principles for Professional Conduct as outlined in NACE. This will assist us in keeping the best interest of our students at heart and will guide us in selecting appropriate employers to recruit our students and alumni.

Implication of Globalization
We are at a crossroads where our work is changing rapidly. “Boundary-less” career development is taking place on a global scale. Multicultural communities and cultural competencies thrive in the global economy. Globalization also has the potential to widen the equity gap, creating nations of “have” and “have-nots.” The majority of clients around the world will be non-white and culturally diverse. As career professionals, we need to continually look outside North America for new ideas, models and methods to expand our vision and practices.

Departmental Move
Career Services is slated to move to Bouillon in 2009 under the South Neighborhood Committee recommendations. We are uncertain if all positions will be housed together or separated. Although a move is a few years away, we need to consider possible implication/financial obligations with printed materials, location and accessibility.
CAMPUS

Campus Climate and Retention
Members of our department are on SERT and active with retention initiatives. Campus climate affects retention, no matter how many premier SAEM programs we have. Academic Affairs and Student Affairs need to collaborate more in spite of challenges like restrictive scheduling with classes, shortage of faculty and their bargaining contract restrictions to meet the needs of students. How can Student Affairs’ professionals better assist faculty?

Information dissemination
• A campus wide system is needed for communicating current information related to specializations, minors and degree offerings.
• Career counselors, academic advisors, faculty advisors need to know when a new degree program is introduced, when it will be made available, classes in the program and so on.
• At Des Moines, staff and students knew of changes only when they were posted on a bulletin board. Likewise, we need to know when a program has been removed (example: Advertising Minor) so that we don’t hear it from students after the fact.

Overlap of Career Services
Career related services like resume writing and interviewing are sometimes taught by faculty. Conflicting information causes confusion among students since faculty models are often outdated. We will continue to provide outreach to the chairs from each college during the year to provide them with templates and explanation of our services.

Standard Three for NWCCU Accreditation
Reviewing the charge for Standard Three Committees, it is evident much work lies ahead. This is a unique opportunity to assist CWU in goal clarification, problem-identification, review of programs, procedures and resources and to embrace change.

More importantly, it is an opportunity for Academic Affairs and Student Affairs to come together to achieve a common goal, much larger than those goals in our divisions.
### Career Services - State Budget

#### June 30, 2007

<table>
<thead>
<tr>
<th>Category</th>
<th>Allocated</th>
<th>Spent</th>
<th>Difference</th>
<th>Amount</th>
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<tr>
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<td><strong>$34,667.94</strong></td>
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<td><strong>$4,164.00</strong></td>
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<tr>
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<td>$ 3,774.50</td>
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<td><strong>Payroll Balance</strong></td>
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<td><strong>BALANCE</strong></td>
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<td><strong>$3,785.97</strong></td>
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CAREER SERVICES – DEDICATED BUDGET
JUNE 30, 2007

<table>
<thead>
<tr>
<th></th>
<th>EXPENDED</th>
<th>TOTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CARRY FORWARD</strong></td>
<td></td>
<td>$69,159.57</td>
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<tr>
<td><strong>INCOME 05/06</strong></td>
<td></td>
<td><strong>ACTUAL</strong> $58,410.26</td>
</tr>
<tr>
<td><strong>FUND BALANCE</strong></td>
<td></td>
<td>$127,569.83</td>
</tr>
</tbody>
</table>

| **Goods & Services:**   |          |          |
| Assessments            | $1,452.00 |          |
| PF Supplies            | $1,222.73 |          |
| Travel                 | $149.09  |          |
| Telephone              | $125.00  |          |
| Rental/Lease-Copier    | $1,340.56 |          |
| G&S Expenses           | $4,289.38 |          |

| **Payroll/Benefits:**  |          |          |
| Staff                  | $24,442.00 |          |
| Student                | $3,996.88  |          |
| Benefits               | $10,208.08 |          |
| Total Payroll Expenses | $38,646.96 |          |

| **Total Expenditures** | $ 42,936.34 |
| **Balance**            | $ 84,633.49 |
# CAREER SERVICES – S & A – WESTSIDE COUNSELOR
## JUNE 30, 2007

### Goods & Services:

<table>
<thead>
<tr>
<th>Allocated G/S Budget</th>
<th>Allocated</th>
<th>Spent</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Expenses</strong></td>
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<td><strong>$2,553.08</strong></td>
<td><strong>$1,250.21</strong></td>
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<tr>
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<td><strong>6,356.37</strong></td>
<td><strong>2,553.08</strong></td>
<td><strong>$3,803.29</strong></td>
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### Payroll:

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<th>Allocated Payroll Budget</th>
<th>Allocated</th>
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<th>Difference</th>
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<tr>
<td><strong>Ending balance</strong></td>
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<td><strong>$6,373.52</strong></td>
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# CAREER SERVICES – SUMMER CO-OP TRAVEL BUDGET
JUNE 30, 2007

<table>
<thead>
<tr>
<th>CARRY FORWARD</th>
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<th>$7,500.00</th>
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<tbody>
<tr>
<td><strong>EXPENDED</strong></td>
<td><strong>TOTALS</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Goods &amp; Services:</th>
<th>EXPENDED</th>
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<tbody>
<tr>
<td>Mileage</td>
<td>$3,040.82</td>
<td>$3,040.82</td>
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<tr>
<td>Per Diem</td>
<td>$1,815.34</td>
<td>$1,815.34</td>
</tr>
<tr>
<td>Motor Pool</td>
<td>$617.72</td>
<td>$617.72</td>
</tr>
<tr>
<td>Misc.</td>
<td>$39.73</td>
<td>$39.73</td>
</tr>
</tbody>
</table>

**Total Expenditures**  
$5,513.61 (\$887.97)

**Balance**  
$2,874.36
In July, 2006, Lynn Whitacre, our Program Coordinator for Placement Files and Database resigned to take a new position with CHCI. Our OA III, Sandra Stewart, graciously filled both positions until late September when she transferred to Program Assistant for Placement Files and Database. Sandra received the Employee of the Month Civil Service Award for June 2007.

In January, 2007, Ray Wells assumed the position of OA III for the 204 M office. Ray has traveled extensively and has extensive experience with customer service and the web.

Our Career Counselor at the Des Moines campus, Christine Schurkus, resigned in May, 2007. She secured a career counseling position at San Diego State University. Ken Webber served both the Lynnwood and Des Moines campuses in the interim. The position will now be shared with Highline Community College.
RECOMMENDATIONS

1. Explore alternative funding sources to supplement increases in supplies, communication costs and salaries.

2. Discover ways to effectively communicate academic program information and changes to counselors so that we can accurately advise students on majors/minors that were recently dropped.

3. Continue to work with IT to complete the VIMS project and modify the system as necessary in an attempt to house other departmental data.

4. Provide more opportunities for staff development and effectively orient new staff.

5. Identify and invite new and unique companies to recruit on campus.

6. Replace 8 computers that are not compatible with Microsoft Office 2007.

7. Support and assist new hire at CWU-Des Moines to be resilient to work-place stress.

8. Utilize StudentVoice for creating an employer evaluation and tracking students who secure jobs after attending recruiting events.

9. Continue to work with the Career Services staff to learn to accept accountability measures and individual feedback and prioritize team goals over personal goals.

10. Work toward NACE accreditation of Career Services department.

11. Work on NWCCU Accreditation of CWU with participation on Standard Three Committee.
APPENDICES
VISITOR INFORMATION MANAGEMENT SYSTEM (VIMS) DATA
7/1/2006-6/30/2007

Career Counseling Visits

- Resume/Cover Letter: 300
- Job Search: 272
- Career Path Guidance: 67
- Major Selection: 6
- Career Interest Assessment: 65
- Mock Interview: 30

Class Visits

- UNIV 101: 93
- UNIV 103: 106
- Other: 79
### CAREER ASSESSMENT INSTRUMENTS TAKEN
#### 7/1/2006-6/30/2007

<table>
<thead>
<tr>
<th>ASSESSMENT INSTRUMENT</th>
<th># TAKEN</th>
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</thead>
<tbody>
<tr>
<td>STRONG INTEREST INVENTORY</td>
<td>187</td>
</tr>
<tr>
<td>TYPEFOCUS</td>
<td>835</td>
</tr>
</tbody>
</table>

**TOTAL TAKEN**

1022

NKW-8/28/07

---

#### ASSESSMENT INSTRUMENTS 2006-2007

- **STRONG INTEREST, 187**
- **TYPE FOCUS, 835**

[Diagram showing distribution of assessment instruments taken]

- **STRONG INTEREST INVENTORY**
- **TYPEFOCUS**
TEACHER EDUCATION PLACEMENT REPORT  
2006-2007

Name of Institution: Central Washington University  
Person completing report: Sandra Stewart  
email: stewartsa@cwu.edu

SURVEY POPULATION STATISTICS
Total number of individuals completing initial teaching certificate programs from September 2006 through August 2007: 484
Total number of students contacted: 350  
75% of Total
Total number unable to contact: 114  
25% of Total
Total: 484

POPULATION REPORT BY CATEGORY*

<table>
<thead>
<tr>
<th>Category</th>
<th>No.</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Employment as teacher in state:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Public</td>
<td>200</td>
<td>55</td>
</tr>
<tr>
<td>b. Private School</td>
<td>191</td>
<td>5%</td>
</tr>
<tr>
<td>2 Employment as teacher out of state:</td>
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<td></td>
</tr>
<tr>
<td>a. Public</td>
<td>9</td>
<td>2%</td>
</tr>
<tr>
<td>b. Private School</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>3 Employed as substitute teacher:</td>
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<td></td>
</tr>
<tr>
<td>a. Still seeking teaching position</td>
<td>115</td>
<td>32</td>
</tr>
<tr>
<td>b. Not seeking teaching position</td>
<td>113</td>
<td>32</td>
</tr>
<tr>
<td>4 Employed in non-certificated position in a school district (i.e., teacher aide, instructional assisant, etc.)</td>
<td>7</td>
<td>2%</td>
</tr>
<tr>
<td>5 Employed, non-teaching related, not seeking teaching position</td>
<td>6</td>
<td>2%</td>
</tr>
<tr>
<td>6 Employed, non-teaching related, but still seeking teaching position</td>
<td>4</td>
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</tr>
<tr>
<td>7 Unemployed, still seeking teaching position</td>
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<td>1%</td>
</tr>
<tr>
<td>8 Unemployed, seeking non-educational employment</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>9 Not seeking any kind of employment</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>10 Primarily involved in graduate study</td>
<td>3</td>
<td>1%</td>
</tr>
<tr>
<td>11 Other</td>
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<td>0%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>350</td>
<td></td>
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</tbody>
</table>

* Please report each student under only one category. For example, if the individual is primarily involved in graduate study, report as category 10 only.

Submit by March 15, 2007 to: Roi Maloney  
Professional Education and Certification  
cert@psdl.wednet.edu

FORMAT SPI S-188B (Rev. 10/06)
### Business, Arts Sciences Majors - Job Acceptance Survey

<table>
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<th>GRAD DATE</th>
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<th>MAJOR</th>
<th>EMP - NOT SEEKING</th>
<th>EMP - STILL SEEKING</th>
<th>UNEMP - NOT SEEKING</th>
<th>UNEMP - STILL SEEKING</th>
<th>CONT - GRAD</th>
<th>CONT - UNDER-GRAD</th>
<th>SCHOOL</th>
<th>PROG</th>
<th>SURV RCD</th>
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<td>Env Science</td>
<td>X</td>
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<td></td>
<td>8/16/2007</td>
</tr>
<tr>
<td>6/12/2007</td>
<td>LWOOD</td>
<td>Account</td>
<td>X</td>
<td></td>
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<td>8/16/2007</td>
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<td>X</td>
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MAJORS FAIR – 2006
Final Report

The event took place on November 1, 2006, in the new SUB/REC building. Compared to the old setting in the SUB Pit, this layout (copy attached) seemed very strung out. Tables were from one end of the upper level to the other. There was mixed feelings by faculty about the layout. Some stated that they liked the more open, spread-out setting, but others felt that it was too sparse. It was generally felt that the student turnout was low. Some faculty said that they had a number of students at their table, though. Perhaps the elongated layout made the student numbers seem small.

The various Colleges/Schools were in separate sections, with their departments grouped together. Due to recent changes, some departments were not listed separately, even though they are separate programs; e.g., Business Education and Aviation (formerly Flight Technology) are no longer part of Industrial & Engineering Technology. It is unclear what can be done to remedy this situation when changes are made that we are unaware of.

There were some slight glitches in the layout. Scheduling had assigned tables to other groups, who had set up at tables set up for our event. We just moved tables around and it worked fine. Also, there was a fashion show with LOUD music taking place at the same time as our event. This made it very difficult for those departments at the far east end of the area.

Black tablecloths were used, along with acrylic signs listing the name of the department. A cluster of black/burgundy/blue balloons were placed at each end of the fair, with a smaller grouping at the Career Services table.

Housing and New Student Programs contributed $400 towards the food for the faculty advisors. The Wildcat Shop and Jerrol’s each donated beautiful, grey hooded sweatshirts for the door prize drawing. Along with those two sweatshirts, Career Services gave out five of the Nalgene bottles that we had purchased with our URL imprinted on them.

Marketing was mostly handled by the Publicity Center at the SUB/REC. They designed the poster and printed it. Early in October, seventy copies were sent with short notes to the RAs asking them to post throughout the residence halls. The other posters were posted by the Publicity Center. The key image was used on other materials, such as the invitations to the President, Vice Presidents, and deans. Messages were sent out via e-mail and the intranet to faculty, department secretaries and chairs, and students. Costs for publicity and for site usage have not come in as of the date of preparing this report. Food costs over the $400 paid by Housing and New Student Programs was $652.45. The buffet lunch, including bottled water, came to $12.20 per person.
Considerations for next year include:

- trying to bring the tables in closer and not spread out so far;
- possibly scheduling the event a week earlier so that it doesn’t conflict with advising week (10/29-11/2) next year;
- we were asked to provide name tags, but we didn’t get names of all department representatives, so that may be difficult – possibly blank tags they could use?
- have input from deans requiring participation by programs so that it doesn’t drag out so far;
- earlier notification to department representatives;
- larger signage outside of the event the day of the event and perhaps the day before.
- In our 11/8/06 staff meeting, we discussed the following concerning the Majors Fair:
- We started by reviewing the evaluation results. Then we discussed:
  - Low attendance – Was it due to lack of publicity? Event overload?
  - Event layout – maybe better in the ballroom? Not as visible, but better layout?
  - Departmental committee established to prepare the event.
  - Freshmen too busy to care about it – address it to the upperclassmen.
  - Maybe move to later in the year?
  - Keep promotions simple – not too wordy.
  - Time and location have been reserved for 10/24/07. Figure out a date in winter quarter and move it to then. This is too early in the year, especially for freshmen.
  - Discussion of Open House – what does it do? Confusion between Majors Fair and Open House. Open House is for incoming students. Faculty were burned out.
  - Maybe we should poll the departments and see WHEN they would like to see it offered.
  - Students want free stuff.

Evaluations were given to the department representatives, as well as to students.
Central Washington University
2007 Education Career Fair
& Mock Interview Workshop
March 1, 2007 | Black Hall | Presented by CWU Career Services

This was the 5th annual CWU Education Career Fair. The 2006 Education Fair was held in April in conjunction with our Career Quest Job Fair. After that fair we decided that for student access and staffing difficulties the fair should be moved back to Black Hall and be held winter quarter.

A total of 16, 13 school districts and three education related groups registered for the fair. Registration was limited because several Westside school districts were holding small on-site fairs of their own the same week. Two other school districts registered early and withdrew because they weren’t ready to determine their hiring needs. Due to snow on the pass, several representatives were not able to attend. We had a total of 16 representative tables, which included Career Services and the student education clubs SWEA and SCEC.

77 students signed in at the fair, but because we have no way of controlling attendance in Black Hall, we don’t have an exact attendance number.

Representatives from the Kent School district and Kathy Bailes from the Ellensburg School district accepted to present a mock interview workshop at 4 p.m., after the fair. Kent pulled out, due to travel issues, and Lori Simmons from the Federal Way School District agreed to take on the responsibility. Kathy Bailes presented on the hiring requirements and interview procedures of the Ellensburg School District. Lori presented on education interview skills and held several mock interviews. The workshop was well attended and received.

School Districts Registered
Ellensburg School District-Ellensburg Renton School District-Renton
EPIC – Enterprise for Progress in the Community-Yakima
Sunnyside School District-Sunnyside Everett Public Schools-Everett
Teachers-Teachers.com-Olympia Federal Way Public Schools-Federal Way
Toppenish School District-Toppenish Kent School District-Kent
Wahluke School District-Mattawa Mission Aviation Fellowship-Ellensburg
Wenatchee School District-Wenatchee North Franklin School District-Connell
West Valley School District-Yakima

Planning
After assessing responses and concerns from the previous fair, the date and location coordination was made in cooperation with Steve Schmitz, Chair of the Education Department. In mid-January I emailed a letter of invitation to school districts and education groups and established online registration in our eRecruiting – Wildcat Career Network- system. Sandy Stewart and I also made phone calls to districts that previously participated or showed interest in our fairs.
Event planning and management participants
Teresa Youngren, Career Services, Career Services Employer Recruiter / Event Coordinator. Sandy Stewart, Career Services, Education Placement File Program Assistant, Steve Schmitz, CWU Education Dept. Chair | CWU Education Tech Center CWU Scheduling and Event Management, Education Clubs: Student Council for Exceptional Children (SCEC) & Student Washington Education Association (SWEA), CWU Public Safety & Parking – Nancy Bakeman, Parking Coordinator, CWU Catering Services

Registration and Attendee Packets
Registration was done online via the Wildcat Career Network Career Fair module. Cost was $50.00 for up to two attendees and $5.00 for additional attendees, and included a 30”x8’ table, table cloth, promotions and parking and lunch for two. When recruiters arrived they received a packet containing the following: a CWU/Career Services folder, an informational – thank you / letter, event evaluation form, invoice/receipt, student information data sheet, and an agenda with listing of participating schools/recruiters.

Confirmation, Parking/unloading
Registration confirmations, directions to campus, campus maps, and Invoices were emailed to participants. Parking was available in lots adjacent to Black Hall. Career Services’ staff and student staff were available to assist school representatives with parking directions and unloading assistance. Representatives chose table locations as they arrived.

Interviews
Interview rooms were established in the Black Hall Ed Tech Center, but no districts chose to hold interviews in conjunction with the fair.

Promotion/marketing
CWU Campus Life Publicity created fair posters which were presented on the Career Services’ website and on boards in Black Hall, academic buildings, Barge Hall, The SURC and on all available outdoor boards, beginning two weeks prior to the event. Three information emails were sent to all Education faculty and staff as well as one campus-wide email. Emails were sent to education candidates via Career Services eRecruiting (Wildcat Career Network) database. We also utilized the campus student and faculty intranet for two announcements.

CS provided signs and sandwich boards at entrances, as well directional signs for parking.

Also, fair flyers were created and distributed by the SWEA Club, to club members and in classrooms.

Set up & Facilities
Career Services staff, SWEA student volunteers and two CS work-study student provided event set up, and event management during the fair. Facilities delivered tables the afternoon prior to the event. CS and student staff prepped balloons for signs and assisted with table and sign set-up.
**Hospitality**
CWU Career Services provided water and the SWEA club provided hospitality room set up and extra treats in the staff lounge, where CWU Catering provided fruit trays, cheese and crackers, cookies and coffee.

**Overview from evaluations**
Districts and students had a very positive overall view of the fair and event process. Students and districts stated they were pleased to have the fair return to Black Hall. After the event, even though we believed to have a strong promotion of the event, we received statements from students who said they never know about it.

The 2008 Ed Fair has been tentatively set for Feb 28. I would suggest promotions and planning begin with the education department this November 2007.

**Basic fair finances**

<table>
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<tr>
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<th>Amount</th>
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</thead>
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<tr>
<td>Registration Fees Received</td>
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</tr>
<tr>
<td>Set up tables: Facilities</td>
<td>75.00</td>
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<tr>
<td>Catering: Tablecloths, Food, Beverages</td>
<td>227.00</td>
</tr>
<tr>
<td>Promotions / poster</td>
<td>85.00</td>
</tr>
<tr>
<td><strong>Balance</strong></td>
<td><strong>+268.00</strong></td>
</tr>
</tbody>
</table>

G: Events/ Education Career Fair 2007 | Teresa Youngren, Career Services, Employer Recruiting Coordinator – Event Coordinator
Professional Etiquette Dinner Seminar

Monday May 21, 2007 ~ Presented by CWU Career Services

Introduction
This was the second annual professional etiquette dinner planned and presented by CWU Career Services. Our chosen presenter was Merilee Bjerkestrand, a CWU alumnus who was trained and certified by the Protocol School of Washington D.C. She is an educator in the Spokane School District and is an active presenter for Northwest colleges, business and clubs.

Event planning participants
Teresa Youngren, Career Services Employer Recruitment / Event coordinator/manager
Jackie Johnson, Career Services Director; Merilee Bjerkestrand, Dir. NW School of Protocol
Geri Palmer, CWU Catering; Lola Gallagher, Campus Life Publicity; Susan Howard, Campus Life Accounting.

Marketing/Promotion
Based on campus interest from last year’s event and notice on our web site, we actually utilized minimal additional promotions. Email invitations were sent to numerous departments and campus clubs, followed by large posters created by Campus Life Publicity. The first unveiling of the large posters was at Career Quest, our all campus fair. Small event posters were emailed and posted on several campus boards.
The student editor for the Observer requested that we include two of the paper's reporters at the dinner for a “hands on” reporting experience. We granted a ticket to one reporter. The reporter and a staff photographer attended Etiquette Dinner. An article followed in the next week’s Observer.

Registration/Attendance
84 registrations were accepted. Registrations were taken through the SURC Ticket Office (no fee), with group sales going through Teresa in Career Services. The registrations were run through our foundation account. 85 meals were ordered including a meal for Merilee. There were four no-shows. Registrants received tickets with purchase and were emailed event reminders. Upon arriving, attendees were checked in and informed where to be seated.

Facilities, Catering & Set-up
The elegant Lombard room was again used for the etiquette event. CWU Catering Services provided an excellent meal. I chose the menu based on Merilee’s general suggestions and item recommendations of catering. The following was served:
1st Course--Roasted Squash Soup 2nd Course--Caesar Salad. 3rd Course--Chicken Duxell Wellington w/Roasted Red Potatoes (Boneless Chicken Breast, with Mushrooms) or Stuffed Zucchini w/Roasted Red Potatoes (Fresh Zucchini, Stuffed with Rice and Seasonal Vegetables) – the vegetarian offering. 4th Course--Berry Pie a la mode.
Buffet rectangular dining tables were arranged with seating for 84 in a fan format. Basic set up and table settings were done by catering services. Teresa and Merilee spend an additional hour “perfecting” the setup. Teresa and student employee, Maira need last name, created 15 flower arrangements with flowers purchased at Safeway and vases borrowed from CWU Foundation. The room was lovely.

**The Event**

Per event evaluations, the 2nd annual Professional Etiquette Dinner Seminar was very well received and very much appreciated by attendees. Merilee spent two hours presenting very specific, course by course, situation by situation guidance and direction on dining etiquette, covering less formal to very formal situations. She provided visuals on easels and PowerPoint as well as made references to books and the actual meal. There were several no-shows, which made it possible to offer a meal to the Observer photographer.

**Finances**  
Minor miscellanies and man hours are not included in this cost sheet

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attendees /students Dinner ticket $= $25 staff/public, $20 Students,$17 pp with club/dept. arrangements</td>
<td>1461.00</td>
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<tr>
<td>CWU Catering Catering: food, event setup &amp; Lombard Room fee</td>
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<tr>
<td>Promotions/marketing/ Promotions/marketing/ flyers and posters 135.00 PUB. / Misc supplies 8.51</td>
<td>143.51</td>
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<tr>
<td>Merilee Bjerkestrand Event/seminar speaker: Speaking Fee/ travel</td>
<td>650.00</td>
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<tr>
<td>Scheduling Office Tech--wireless, projector &amp; set up</td>
<td>100.00</td>
</tr>
<tr>
<td>Flowers/Vases borrowed from Foundation office / flowers purchased by Teresa at Safeway</td>
<td>32.20</td>
</tr>
<tr>
<td>Event net cost</td>
<td>1,034.71</td>
</tr>
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</table>

**Observations/Recommendations**

The event was sold out with many additional requests for tickets. Evaluations were very positive; the two lesser evaluations indicated the program was a bit long and that it was a bit crowded. Choices for future event location and speaker may be based on adequate room, costs and need for frequency of the event. I personally would like to see at least one event a year provide a setting for students to encounter administrative and business contacts.

The meal was not as hot as it should have been, and not exactly as ordered. The event timing is difficult due to so many events on campus near year’s end. There is a need to better time the meal presentation with the event presentation, as to provide a better meal.
Background Introduction
This was the 4th co-sponsored CWU health careers fair. The fair was initiated and supported by the CWU Health Careers Education Task Force with event planning, registration and promotion handled by Career Services.
After reviewing University needs, we determined we would combine the event into an all-major graduate school and health careers fair: The 2006 Graduate Schools & Health Professions Fair. Fewer than anticipated non-health related graduate programs chose to attend. Over 100 students visited representatives from the 21 institutions represented. Several participating schools were late (Snoqualmie Pass issues), and one school canceled at the last minute.

Planning participants:
Career Services Event planning and preparation:
Teresa Youngren, CS Recruiting Coordinator
The CWU Health Careers Education Task Force: David Gee
Initial planning meeting: David Gee, Jackie Johnson, Randy Williamson and Teresa Youngren

Planning / contacts / Participant registration/Parking
Fair participant invitations were emailed by Dr. David Gee and Teresa. Contacts were directed to register online via the Career Services eRecruiting fair coordination module. Planning and promotions included: posters (created by website promotions, emails, participant reservations/confirmations, mailings, site reservations, catering (planning and reservations), signs for event and parking, table reservations/delivery request, table cloths reservation, set up, parking arrangements and passes, and event day materials. Online fair information and the registration link were posted on the Career Services web site. Fair information was also posted on the CWU Health Careers web site http://www.cwu.edu/~healthcareers/issues/. Prior to the Fair, attending organizations were mailed confirmation information, travel directions, a parking map, parking pass, and parking and event directions. Parking was in the lost east of the SURC.

Promotion/marketing
Health Careers Fair posters were created and printed by CWU Publicity student, and printed by the CWU CopyCat shop. Two + weeks prior to the fair they were hung on campus boards, in the Science building, in the PE/Health building, and in CWU campus centers. Dr. Gee, Jackie Johnson and I also promoted the fair via the Career services and CWU web, intranet and campus email. The health fair poster and information was also posted on the CWU web site and the Career Services website. 150 flyers which included information and a list of the participating organizations, was created by Teresa, posted on boards and to Dr. Gee for further distribution.
**Facilities, Set up & event day coordination**
Career Services arranged for facilities use, tables and tablecloths, set up, and catering. On fair day tables were set by SURC Scheduling; additional help was provided for set up, recruiter/participant support, check in and general greeting by Career Services staff, student staff and volunteers. Teresa and Grace checked in attendees and reviewed needs. Dr. Gee and two science/med club student volunteers greeted and assisted where needed.

Scheduling required advance table layout information for set up purposes. We had 25 tables set for registered attendees in SURC 137 A & B and adjoining hall; tables were also set for Career Services and catering. Table cloths were provided for those attending who did not provide their own. The tables met the needs of all pre-registered participants, a late comer, as well as the registration and catering tables.

**Attendee Packets**
When attendees arrived, they received a packet containing the following: a CWU/Career Services folder, complimentary pen, a thank you - informational/introductory letter, an event evaluation form, student contact sheets and a list of the programs and recruiters in attendance. Nametags were made for the guests; however, most guests had their own. The guests who did use them appreciated the hospitality.

**Lunch/Hospitality**
Boxed lunches and beverages were provided to all recruiting participants (turkey, tuna, or a vegetarian boxed lunch). Extra lunches were ordered. The lunches were provided by catering and were delivered to the site along with ice chests with soda and juice. Career Services also provided bottled water for program participants.

**Programs /representatives in Attendance:**
Bastyr University – Admissions (dropped - not able to attend)
CWU – Nutrition & Dietetics Program and CWU Pre-Med Club
Eastern Washington University: Physical Therapy/ Occupational Therapy Program/
Social Work Program
Leadership Institute of Seattle @ Bastyr University
Pacific University – Optometry, PT, OT, PA Programs
Pro Sports Club – physical training
US Army Medical Dept
University of Puget Sound – School of OT and PT - (dropped last minute)
University of Washington: School of Dentistry –Pipeline Grant (dropped)/ School of Medicine / School of Pharmacy / Dept. of Rehabilitation Medicine
U.S. Public Health Service - Pharmacy
Washington State University: Pharmacy Advising/ College of Nursing/ Program in Neuroscience
Willamette University – MBA (Program)
Yakima Regional Clinical Laboratory Science Program - Medical Technologist Program
Yakima Valley Farm Workers Clinic, NW Action Center / Connex
Event Cost Sheet
Due to previous sign preparation, event promotion purchases, and use of email for communications and registration, event costs were kept to a minimum. Miscellanies and man hours are not included in this cost sheet. The Health Task Force, via David Gee, stated there would be a min of $100 reimbursement to Career Services. Career Services has received no reimbursement from any CWU source.

Attendee registration fee income +870.00
eRecruiting Fair Mgmt Module fees -78.63
Miscellaneous Sign/posters lamination, supplies/folders, water -46.68
CWU Facilities/ Scheduling Table delivery and set up -50.00
TV/DVD rental -90.00
CWU CateringBoxed lunches/beverages /table cloths/ Helium -297.50
CWU University PublicityPromotions/Posters – CWU Publicity -140.00
CWU Observer Poster / Advertisement -104.00
Balance 113.19

Recommendations / Observations
For maximum exposure, event flyers should be shared electronically with all CWU departments and centers.
Faculty and campus promotional email should go out two times.
A promotional story as well as an advertisement should be printed in both The Observer and The Daily Record.
Consider student schedules in determining a date and time.
Additional programs that might want to participate: Psychiatry (counseling), optometry, ophthalmology, Forensics and Osteopathy.

Consider an earlier event date. Snow on Snoqualmie pass did affect travel.
Parking issues are always a concern. There were several parking problems for participating organizations.
Consider holding the next health fair in the Science Building or in conjunction with Spa-Wellness Day.

2007-2008
Date for 2007-2008 CWU Health Professions Fair – November 1, 2008
As of July 2007, the mutual decision was made to hold the fall 2007 Health Professions Fair in the SURC in conjunction with the Wellness Centers' Spa and Wellness Day.
Because of the location and combined effort, I’ve decided to only provide snacks. We will not charge representatives to attend.
Estimated 2007 event costs, $300.
Teresa Youngren, Employer Recruitment, CWU Career Services | 509.963.1982 | youngret@cwu.edu
CWU Career Services | cwu.edu/~career | 509-963-1921
### CWU 2006-2007 Career Fairs, Events & Recruiting / CWU Main Campus

#### Fall 2006

**Accounting Pre-screen Recruiting**

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<th>October 2006</th>
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<tr>
<td>Employer participants</td>
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<td>Students who participated</td>
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<td>Interviews</td>
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**Major’s Fair**

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<tr>
<th>Wed. November 1, 2006</th>
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<tr>
<td>Participant Departments</td>
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<td>Student Attendees</td>
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**Graduate Schools & Health Professions Fair**

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<th>Thurs Nov 9, 2006</th>
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<td>Recruiter Participant</td>
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<td>Student Attendees</td>
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<tr>
<td>Total # Quarter Interview Stats</td>
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<tr>
<td>Company interviews sessions</td>
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<td>Candidate interviews</td>
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</table>

**Winter 2007**

**Engineering Tech & Construction Management Fair**

<table>
<thead>
<tr>
<th>Thurs Feb 15, 2007</th>
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<tbody>
<tr>
<td>Employer / Co. participants</td>
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<tr>
<td>Student Attendees</td>
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**Education Fair & Workshop**

<table>
<thead>
<tr>
<th>Thurs March 1, 2007</th>
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<td>Participant Districts</td>
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<td>Total # Quarter Interview Stats</td>
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<td>Company interviews sessions</td>
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<td>Candidate interviews</td>
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**Spring 2007**

**Career Quest - All Campus - All Major Job & Internship Fair**

<table>
<thead>
<tr>
<th>Thurs April 19, 2007</th>
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<tbody>
<tr>
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**Etiquette Dinner & Seminar**

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<th>May 21, 2007</th>
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<tbody>
<tr>
<td>Mallory - presenter / educator</td>
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<tr>
<td>Student Attendees</td>
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<td>Total # Quarter Interview Stats</td>
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<td>Company interviews sessions</td>
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<td>Candidate interviews</td>
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#### 2006-2007 Recruiting Numbers

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<th>Does not include Majors fair stats</th>
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<tr>
<td>Pairs / Events</td>
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<tr>
<td>Total employer event participation</td>
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<tr>
<td>Total of students who participated in events</td>
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<tr>
<td>Total number of employers who held on-campus interview sessions (some are second round or repeat sessions)</td>
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<tr>
<td>Total number of on-campus interviews</td>
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### MATERIAL RESOURCE REPORT
#### 2000-2007

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<td>55B - 2007 JOB SEARCH HANDBOOK</td>
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<td>J.R. FRIEDMANN</td>
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<td>MKJ JOURNALS</td>
<td>BK OF LISTS</td>
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<td>SHRM</td>
<td>MEMBERSHIP - K.WEBBER, 2007</td>
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<td>NASPA</td>
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<td>EXCEL TRAINING - J. ANN RYAN</td>
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<td>EXCEL TRAINING - J. ANN RYAN</td>
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<td>NCDA</td>
<td>7/5-JUNGRN - J.RYANS</td>
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<td>CS-Foundation</td>
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NKW - 8/27/07
### ANNUAL CONTACT DATA - 2006-2007 - CAREER SERVICES

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Introduction
CWU Career Services annually coordinates Fall Accounting Prescreen Recruiting. Many accounting firms and agencies do the bulk of their intern and staff hiring in the fall. This is an opportunity for firms, recruiters, CWU and students to connect recruiting efforts. Candidates hired are employed for internships both prior to and after graduation and for staff accounting positions upon graduation. Many begin their positions the fall after graduation.

Summation
2006 fall accounting pre-screen recruiting was promoted for the dates of October 9 – 29, 2006. The 2006 pre-screen was the most successful to date in respect to numbers of participating firms and interviews held. 23 firms and agencies participated in the prescreen process with 28 offices represented. 27 on-campus interview days/sessions were held with 18 on the Ellensburg campus, 7 at the Lynnwood Center and 2 at the Des Moines Center. Two firms chose to arrange and hold their own in-house interviews. Students and graduates from CWU Ellensburg and call CWU campus centers participated. Due to availability of internships and job positions, candidates with graduation dates ranging from June 2006 through August 2008 were encouraged to take part in the recruiting. 586 applications were submitted (plus those submitted directly to firms) to firms and agencies for jobs and internships. We utilized the Career Services eRecruiting Wildcat Career Network / database for posting positions, submitting applications and online interview scheduling. 185 on-campus interviews were scheduled and held.

Firm and Agency Participation
Alegria & Company     Bauer Evans     Bernston Porter & co.     BDO
SeidmanCarter & Company     Clark Nuber     Clothier & Head     Deloitte
Ernst & Young     Hascal Sjoholm & Company     Johnson & Shute     KPMG
Leffel, Otis & Warwick     LeMaster & Daniels     Lindquist, LLP     McGladrey & Pullen
Moss Adams: *Everett, Yakima, Seattle, Tacoma     Nat'l Credit Union Assoc.
Shannon & Associates     Sweeney-Conrad     Vine Dahle Weyerhaeuser
WA State Auditor’s: Lynnwood-Bellingham, Yakima-Tri Cities, Wenatchee - Ephrata

Production Staff
Career Services Event planning, preparation, scheduling:
Teresa Youngren, CS Recruiting Coordinator, Randy Williamson, Career Services, Assistant Director, Ken Webber, Career Services, Assoc. Director, Westside centers Career Services 202 office staff: assistance with scheduling and greeting
CWU Business: Accounting Dept. Predominant faculty participants: Karen Martinis, Gary Heesacker & Ron Tidd

Promotion/marketing/ student information sessions
The Career Services web site and well as the Wildcat Career Network email and email to faculty was used to promote prescreen information. Flyers and information sheets were distributed on the CWU Ellensburg campus as well as, Yakima, Lynnwood, Des Moines, Wenatchee and Moses Lake.
Teresa, Randy, and Jackie Johnson, Director of Career Services, presented prescreen information to accounting classes during spring on the Ellensburg campus, on the Wenatchee and Ellensburg campus during summer quarter and on the Yakima Campus during fall quarter. Ken Webber presented information on the Lynnwood and Des Moines campuses and summer quarters.
Ken prepared for (along with the Westside accounting club) and attended CWU Westside Accounting Club Rock Salt Recruiting event at the Rock Salt Restaurant in Seattle.

**Production Outline**

**May**
- Early classroom info sessions – Randy and Teresa

**June**
- Information, invitations, registration process emailed to potential firms, businesses and agencies

**July**
- Summer session classroom info sessions – Randy, Ken and Teresa

**July - Sept**
- Firm and company registration, job and internship posting, data and flyer preparation

**Aug - Sept**
- Participation confirmation sent to firms and companies | Establish resume books and interview schedules

**Sept - Oct**
- Confirm and publish prescreen info for students | Resume books and applications are relayed to companies/firms
- Candidates chosen for interviews were scheduled
- On-campus interviews held

**Lunch/ refreshments**
Gary Heesacker and Karen Martinis hosted several firm recruiters for lunch. Recruiters were asked in advance if they wished to have lunch with faculty.

Recruiters were offered coffee, water and in the Career Services, Ellensburg office.

**Post note:** Dates set for 2007 Accounting prescreen on-campus interviews are Oct 8 – Oct 27, 2007

Teresa Youngren, Employer Recruitment, CWU Career Services | 509.963.1982 | youngrett@cwu.edu 9/07
Central Washington University
Career Quest Job & Internship Fair 2007
April 19, 2007 | CWU SURC Ballroom: 10a.m.-3p.m.

Introduction
CWU Career Services presented our 34th Annual Career Quest Job & Internship Fair on April 19, 2007.
The all-major fair was held in the CWU Student Union & Rec Center – The SURC, Ballroom, and boasted 88 companies/agencies. Recruiters represented a diverse range of companies and agencies offering career, internship and summer employment for a wide variety of degree programs. 15 employers held on-campus interview sessions in conjunction with the fair. Nearly 650 students signed in for the fair, most attending used the provided name badges.

Event planning and management participants
Teresa Youngren, Career Services, Employer Recruiter / Event manager
CWU Scheduling and Event Management | CWU Catering | CWU Public Safety & Parking
Noella Wyatt, Career Services; programs/maps, nametags, balloon & employer assistance.
Ray Wells – Career Services; directional sign creation & volunteer organization

Planning & Facilities
The SURC Ballroom and various rooms for interviews and dining were reserved in May 2006, through CWU Scheduling and Events, for the April 2007 fair. Advanced planning was also set with CWU Events for room planning and set up, as well as with CWU Catering Services and CWU Public Safety & Parking Services.

Registration/costs, Confirmation, Parking
We utilized the eRecruiting fair registration module; via the module employers utilized online registration and fee payment. The fair package registration, which provided a 30”x8’ table, table cloth, promotions, water, parking and lunch for up to three recruiters, was set at $150. Registration confirmations, directions to campus, campus maps, and invoices were emailed to participants. Catering and facility costs have increased for events, but due to use of email and our web site for recruiting and promotions, postal costs have been eliminated and overall event costs reduced.

Parking was arranged with University Public Safety-Parking Services. All fair parking was set for the N20 Lot adjacent to the Music Building on Alder St. Parking and unloading volunteers were available at the SURC unload.

Marketing/Promotion/Programs
Employer recruitment was accomplished primarily via email and phone calls. Student promotions were via posters designed by Campus Life Publicity and utilized on our web site, on the CWU main event web site, on our main campus and were sent to all CWU Center campuses. Campus wide promotions included posters and use of the Career Services and CWU websites, campus-wide and eRecruiting emails, and the CWU intranet. PSA announcements were run on The Burg and KXLE free of charge. KXLE exchanged their registration fee for 40 ten second radio spots. The Burg radio announcements was designed and produced by Hilary our student peer advisor.
Programs, which included company information, positions for which they were recruiting and their location at the fair, an event map and event acknowledgements were produced by Noella Wyatt and printed at the CopyCat Shop.

**Hospitality/Lunch**
SURC 301, the executive board room, was utilized as the hospitality room. CWU Catering set early morning coffee and buffet, and at 11:30 set beverages, cookies and boxed lunches. The room and food was very well received. We had a volunteer/staff assigned to the room during key hours to monitor and provide assistance.

**Volunteers/staff assistants**
Students were recruited and coordinated by Ray Wells to assist with the following jobs: Entry Table, Evaluation Desk, Hospitality Room Monitor, Parking Assistance, Loaders and Un-loaders and Runners. Most volunteers followed through and did well.

**Recommendations / Observations**
Company representatives were excited with our new SURC venue and pleased with the turnout. Many recruiters mentioned the high quality of the fair, assistance, the facility, but most importantly, the quality of student candidates and their improved preparation.

**Additional notes:**
~The parking set-up ran well. Most employers were fine with the walk from N20. 
~Do email blocks of majors to notify them of specific recruiting opportunities 
~Do have two persons coordinating parking services on event day. 
~Do have two persons set for the hospitality room, for general assistance, during the rush, noon period. 
~Do have a floater at all times who can assist with odds and ends.

**Career Quest 2008 has been set for April 17. | Teresa Youngren, CWU Career Services Recruiting Coordinator**
Central Washington University
Engineering Technologies & Construction Management Fair 2007
February 15, 2007   CWU Student Union & REC Center - The SURC Ballroom
Presented by CWU Career Services

Overview
The 8th annual CWU Engineering Technologies & Construction Management Fair grew from 13 attending companies in 2003 to **60 in 2007**. The fair was the first major fair event held in the new Student Union & Rec Center – The SURC, and was presented by CWU Career Services and supported by the CWU IET Department. The 60 companies, from Washington, Oregon, California and Arizona, and 270+ students who attended were very positive about the event, the venue and the opportunities offered.

Attendance & interviews
The 60 companies were represented by over 130 recruiters; many of whom were CWU alumni. Companies recruited for candidates from construction management, engineering technology, safety management, supply chain management, business and accounting. A total of 21 companies held interview sessions, at the fair site, in adjoining rooms and the following day in Career Services’ offices.

Event planning
The SURC Ballroom and various rooms for interviews and dining were reserved in May 2006, through CWU Scheduling and Events, for the February 2007 fair. Advanced planning was also set with CWU Events, for room planning and coordination, and with CWU Catering Services and CWU Public Safety & Parking Services.

Set-up & Facilities
The SURC Ballroom contained the entire fair. The section neighboring the catering kitchen was utilized as the hospitality room. Several booths were set at the east end of the ballroom and were used as interview kiosks. The room set up provided easy access and privacy for the hospitality area and interview kiosks and great visibility and movement in the fair area.

Hospitality/Lunch
CWU Catering Services set up an event hospitality room in the #4 section of the Ballroom and again provided an array of fruit, Danish rolls, ice water, and coffee first thing in the morning and boxed lunches containing a variety sandwiches, included chips, salad, carrot sticks, cookies and cold soda. The room was available throughout the event.

Event management participants
Teresa Youngren, Career Services’ Employer Recruiter & Event Coordinator
IET Dept / David Carns, IET–Const Mgmt Faculty / Bill Bender–IET Chair & Faculty
CWU Scheduling and Event Management | CWU Public Safety & Parking
Noella Wyatt: Career Services; photography, programs, nametags, event day assistance
CWU Construction Management Club & Safety Mgmt Classes |Career Services and student staff: event staffing.
Recruiting-Registration-finance-confirmation -parking
Company invitations went out via email, phone and our Career Services web site. The eRecruiting fair module was again used for online registration and payment. Event registration was set at $125; companies were charged an additional fee for additional tables, representatives and for TV/DVD system add-ons. The company registration package included an 8’x30” table and space, table cloth, parking, promotions, morning refreshments and boxed lunch for up to three company representatives. Confirmations, parking passes and logistic information were emailed to recruiters. Event parking was contained to Lot N-20, adjoining the Music Building on Alder Street. Staff and volunteers greeted company representatives at the east side of the SURC, assisting them with unload and directing them to parking.

Marketing/Promotion
CWU Campus Life Publicity produced posters which were used on the Career Services’ web site, the CWU event web site, on main campus posting boards, and at CWU center campuses. All IET and business faculty and students were sent emails regarding the event and how to prepare for the fair.

Recommendations / Observations
Employers voiced very positive comments about the yearly event. Since many of the representatives were our former students, they commented on how important the event had been for their career. Students said that they learned a lot not only about what they need to do to find a job but what courses they need to pursue prior to their search. Being the first time we held an event in the new SURC ballroom venue, there were many details to change and consider. All-in-all, the event was very well received and went well for all involved.

** Many companies are requesting increased fall recruiting; consideration should be made to move the annual fair to fall quarter.

Teresa Youngren, Career Services, Career Services’ Employer Recruiter & Event Coordinator | IET FAIR 2007