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It was almost déjà vu: entry-level salaries for 2013–2014 graduates are back (finally!) to 2006–2007 levels. That is the good news. The “it-could-be-better” news is that the number of available opportunities has not recovered to pre-recession levels. For graduates, that means you must have relevant work experience (internship, practicum, cooperative education) and be an effective communicator in order to find a full-time position worthy of your education and abilities.

Employers—private and public—continue to be very loyal to Missouri State University. As employers participate on career panels; perform mock interviews; attend job fairs; visit classes; and hire our students for part-time, internship, and full-time opportunities, their presence is noteworthy and appreciated. Their support in assisting in the professional development of our students is invaluable.

The Career Center continues to find niches that will make a positive difference for students. The imagination and drive of our full-time staff, our graduate assistants, and our student workers enable us to provide value-added programs and activities to our emerging leaders of tomorrow’s workforce. The Externship Program will enable students in every degree program to participate in real-life work experiences. The Career Center Student Advisory Board was created and empowered after a two-year planning process, and will permit the Career Center to see and understand changes that should be made in programs and activities that will measurably benefit MSU students earlier than previously thought. Offering IDS 120 and 320 online has enlarged the geographical-effected career development community. Our programmers continue to improve the Graduate Tracking Program’s usefulness and ease of use for the campus community so that we can spread the good news about our graduates.

The winter of 2013-2014 was cold, to say the least, However, the “heat” of professional, motivated staff and students in the Career Center made us all forget that we were supposed to be “cold.” This is an office of actionable individuals, caring for and helping students on their way to their careers.

Jack Hunter, Director
Introduction

At the National Association of Colleges and Employers (NACE) Conference this year, one of the central themes was change. However, change is not a new concept to the career services field. Through the years, vocational guidance and career development processes have evolved and transformed to meet current needs. The goal of the Career Center has always been to serve its constituents in the best methods possible.

This annual report is a means for communicating and analyzing these methods in order to determine the strengths of current services and the opportunities for change.

The Career Center’s mission statement is as follows:

*The mission of the Career Center is to provide professional assistance and intervention to Missouri State students and alumni through the use of career counseling, internship and full-time job searches, and vocational and educational information, so they may make insightful career decisions.*

Organization

The first section of the annual report covers Student Contact, which includes data on students’ year in school and types of appointments. This section also details the Peer Advisor Program.

The Career Development Programs section provides career exploration information from career counseling and advising appointments, the job shadowing program, and the career development courses of IDS 120 and IDS 320.

This section also discusses various outreach programs in which the Career Center is involved: collaborating with the Office of Student Conduct for the CREAD program, working with TRiO students, and
hosting campus events such as Résumé Madness, Mock Interview Day, Networking Etiquette Dinner, Speed Networking, and Exploring Careers Panels. The Externship Experience Program and Legislative Internship Program also are described in this section, as well as many other events and programs with which the Career Center is involved.

The section on Employer Relations provides an overview of recruiting, recruiting trends, on-campus interviews and information sessions, and internship and job opportunities. This section also includes information on career fairs and updates to JobTracks, the Career Center’s online career- and event-management system.

The next section of the annual report, Research, details the Graduate Tracking System and Graduate Salary Data. It also provides information gathered from the Student Advisory Board and the CSO Insights Survey, to which the MSU Career Center contributed.

The section on Marketing, describes some of the efforts to publicize the Career Center’s events and services, including advertising, newsletters, and social media.

Staff Highlights covers the Career Center staff’s professional development, including conferences and professional organization memberships. This section also includes information on the students who work in the Career Center and an overview of staff changes.

Finally, in Looking Back, the annual report includes a few photos of the Career Center staff during the 2013–2014 year.
Student Contact

The Career Center recorded 8,880 student contacts through appointments and presentations during the 2013–2014 academic year. This is very close to the previous year’s 8,902 contacts. The information in this section overviews campus outreach, student user classifications, and types of appointments.

Campus Outreach

Campus outreach included 5,634 student contacts via in-office appointments and email/telephone consultations and 3,199 student contacts via presentations.

As in previous years, several professors incorporated Career Center services into their course requirements. Following are examples of courses with which the Career Center partnered:

- Agriculture
- Accounting
- Biology
- Business
- Chemistry
- Communication
- Counseling
- Dietetics
- Engineering
- English
- Finance
- GEP 101/UHC 110
- IDS 310
- Insurance
- Kinesiology
- Marketing
- Nursing
- Physical Therapy
- Political Science
- Psychology
- Theatre
In addition to giving presentations to classes, Career Center staff also presented information to campus organizations such as Alpha Kappa Psi, Delta Zeta Sorority, and Living Learning Communities; residence halls such as Hutchens House; Leaders in Community Service; and Graduate College workshop. The majority of presentations covered more than one topic. Examples of presentation topics included the following:

- Assessments such as MBTI, Strong, and Focus 2
- Career Center events
- Career Center overview
- Careers in engineering
- Career planning
- Cover letters
- Externships
- Internships
- LinkedIn branding
- Marketing yourself
- Political science majors
- Professionalism
- Résumé and CVs

**STUDENT CLASSIFICATION**

Of the student appointments recorded, the representation was fairly equally divided amongst the classifications. The noticeable difference between this year and the previous year, though, was an increase in the number of contacts with juniors and seniors and a decrease in the number of contacts with freshmen. This year, the number of contacts with freshmen was 1,502, compared to the previous year’s 2,592. Figure 1 shows the percentages.

![Class composition of Career Center appointments.](image-url)
Types of Appointments

While the majority of student contacts occurred with the Peer Advisors’ walk-in appointments, the other two main purposes for appointments with the Career Center staff were for MGT 286 résumé reviews and career counseling. Figure 2 shows the types of appointments.

Fig 2. Categories of appointments with Career Center staff.
Peer Advisor Program

The Career Center’s Peer Advisor Program completed its fourth year of operation at the conclusion of the Spring 2014 semester. The Peer Advisor team consisted of five undergraduate Missouri State students who each worked 10 hours a week in the Carrington Hall office. Peer Advisors were available during their scheduled work period to attend to students, alumni, staff, and faculty members who requested immediate assistance and feedback on a career-related document (e.g. résumés, cover letters).

A secondary goal was increasing the presence of the Career Center on campus by nurturing existing relationships and fostering new ones.

Nii Abrahams, Tara Simmons, and Nick Balla began the Fall 2013 semester as senior undergraduate Peer Advisors. Kimmy Brake and Josh Hammack, juniors, rounded out the group of five under the leadership of Gary Stafford, Career Resources Specialist, and Raeven Replogle, Graduate Assistant.

The Peer Advisor Program was established to serve students primarily on a walk-in basis as part of the Career Center mission (Figures 3—5). More specifically, Peer Advisors are tasked with providing “well-informed career guidance to students and alumni who are in need of prompt advice that is communicated in a professional, empathetic manner.”

Fig 3. Student being helped by Peer Advisor, Kimmy Brake.
In January 2014, Amber Dreher joined the ranks as a Peer Advisor after the departure of Nick Balla (who graduated in spring 2014). At this time, Graduate Assistant Benjamin Thomas also joined the group, taking over Graduate Assistant supervisory duties.

The fall 2013 semester was active, with high traffic from various classes and Career Center events. Peer Advisors conducted 574 résumé reviews, consisting of MGT 286 and other class assignments, as well as walk-in reviews. Over the period of January 13 – March 31, 2014, Peer Advisors assisted students on 303 résumé reviews. This accounted for 75% of all résumé review sessions conducted by the Career Center.

Assessing how this compares to previous semesters is difficult, as many factors contributed to the demand for résumé assistance. For instance, all Career Center staff helped more than 600 students over the first 11 weeks of the Fall 2013 semester. This was likely due to larger sections of classes that required résumé reviews from the Career Center. However, the current data does reinforce the utility and efficiency of the Peer Advisor program in serving
its primary purpose: reviewing résumés and cover letters on demand for those students who do not make appointments to receive feedback as part of a job preparation process.

Various improvements and projects were undertaken during the spring 2014 semester. Nii Abrahams researched the viability of the “Live Chat” feature on the Career Center web page and suggested an FAQ page as a more practical alternative. Joshua Hammack continued tracking traffic reports and trained the rest of the Peer Advisors on data entry. With this process, it was determined that a new, expanded Peer Advisor traffic sheet was needed. This new data sheet will allow for a more detailed understanding of the students who receive assistance and the trends that the Peer Advisor Program experiences.

To collect more data about the program, a simple satisfaction survey was created and administered (Table 1). Kimmy Brake constructed and developed a concise assessment that can be quickly and easily completed. Students reported high levels of satisfaction: 83% felt they received the maximum amount of help, and 89% were completely satisfied with their experience.

In addition to researching and collecting data, the Peer Advisors also contributed to marketing the Career Center. Tara Simmons continued her superb work maintaining current displays on various Career Center spaces throughout Carrington Hall. Her efforts to keep these spaces informational, attention-grabbing, and relevant contribute to the presence and mission of the Career Center.

Amber Dreher has integrated herself very well into the tight-knit Peer Advisor group, and she has become the kind of detail-oriented, proficient document reviewer that makes the program function so successfully. In fall 2014, Amber will be contributing her skills to the Social Media Team. Although Nii Abrahams and Tara Simmons graduated in spring 2013, Tara will be returning as a Graduate Assistant in fall 2014. For the 2014–2015 academic year,

<table>
<thead>
<tr>
<th>Table 1. Peer Advisor Satisfaction Survey Findings</th>
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<tbody>
<tr>
<td>Mean Rating (5=highest rating)</td>
</tr>
<tr>
<td>-------------------------------</td>
</tr>
<tr>
<td>How helpful? 4.83</td>
</tr>
<tr>
<td>How satisfied are you? 4.89</td>
</tr>
<tr>
<td>Improvement? 4.54</td>
</tr>
<tr>
<td>n=54</td>
</tr>
</tbody>
</table>
Benjamin Thomas will continue his role of supervising the Peer Leaders.

Over the past five semesters, the Peer Advisor Program has provided assistance to an average of 625 students each fall and spring semester. According to the Peer Advisor Training Manual, each résumé review session should last “15–20 minutes.” On average, most sessions last for 20 minutes, although some sessions last 35–40 minutes.

The future of the program holds great promise. The Peer Advisor Program is an integral part of the Career Center’s function as a resource for students’ professional development. More quantifiable information is currently being gathered, and this data will provide insight into the program’s strengths and areas for improvements.

This report assembles descriptions of aspects of the Peer Advisor Program, current as of March 31, 2014, including:
- traffic/volume tracking
- satisfaction findings
- developments/ new implementations

Based upon findings, the report concludes with a set of recommendations:
- Maintain a staff of four peer advisors
- Task graduate assistants with assisting during periods of high volume
- Train peer advisors to assist when necessary in support functions

Fig 5. Student receiving assistance from Peer Advisor Josh Hammack.
Career Exploration

Career exploration is a crucial component of career development. To assist students with this career exploration, the Career Center provides three important services:

- Career Counseling and Career Advising
- Job Shadow/Mentor Program
- Career Development Classes

Career Counseling and Career Advising

All of the Career Resources Specialists have their Master’s degree, and each has either an academic background in counseling or is MBTI certified.

Career counseling and career advising are considered separate categories. Career counseling is the process in which a career counselor assesses and analyzes an individual’s interests, personality, values, and skills and assists the individual in clarifying goals, exploring occupations, and developing effective decision-making strategies.

Career advising is professional guidance for individuals who know which careers or academic majors interest them but want to learn more details concerning the occupations or fields of study. This is not to be confused with academic advising, in which faculty and staff advisors assist students with devising a plan of study and a college course schedule.

Figure 6 shows the use of career counseling by class composition. The number of career counseling appointments during 2013–2014 (n=591) decreased from the previous year (n=649), with the largest percentage drop in usage coming from appointments with freshman students.
However, that drop is offset by an increase in the percentage of sophomores seeking career counseling. This may support the theory that the sophomore year is the best time to participate in career exploration because students are beginning to connect the skills they’re gaining with possible occupations.

The number of career advising appointments (n=120) was down from the previous year (n=169). Sophomores and juniors made up the greatest percentages of career advising appointments (Figure 7).

“After taking all of my career and interest inventories into strong consideration and realizing what I really love to do, I decided to stay with science, but I’ve taken a different approach! Instead of sitting in a lab, isolated all day, or performing surgeries, or being an optician . . . I’ve decided to be a respiratory therapist!

“Essentially I work in hospitals and help patients with their breathing and I deal with a multitude of ages! It will be challenging, but I am very excited to begin this part of my college journey and I would like to than you very much for all that you have done for me! I couldn’t have done it without you!

Caroline Sivcovich
Respiratory Therapy—Management Major
Spanish Minor

Fig 7. Class composition of career advising appointments.
FOCUS2 is a web-based assessment that is used with both career counseling and career advising appointments. It’s also a tool that many instructors of GEP 101 have included in their curriculum. The number of new users for 2013–2014 (n=1,813) was comparable to the previous year (n=1,898). Figure 8 shows the class composition percentages of new users. The month with the heaviest use was September (n=560). The number of all users of FOCUS2 for 2013–2014 was 1,992, and the total of logins was 5,009.

Job Shadow/Mentor Program

The Career Center encourages students in their career exploration process to research careers by talking to professionals in their field of interest. Some activities in which a student may participate with a professional include—

- short-term Job shadowing
- informational interviews
- mock interviews
- networking
- résumé and cover letter critiques

Currently, 80 professionals are actively listed as mentors in the Career Center’s JobTracks database. We continuously explore opportunities to connect with new mentors based on student need, and we welcome working with professionals, employers, and alumni who express interest in being mentors to our students. To promote this program, a mentor brochure is being developed.
**Career Development Courses**

For the Summer 2013 semester, Career Center Resources Specialist Valerie Turner developed and taught online one section of *IDS 120: Exploring Majors and Careers*. In Fall 2013, SuzAnn Ferguson and Valerie Turner taught two sections of IDS 120, and Gary Stafford taught one section of *IDS 320: Job Search Preparation and Career Life Planning*. Graduate Assistant Marilee Teasley co-taught with SuzAnn Ferguson.

In Spring 2014, SuzAnn Ferguson, Valerie Turner, and Graduate Assistant Marilee Teasley taught three sections of IDS 120, one of which was an online section, and Dominiece Hoelyfield taught one section of IDS 320. Graduate Assistant Raeven Replogle co-taught with SuzAnn Ferguson. In Summer 2014, Valerie Turner taught an online section of IDS 120. Table 2 shows the final enrollments for the each of the sections.

-in this course I have learned many things.... This is a fantastic class that gives you great insight into what future careers may be a perfect fit for you.”

“I thought this project was very neat. I think that work projects will start becoming more similar to this style because of the increase in technology in business.... I think the skills will definitely transfer to my future career.”

“I personally think this class should be a requirement for all freshmen to take.”

*Examples of IDS 120 students’ comments.*

<table>
<thead>
<tr>
<th></th>
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<td>23</td>
<td>16</td>
</tr>
<tr>
<td>IDS 320 Section 1</td>
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<td>8</td>
<td>13</td>
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</table>
CREAD Program

For the seventh year, the Office of Student Conduct and the Career Center collaborated with the CREAD Program (Creating Responsible, Engaged, Academic Decision-makers). The purpose of this program is to help students who have been charged with their second violation of the university’s alcohol policy to gain a better understanding of themselves and their career goals and to realize that their behaviors have long-term consequences—especially affecting their professions.

Although 27 students were referred to the Career Center in 2013–2014, 15 didn’t follow up with that referral. Seven students completed the program successfully, three started but didn’t complete it, and two students are in progress and will continue when the fall 2014 semester begins. Each CREAD student results in approximately six appointments. In the previous year, the Career Center had 14 CREAD students, six of which completed the program successfully.

If the last two years are any indication, Career Center staff should prepare for a possible increase in referrals of CREAD students for the 2014–2015 academic year.

TRiO

2013-2014 was the third year the Career Center partnered with TRiO to provide career guidance for students in the TRiO Sophomore program. This year, we decided to stretch out the TRiO experiences throughout Fall 2013 and into Spring 2014 to allow the students more time to process the information they were learning. Throughout the semester, all of the Career Resources Specialists met with small groups of TRiO sophomores to cover topics ranging from FOCUS2 (career assessment) to résumés, interviewing, and job searching.

Twenty-one students participated and completed this program successfully—6 more students than last year. This program has significantly increased TRiO students’ confidence in developing and marketing themselves for their future careers. Career Resources Specialist Margie Stewart coordinated the sophomore career plan with TRiO Assistant Director, Sandy Hart.
RéSUMÉ MADNESS

RéSUMÉ MADNESS is a three-day event that occurs each fall and spring semester, in which the Career Center staff visit various locations on campus to review students’ résumés and cover letters (Figure 9). For example, RéSUMÉ MADNESS locations have been in Glass Hall, Siceluff Hall, Hill Hall, Strong Hall, and the Professional Building. In addition to getting feedback on their résumés, students also may ask questions pertaining to career development or concerning the Career Center’s services.


For the January 2014 RéSUMÉ MADNESS, representatives who participated were from Dardis Academy, the Environmental Protection Agency, McKesson Technology Solutions, and Reckitt Benckiser. 218 students participated.
**Mock Interview Day**

Each fall and spring semester, employers partner with the Career Center to conduct mock interviews with students from all majors (Figures 10–12). This event is held in the Plaster Student Union. In the fall semester, 89 students participated, and in Spring 2014, 68 students participated.

In September 2013, participating employers included representatives from—
- Americo
- Commerce Bank
- Cox Health
- Liberty Bank
- Missouri Board of Probation & Parole
- Missouri Society of CPAs
- Modern Woodman of America
- TQL
- Union Pacific Railroad
- Wyndham

In February 2014, participating employers included representatives from—
- Americo Insurance
- The Buckle
- City Utilities
- Dardis Academy
- Liberty Bank
- Mercy Health
- Missouri Highway Patrol
- National Geo-Spatial Intelligence Agency
- Reckitt-Benckiser
- Springfield Police Department
- Trouw Nutrition USA/Nutreco
- Union Pacific
- United States Marines

*Fig 10. Students practice their interviewing skills at Mock Interview Day.*
Fig 11. Mock Interview Day in the Plaster Student Union.

Fig 12. Employers and Career Center staff conducted interviews during Mock Interview Day.

In February 2014, 78 students attended. Participating employers included McKesson, Reese Family Law, and Wyndham Vacation Ownership. Presenters for the evening were Margie Stewart and Jack Hunter, with additional presentations made by some of the employers in attendance (Figures 13–16).
Fig 16. Etiquette Dinner.
Speed Networking Event

For the past two years, Camille Reid, one of the Career Center’s graduate assistants, has worked in collaboration with Alumni Relations to hold the Spring Speed Networking Event. The Speed Networking Event provides students with an opportunity to practice their networking skills with alumni and local professionals. Both offices work together to gain student and alumni participation, manage the overall functions of the event by working within a budget, develop marketing techniques, and organize logistics.

For this year’s Speed Networking Event, the organizers increased marketing strategies, kept in consistent contact with students, and called more than 70 registrants the day before the event to welcome them and to see if they had any last minute questions. The Speed Networking Event was a great success and improved significantly from the year before, with a 40% increase in student participation.

Fig 17. Danielle Hamilton, Camille Reid, and Candice Wolf during the Speed Networking Event.
Exploring Careers Panels

The Career Center hosted several career panels in the 2013–2014 academic year (Figure 18).

November 7

Careers in Agriculture
Panelists: Bulk Loads Now, Missouri Farmers Association (MFA), Springfield Urban Agriculture Coalition, TQL, and Wilson’s Creek National Battlefield. Eight students attended.

Careers in Education
Panelists: Missouri State Teacher Association and Springfield Catholic Schools. Five students attended.

Careers in Business: Topic: 10 Ways to Get a Job
Panelists: Abacus, AG Financial, Buckle, DK Financial Group, Netchemia, Northwestern Mutual, and TQL. Twenty-six students attended.

Careers in Healthcare

November 8

Careers in Arts & Letters

Careers in Science
Panelists: NorthStar Battery Company and Brewer Science. Fifteen students attended.
February 25

**Women of Law Enforcement Panel—NGA**

The National Geospatial-Intelligence Agency partnered with the Career Center to host the Women of Law Enforcement panel. The Career Center specifically targeted criminology students; however this event was open to GIS majors and other remotely relevant academic fields. Panelists included Sgt. Holly Hayner; NGA Police Officer, Chasity Akin; and Recruiter, Tamika Dixon. Twenty-five students attended.

March 4

**You Majored in What? . . . Mapping Your Path from Chaos to Career**

The Career Center joined Phi Alpha Theta in hosting former history teacher turned Marine Corps Cobra Pilot, Captain Jacob Barth as he spoke about his unique career path (Figure 19).

April 3

**Women in Law Enforcement Panel**

In the 6th Annual Missouri State University Criminology and Criminal Justice Conference—“Seeking Knowledge, Finding Solutions . . . for the Victims,” the Career Center partnered with the Criminal Justice Honor Society, Alpha Phi Sigma, to host a panel. Panelists included—

- Linda Sanders, Warden US Medical Center for Federal Prisoners
- Helen Barnett, Adjunct Faculty in the Sociology & Anthropology Department at MSU
- Kim Shields, Senior Federal Government Consultant
- Kristie Bartlett, Executive Assistant/Satellite Operations Administrator, US Medical Center for Federal Prisoners.

Forty students attended the presentation.
**Externship Experience Program**

Piloted March 2014 by the Career Center and the College of Humanities and Public Affairs, the Externship Experience Program matched students with alumni and friends of Missouri State during the University’s spring break, March 9-15, 2014. Dominiece Hoelyfield developed and coordinated the program (Figure 20). Four students were selected to participate in this pilot program, and all were placed in their industry of choice:

- Kaitlyn Grace, an English Education major, externed with Eisenhower Middle School
- Matthew Dawson, a Geospatial Sciences major, externed at The Laclede Group
- Jordan Taylor, a Computer Science major, externed at two companies—Cerner and Garmin
- Zachary Porting, a double major in Spanish and Anthropology, externed with Crisis Aid International, Inc.

On April 15, 2014 a ceremony was held to recognize those students who participated in the Externship Experience Program and to hear their presentations on their experiences.

In attendance were the externs and their guests (Zachary Porting was unable to attend), MSU Senior Administrators, Career Center Staff, Faculty from the College of Humanities and Public Affairs, Faculty from the College of Arts and Letters, and Faculty from the College of Natural and Applied Sciences. During the ceremony, students received a certificate of participation and honorable recognition from their respective college.

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**Fig 20.** Dominiece Hoelyfield, Career Resources Specialist, and the Externship Experience Program’s first externs: Matthew Dawson, Kaitlyn Grace, and Jordan Taylor.
Fig 21. Legislative Interns accompanied by Missouri State University Vice President Dee Siscoe. Front row, left to right: Lisa Rose, Meghan Curtis, Dr. Dee Siscoe, Daniel Meany, Anisha Smithers, Jennifer Wetz. Back row, left to right: Charles Puyear, Harold Norman, Kevin Knox, Zachary Griffith.
LEGISLATIVE INTERNSHIP PROGRAM

Each spring semester, the Missouri State University’s Legislative Internship Program provides participating students the opportunity to serve on the staff of a state legislator at the capitol in Jefferson City.

The Legislative Internship Program process begins with students’ applications accepted and reviewed from August to mid-October. The interviews and selections occur in November, with orientations in mid-December. The students begin their internships in January.

Table 3 shows the list of legislative interns, their majors, and the legislators for whom they worked. During the 2013–2014 academic year, Director Jack Hunter coordinated the program. Figures 16 and 17 show Missouri State University Vice President Dee Siscoe with the interns during a dinner to recognize the interns’ service.

Fig 22. Missouri State University Vice President Dee Siscoe attending dinner with Legislative Interns.
<table>
<thead>
<tr>
<th>Intern</th>
<th>Major</th>
<th>Legislator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meghan Curtis</td>
<td>Social Work</td>
<td>Senator Tom Dempsey</td>
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<td></td>
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<td>President Pro Tem</td>
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<tr>
<td>Zachary Griffith</td>
<td>Political Science</td>
<td>Representative Lincoln Hough</td>
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<td>Kevin Knox</td>
<td>Social Work</td>
<td>Representative Charlie Norr</td>
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<tr>
<td>Daniel Meany</td>
<td>Political Science</td>
<td>Representative Eric Burlison</td>
</tr>
<tr>
<td>Harold Norman</td>
<td>Psychology</td>
<td>Senator Shalonn “KiKi” Curls</td>
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<tr>
<td></td>
<td></td>
<td>Asst. Minority Floor Leader</td>
</tr>
<tr>
<td>Charles Puyear</td>
<td>Political Science</td>
<td>Representative John Diehl</td>
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<td></td>
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<td>Majority Floor Leader</td>
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<td>Lisa Rose</td>
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<td>Jennifer Wetz</td>
<td>Master’s, Social Work</td>
<td>Representative Kevin Austin</td>
</tr>
</tbody>
</table>

“Working in the Majority Leader’s office has given me some amazing opportunities, and I would without a doubt say that working on the floor full time has been the most rewarding. I am in a situation where I work closely with all of the members of the House, especially the leadership in both parties, as well as with all of the clerk’s office. This allowed me to create valuable personal connections with many of the players in our state’s government.”

**Charles Puyear**

*Political Science Major*  
**Intern with Representative John Diehl**
"When I first arrived, my legislator explained that he wanted a bill to address two items. He wanted to make certain that people cleaning former clandestine methamphetamine labs were properly trained and licensed to do so; and he wanted to make certain that all properties that have been contaminated by clandestine methamphetamine labs were cleaned properly.

I performed many hours of research finding the best practices currently in use in other states and took the portions we deemed valuable to residents of Missouri and created a bill to go before the legislature.

This was a wonderful experience and I am happy that I was allowed to participate. I have a much better understanding of the legislative process, and an even better understanding of how important research is when writing policies. I had to look at my policy with many different viewpoints to make certain I was not oppressing or offending any person, group, or community. I found it is very difficult to accomplish this completely (impossible), but if researched properly you can reach a compromise that creates an effective policy that the majority of the people can and will follow.

Kevin Knox
Social Work Major
Intern with Representative Charlie Norr
“It’s hard to believe how fast this semester has blinked by. I can still remember walking in my first day. I was scared, anxious, and excited all at the same time. . . .

As this internship comes to an end, I am very thankful for the amount that this placement and both offices have taught me, from the legislative process to the small and big pieces that make up our government. I have learned and observed the best way to advocate to legislators and how to truly make a difference on the macro level and to positively impact communities, populations, and/or organizations.

Meghan Curtis
Social Work Major
Intern with Senator Tom Dempsey

A+ Program

2013–2014 was the eighth year that the Career Center partnered with Ozarks Technical Community College and the Missouri Career Center to assist Parkview High School’s A+ program. Gary Stafford served as liaison, and several Career Center staff conducted mock interviews with the high school finance students.

Family Weekend Breakfast

In September 2013, the Career Center hosted the Family Weekend Breakfast for students and their families. This breakfast occurred before additional activities and the football game later in the day. Career Center hosts included Jack Hunter, SuzAnn Ferguson, Margie Stewart, Joel Stewart, Dominiece Hoelyfield, Marilee Teasley, Sue Douglas, and Jon Stubblefield.

Adult Student Welcome Orientation

On the Saturday before each fall and spring semester begins, the Career Center presents information at the Adult Student Welcome Orientation, which is sponsored by Adult Student Services. This year, Jack Hunter and Gary Stafford presented at the orientation.
MASTER ADVISOR CAREER ADVISING WORKSHOP

The Career Center partnered with a team (Susan Martindale and Jamie Schweiger of Academic Advising, Traci Dalton of the English Department, and Patrick Grayshaw of Community Involvement & Volunteer Office) to host a three-hour Career Advising Master Advisor Session. This included an employer panel that was the highlight of the session. Twenty-five faculty and staff participated in this session.

Margie Stewart facilitated and hosted the panel, on which the following employers participated:

- Expedia—Misty Merritt
- Greene County Family Court—Perry Epperly
- Leggett & Platt—Meaghan Younker
- Mercy Health—Tanya Marion and Laura Starks
- Springfield Public Schools—Allen Grymes

SOAR PRESENTATIONS AND EXPO

Each summer, the Director and Career Resources Specialists present information to the families of students attending Student Orientation and Registration (SOAR) and provide information at the SOAR Expo (Figure 23).

Fig 23. Gary Stafford at the SOAR Expo in June 2014.
Employer Relations

RECRUITING OVERVIEW

Following is an overview of recruiting in the 2013–2014 academic year:

• 4,712 jobs (full-time, internships, part-time, temporary positions, and multiple opening postings including all on-campus interviews) were posted on JobTracks during the 2013-2014 academic year
  • 3,247 Full-time Jobs posted
  • 915 Internships
  • 550 Multiple opportunities/part-time/temporary opportunities
• 1,208 Employers posted jobs with the Career Center

• 60 employers participated in on-campus Interviews
• 343 total interviews occurred on campus
• 237 students participated in the on-campus interview process
• 110 employers attended the Fall 2013 Career Fair held on September 25, 2014
• 152 employers attended the 2014 Career Expo held on February 20, 2014
• 59 employers attended the 2014 Education Day held on April 16, 2014

RECRUITING TRENDS

The 2013–2014 academic year at Missouri State University saw an increase in job postings and employer participation in career fairs with a decline in traditional on-campus recruiting activity. The number of employers conducting on-campus interviews and hosting information sessions has decreased over the last two years. However, a steady number of employers are participating in our career events, visiting campus, and speaking to classes and students organizations.

Fall 2013 started off with a busy recruiting season, with 99 employers attending the College of Business Career Fair and 25 employers participating in fall campus interviews. In the Spring 2014 semester, 152 employers attended Career Expo, 22 employers conducted on-campus interviews, and 59 school districts attended Education Day. Feedback received from the College of Education indicated that students who were seeking jobs out of the local area not only depended on Education Day, but it was also most effective for those seeking a position out of the local area.
According to a study conducted by the National Association of Colleges and Employers (NACE) & Recruiting Trends Report from the Midwest Association of Colleges and Employers (MWACE), the job outlook has mixed results. However, hiring expectations increased slightly specifically for the following majors: Agriculture, Social Science, Humanities, Arts, Communication, Media, Engineering, Computer Science, Nursing, Health Information Science and Sciences. Other majors/functional areas are expecting hiring increases as well, but at a slower pace.

80% of employers who have internship programs (generally large employers) plan to continue their internship program, which often leads to full-time employment. Those who may not hire interns as full-time employees usually hire them to work on special projects.

ON-CAMPUS INTERVIEWS & INFORMATION SESSIONS

In addition to employers who posted jobs on JobTracks, 58 employers with 82 different job and internship postings visited Missouri State University to participate in on-campus interviews during the 2013-2014 academic year. The employers consisted of accounting firms, construction companies, insurance companies, healthcare industry, retail companies, government, summer camps, financial firms, transportation & logistics corporations, entertainment industry, chemical and oil corporations.

- ALDI, Inc
- Americo Life, Inc
- ADM Company
- AGCO
- The AroundCampus Group
- BKD
- The Buckle
- Camp War Eagle
- Centene Corporation
- Cerner Corporation
- Colonial Life & Accident Insurance
- ConocoPhillips
- Dardis Academy
- Data-Tronics
- Deloitte & Touche
- Edward Jones
- Elliott Robinson
- Enterprise Holdings
- Farmers Insurance Group
- Federal Reserve Bank of Kansas City
- Garney Construction
- Hallmark Cards
- Henderson Trucking & Logistics
- Hensel Phelps Construction
- Herschend Family Entertainment
- Insight Global
- JE Dunn Construction Company
- KPMG
• Kirkpatrick Phillips Miller
• Knowledge Lake
• Koch Industries
• Kohl’s Department Store
• KPMG
• Kum ‘n Go
• McLane
• Mercy Health
• Messengers Lawn
• Modern Woodmen of America
• MTW Solutions
• Peace Corps
• Phillips 66
• Pine Cove Christian Camp
• Point O ’Pines Camp for Girls

• Rubin Brown
• Servi-Tech, Inc
• SFW Partners
• The Sherwin Williams Company
• Sigma-Aldrich Chemical Company
• State of Missouri Office of Administration
• State Street
• Target
• TQL
• UMKC School of Pharmacy
• US Marine Corps
• US Water Service
• VF Outlet
• White Water
• Whiting-Turner

Fig 24. Fall Career Fair at the JQH Arena.
FALL CAREER FAIR

Following are the companies and organizations attending the Fall Career Fair on September 25, 2013 (Figures 24–28):

- Accenture Duck Creek
- AG Financial Solutions
- Alltech Missouri
- The Arc of the Ozarks
- American College of Forensic Examiners Institute
- Americo Life, Inc.
- Arkansas City USD 470
- Avila University
- Avon Products, ISR
- Better Business Bureau serving Southwest Missouri
- Barkley Inc.
- Bass Pro
- Boone County, MO
- Breakthrough Biotech
- Brown Shoe
- Burrell Behavioral Health
- C4 Connections
- BWI Companies, Inc.
- C4 Connections
- Central States Industrial Equipment (CSI)
- City of Topeka Police Dept.
- City Utilities
- Coleman Industrial Construction, Inc.

**Fig 25.** Student speaking with employer representative at Fall Career Fair, September 25, 2013.
Fig 26. The Fall Career Fair provided a variety of opportunities for students in all majors.
- Missouri Air National Guard
- Missouri Department of Natural Resources (DNR)
- Missouri Division of Youth Services
- Missouri State Highway Patrol
- Missouri State University—Graduate College
- Missouri State University Outreach Noncredit
- Missouri State University—Physical Therapy Dept.
- Missouri State University - ROTC Dept.
- Modern Woodmen of America
- Northwestern Mutual Financial Network
- Nova Center of the Ozarks
- Olsson Associates
- O’Reilly Auto Parts
- Osborn Barr
- Ozark Center
- Ozarks Public Television & KSMU
- Pathways CBH, Inc.
- Peace Corps
- Peoples Bank of the Ozarks
- Phoenix Home Care
- Pittsburg State University
- Planned Parenthood
- Primerica Financial Services
- Redneck Trailer Supplies
- Reliant Care Rehabilitative Services
- Rockhurst University
- Ryan Lawn and Tree
- Saint Louis University Graduate School

Fig 27. A variety of industries were represented at the Fall Career Fair.
• The School of Professional Psychology at Forest Institute
• Sigma-Aldrich Chemical Company
• Sign Fab
• Southwest Baptist University Doctor of Physical Therapy
• Sporting Innovations
• Summit Custom Homes, LLC.
• Target Corporation
• TeleTech
• Total Quality Logistics (TQL)
• TruckMovers
• United States Air Force
• United States Department of Agriculture
• United States Marine Corps

• University of Central Missouri
• University of Missouri/Health Management and Informatics
• University of Missouri School of Law
• University of Oklahoma School of Community Medicine
• University of Tulsa Graduate School
• University of Tulsa—College of Law
• Vemma
• VF Outlet
• Waddell & Reed, Inc.
• Westward Financial Strategies
• Wichita USD 259
• Wyndham Vacation Ownership

Fig 28. Fall Career Fair flyer.

Fall Career Fair 2013

Wednesday, September 25
12:00 Noon - 4:00 PM
JQH Arena

Come visit with over 70 employers representing a variety of industries including: Healthcare, Finance, Non-Profits, Human Services, Military, Insurance, Manufacturing, Agriculture, Retail, Communication/Media, Graduate Programs and many more.
SPRING CAREER EXPO

The Missouri State University Career Center is part of a consortium of college career centers from southwest Missouri. Other members of the consortium include College of the Ozarks, Drury University, Evangel University, and Southwest Baptist University. Each year, the consortium group assists in sponsoring the Spring Career Expo and Education Day (Figures 29–32). Following are the companies and organizations attending the Career Expo on February 20, 2014:

- AAA Insurance
- ADM- Archer Daniels Midland Company
- AG Financial Solutions
- American Family Insurance
- American National Insurance Company
- Americo Life, Inc.
- AroundCampus Group, The
- Arrowhead General Insurance Agency, Inc.
- Aspen Contracting
- Associated Electric Cooperative, Inc. (AECI)
- Bass Pro
- BKD, LLP
- Brooks-Jeffrey Marketing, Inc.
- Buckeye International, Inc
- Buckle, Inc.
- Burns & Wilcox
- Burrell Behavioral Health
- BWI Companies, Inc.
- C.H. Robinson Worldwide, Inc.
- Camden on the Lake
- Centene Corporation
- Cerner Corporation
- Cintas Corporation
- Citizens Memorial Healthcare (CMH)
- City of Springfield, MO
- City Utilities
- Cleveland Chiropractic College
- CNH Reman LLC
- Coleman Industrial Construction, Inc.
- Commerce Bank
- Cox Health Systems
- Crosby MBA Program University of Missouri—Columbia
- Custom Powder Systems
- Daffron & Associates, Inc.
- Dewey’s Pizza
- Dillard’s
- Disney College Program
- Document Solutions of Springfield, Inc.
- Dot Foods, Inc.
- DST
- Echo Pest Control
- EFCO Corporation
- Enterprise Holdings, Inc./Enterprise Rent-A-Car
- Everest College
- Farmers Insurance Group
- Fastenal Company
- Federal Reserve Bank of Kansas City
- Fireman’s Fund Insurance Company/Allianz Group
- FOX KRBK
- Freeman Health System
- Freightquote.com
- Game Stop
- Gold Mountain Communications, LLC
- Gragg Advertising
- Greene County Sheriff’s Office
- Greg Olinger Insurance & Financial Group—Farmers Insurance
- GRIMCO
- HealthMEDX, Inc.
- Helzberg Diamonds
- Henderson Trucking & Logistics
- HSHC Insurance, Inc.
- Hub Group
Career Expo 2014
Thursday, February 20
1:00 - 5:00 PM
JQH Arena

Put the world in your hands!

Fig 29. Career Expo flyer.
• Insight Global, Inc.
• J.B. Hunt Transport
• Jack Henry & Associates Inc.
• John Q Hammons Hotels & Resorts
• Journal Broadcast Group/KTTS-FM / KSGF / KSPW / KRVI
• Karmak, Inc.
• KnowledgeLake, Inc.
• Kohl’s Department Stores
• Kum and Go
• KY3, Inc.
• L.J. Hart & Company
• Leggett & Platt, Inc.
• Liberty Mutual Insurance
• Lockton Companies
• Loren Cook Company

• MAF
• MassMutual St. Louis
• McKesson
• McLane Company, Inc.
• Mc Nerney Management Group, Inc.
• Mercy Springfield, MO
• MetLife
• Midwest Family Broadcasting Group
• Midwest Regional Bank
• Missouri Department of Conservation
• Missouri Department of Natural Resources (DNR)
• Missouri Division of Youth Services
• Missouri Society of CPAs
• Missouri State Highway Patrol
• Missouri State University - Graduate College
• Missouri State University - MBA Program

Fig 30. Career Expo 2014 at JQH Arena.
• Missouri State University **
• Missouri State University Outreach Non-credit
• Modern Woodmen of America (Financial Company)
• MODOT—Missouri Department of Transportation
• Monsanto
• Mueller Field Operations, Inc.
• Murphy Family Ventures LLC
• Mutual of Omaha Insurance Co.
• Office of Comptroller of Currency
• Oklahoma Christian University
• Olsson Associates

• OnMedia
• O’Reilly Auto Parts
• Ozark Center
• Ozarks Public Television & KSMU
• Ozarks Regional YMCA of Springfield
• PaperWise
• Paycom
• Peace Corps
• Penmac Staffing Services
• Perceptive Software, Inc.
• PlattForm Advertising
• POOLCORP
• Randstad
• Red Robin Gourmet Burgers

**Fig. 31. Career Expo provides students the opportunity to learn more about employers.**
• S2Tech
• Shelter Insurance Companies
• Six Flags- St. Louis
• Social Security Administration
• SRC Holdings Corporation
• St. Louis Metro Police
• State Farm Insurance Independent Contractor Agent
• State of Missouri
• State Street Corporation
• Strategic Fundraising, Inc.
• Sunrise Communications
• Swank Motion Pictures
• Target Corporation
• Tech Electronics
• The Arc of the Ozarks
• The School of Professional Psychology at Forest Institute
• The Sherwin-Williams Company

• The University of Kansas Hospital
• The University of Tulsa Graduate Business Programs
• T-Mobile
• Tower Loan
• TQL
• True Manufacturing
• Tulsa Police Department
• University of Arkansas
• University of Missouri/Harry S Truman School of Public Affairs
• US Army Corps of Engineers
• US Marine Corps
• Vacations Made Easy
• Veterans United Home Loans
• Vision Security
• Wal-Mart Distribution Center #6065
• Washington University in St. Louis
• Wyndham Vacation Ownership

Fig 32. Employers met with students and alumni during the Career Expo
**Education Day**

Following are school districts and organizations attending the Education Day on April 16, 2014 (Figure 33):

- Arkansas City USD 470
- AUSL Chicago Teacher Residency
- B. Banneker Academy
- Ballard R-II School
- Bartlesville Public Schools
- Bolivar R-I School District
- Boston Mountain Educational Co-op
- Camdenton R-III School District
- Carthage R-IX School District
- Cassville R-IV School District
- Clever R-V School District
- Climax Springs R-IV School District
- Cole Camp R-I School District
- El Dorado Springs R-II School District
- Exeter R-VI School District
- Gold Mountain Communications, LLC
- Harrisonville Cass R-IX School District
- Immaculate Conception School
- Independence 30 School District
- Joplin Schools
- Kansas City Public Schools
- Laclede County R-I School District
- Lebanon R-III School District
- Lee County School District
- Lee’s Summit R-VII School District
- McKendree University
- Miller County R-III School District
- Mission Aviation Fellowship
- Missouri State University—College of Education
- Missouri State University—Graduate College
- Missouri State University—ROTC Dept
- Monett R-I School District
- Mountain Home Public Schools
- Mountain View-Birch Tree R-III School District
- New Covenant Academy
- Oklahoma Christian University
- Ozarks Literacy Council
- Peace Corps
- Raytown C-2 School District
- Reeds Springs R-IV School District
- Rockwood R-VI School District
- Rolla Public Schools
- Sarcoxie R-II School District
- School District of Washington
- Sedgwick County Area Educational Services Interlocal Cooperative #618
- Sherwood Cass R-VIII School District
- Spring Hill USD 230
- Springfield Public Schools
- Sullivan C-2 School District
- The School of Professional Psychology at Forest Institute
- Topeka USD 501
- Troops to Teachers
- University of Arkansas Global Campus
- Warsaw R-IX School District
- Waynesville R-VI School District
- Wentzville R-IV School District
- Wichita USD 259
- Winfield Schools USD 465
- WoodRidge Care of Missouri, LLC dba Piney Ridge Center

*Fig 33. Students met with school administrators during Education Day at the JQH Arena.*
**JOB OPPORTUNITIES OVERVIEW**

As in previous years, employers who post their full- and part-time positions through the Career Center often seek candidates from many or all colleges. Therefore, the job may be posted for more than one college, thus giving a duplicate count for the number of jobs. The College of Business (COB) has historically had the largest number of full-time job opportunities and internships. The College of Natural and Applied Sciences (CNAS) had the second largest number (Figure 34).

![Distribution of full-time jobs by college.](image)

<table>
<thead>
<tr>
<th>College</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Business</td>
<td>2,405</td>
</tr>
<tr>
<td>College of Natural &amp; Applied Sciences</td>
<td>1,214</td>
</tr>
<tr>
<td>College of Education</td>
<td>1,195</td>
</tr>
<tr>
<td>College of Health &amp; Human Services</td>
<td>1,175</td>
</tr>
<tr>
<td>College of Arts &amp; Letters</td>
<td>989</td>
</tr>
<tr>
<td>College of Humanities &amp; Public Affairs</td>
<td>889</td>
</tr>
<tr>
<td>School of Agriculture</td>
<td>705</td>
</tr>
<tr>
<td>Total</td>
<td>8,572</td>
</tr>
</tbody>
</table>

**INTERNSHIPS OVERVIEW**

As with full-time positions, determining the college to which an internship posting applies is complicated, since many postings apply to more than one college. The largest number of internship postings were in the College of Business (COB) and the College of Natural and Applied Sciences (CNAS) (Figure 35).

![Distribution of internships by college.](image)

<table>
<thead>
<tr>
<th>College</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>College of Business</td>
<td>756</td>
</tr>
<tr>
<td>College of Natural &amp; Applied Sciences</td>
<td>426</td>
</tr>
<tr>
<td>College of Arts &amp; Letters</td>
<td>414</td>
</tr>
<tr>
<td>College of Education</td>
<td>355</td>
</tr>
<tr>
<td>College of Health &amp; Human Services</td>
<td>301</td>
</tr>
<tr>
<td>College of Humanities &amp; Public Affairs</td>
<td>240</td>
</tr>
<tr>
<td>School of Agriculture</td>
<td>236</td>
</tr>
<tr>
<td>Total</td>
<td>2,728</td>
</tr>
</tbody>
</table>
# Job Opportunities by College

**College of Arts & Letters:**

- **1,630 new jobs**
  - 989 full-time jobs
  - 414 internships
  - 9 multiple job openings
  - 256 part-time/temporary positions

**College of Business:**

- **3,412 new jobs**
  - 2,405 full-time jobs
  - 756 internships
  - 17 multiple job openings
  - 349 part-time/temporary positions

**College of Education:**

- **1,839 new jobs**
  - 1,195 full-time jobs
  - 355 internships
  - 14 multiple job openings
  - 348 part-time/temporary positions

**College of Health & Human Services:**

- **1,792 new jobs**
  - 1,175 full-time jobs
  - 301 internships
  - 13 multiple job openings
  - 300 part-time/temporary positions

**College of Humanities & Public Affairs:**

- **1,378 new jobs**
  - 889 full-time jobs
  - 240 internships
  - 10 multiple job openings
  - 230 part-time/temporary positions

**College of Natural & Applied Sciences:**

- **1,855 new jobs**
  - 1,214 full-time jobs
  - 426 internships
  - 10 multiple job openings
  - 284 part-time/temporary positions

**School of Agriculture:**

- **1,157 new jobs**
  - 705 full-time jobs
  - 236 internships
  - 7 multiple job openings
  - 205 part-time/temporary positions

**Note:** Some of the postings apply to all majors or more than one college, which results in overlap between colleges. In addition many of the full-time positions require experience, so those opportunities have targeted alumni.
JobTracks

Developed by CSO Research, JobTracks is a Web-based system that the Career Center uses for posting jobs and internships and for managing recruiting activities such as employer information sessions, on-campus interviews, and career events (Figure 36). The 2013-2014 academic year saw several updates to JobTracks:

- New design for logo and website banner. The banner includes buttons for the various users:
  - students
  - alumni
  - employers
  - mentors
  - faculty
  - administrators
- All MSU students automatically uploaded to JobTracks and their data automatically pulled from Banner (the University’s interface for managing content and data). This will enable the Career Center to have more accurate, up-to-date information on active students.
- Passwords encrypted; now if users forget their passwords, they simply click the “Forgot your password?” link.
- Majors list updated with new programs, and list organized in alphabetical order rather than by college.
- Preferred first name field added for individuals who go by a name other than their first name.

Fig 36. JobTracks banner and logo.
Research

GRADUATE TRACKING SYSTEM

Background
Missouri State University students participate in higher education in order to prepare themselves for a career. That is supported by the CIRP (Cooperative Institutional Research Program) Institutional Summary, which shows that 75% of the students responding to the survey came to Missouri State University “to get training for a specific career,” and 74.2% came in order to “be able to get a better job.”

One of the measures of effectiveness of a university is how well its graduates are prepared to enter the work force or to continue their education. However, without an efficient, complete, and coordinated process for measuring student outcomes, the university is not able to identify or quantify strengths and weaknesses of programs and activities. Knowing the post-graduation plans of each Missouri State University student is a critical component of self-evaluation.

No university-wide effort or method to gather post-graduation data existed at Missouri State University. That fact led the President to create the Alumni Tracking Task Force.

Mission of the Task Force
In September, 2004, MSU President Keiser recognized the efforts of various offices and groups within the university to determine the occupational and educational outcomes of our graduates, and to measure the effectiveness of their preparation.

At that time, Dr. Keiser created a task force to evaluate the data the university collected, the methods of data collection that we employed, the duplication of efforts that existed, and to suggest methods of sharing the data within the university community.

Task Force Members
Members of the task force included Anson Elliott, Agriculture; Julie Ebersold, Development and Alumni Relations; Jack Hunter, Career Center; Martha Kirker, Center for Assessment; Paul Langston, Institutional Research; and Skip Phelps, Provost Office. The task force members were individuals whose offices gathered, evaluated, and disseminated student post-graduation data.

David Brown, College of Education; Michael Hignite, College of Business Administration; and Tammy Jahnke, College of Natural and Applied Sciences, also provided input.

Significant Data Items
The task force created an initial list of significant data items that would be gathered by Missouri State University after graduation:

- date of graduation
- degree(s)
- email
- employer
- graduate or professional school plans
- initial accepted salary
- job description and title
- major and minor of each graduate
- name of graduate

In January 2008, after the university made a decision to move to Banner for its primary database, the Career Center began the creation of
a secure program in which the outcomes of all graduates could be stored. The programmers were MSU Computer Science students.

From January 2008 to currently (as of the writing of this report, June 2014), 12 Computer Science students have developed the Graduate Tracking System. Their pay has come from the Career Center, and nearly every student has used this experience to earn internship credit in his or her academic program.

Each student who has worked in the creation of the program who has graduated is employed fulltime. Most hiring employers have commented on the “real-world” experience of this work and the added value they placed on that during the hiring process.

The program was created and tested from 2008 until 2011. In 2011, Valerie Turner created a User’s Guide for the program’s users. In December 2011, the program was rolled out for campus-wide use.

Jack Hunter, Margie Stewart, Sue Douglas, and Greg Donnell traveled to MSU’s West Plains campus to share information on the Graduate Tracking System, since the University was looking at implementing a similar system at West Plains.

Of the individuals who reported employment, the ten most frequently listed employers were (in alphabetical order)—

- ANPAC
- Bass Pro Shops
- BKD
- Cerner
- City of Springfield
- ConocoPhillips
- Enterprise
- Missouri State University
- Mercy
- Springfield Public Schools

Of the individuals who reported going to graduate or professional school, the ten most frequently listed schools were (in alphabetical order)—

- George Washington University
- Missouri State University
- Saint Louis University
- Tennessee State University
- University of Arkansas
- University of Florida
- University of Kansas
- University of Missouri
- University of Missouri–Kansas City
- University of Missouri–St Louis

In an effort to increase the number of respondents to the survey, the Office of the Registrar has added information about the Career Center and the Graduation Survey to its seven-step checklist for undergraduate students. For emphasis, however, completing the survey may need to be the only item in the seventh step. Additionally the Graduation Survey could be added to the checklist for masters, specialists, and doctorate students.

Another method the Career Center used to encourage graduates to complete the survey was drawings for $10 bookstore gift cards and two drawings for Asus t100 tablets. These drawings and the winners were announced through Twitter and Facebook (Figure 37).

Additionally, at graduation the Career Center staffs a table in the pre-commencement section of JQH Arena. As graduates check in and prepare to line up, staff have brief versions of the survey for the students to complete if they haven’t already completed it online.
## Graduate Salary Data

NACE collects data from colleges and universities to report in their national statistics. Table 4 shows the salary data for graduates from Summer 2013, Fall 2013, and Spring 2014.

**Table 4.** *Salary data for graduates, 2013–2014.*

<table>
<thead>
<tr>
<th>College of Arts &amp; Letters</th>
<th>College of Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art History: $42,500</td>
<td>Accountancy, MACC: $59,860</td>
</tr>
<tr>
<td>Broadcast Journalism: $35,610</td>
<td>Accounting, BS: $53,025</td>
</tr>
<tr>
<td>Communication, BS: $44,500</td>
<td>Business Education: $34,060</td>
</tr>
<tr>
<td>Communication, MA: $49,008</td>
<td>Computer Information Systems (CIS), BS: $56,813</td>
</tr>
<tr>
<td>Creative Writing, BA: $39,060</td>
<td>CIS, MS/MBA: $67,065</td>
</tr>
<tr>
<td>English Education, BSED: $37,025</td>
<td>Construction Management: $52,150</td>
</tr>
<tr>
<td>Electronic Arts, BA: $34,100</td>
<td>Entrepreneurship: N/R</td>
</tr>
<tr>
<td>English, MA: $43,810</td>
<td>Fashion Merchandising: $36,910</td>
</tr>
<tr>
<td>Foreign Languages: $36,090</td>
<td>Finance/General Business: $53,620</td>
</tr>
<tr>
<td>Graphic Design, BFA: $32,100</td>
<td>Housing &amp; Interior Design: $35,420</td>
</tr>
<tr>
<td>Mass Media Production, BS: $30,000</td>
<td>Information Technology Service Management: N/R</td>
</tr>
<tr>
<td>Music, MA: $48,600</td>
<td>Logistics &amp; Supply Chain Management: $57,090</td>
</tr>
<tr>
<td>Music Education: $37,610</td>
<td>Management, BS: $43,640</td>
</tr>
<tr>
<td>Professional/Technical Writing: $39,050</td>
<td>Marketing, BS: $47,018</td>
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<tr>
<td>Public Relations: $31,000</td>
<td>MBA: $61,910</td>
</tr>
<tr>
<td></td>
<td>Master of Health Administration (MHA): $67,025</td>
</tr>
<tr>
<td></td>
<td>Project Management, MS: $58,600</td>
</tr>
<tr>
<td></td>
<td>Technology Management: $47,600</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>College of Education</th>
<th>College of Health &amp; Human Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Child &amp; Family Development, BS: $33,900</td>
<td>Nurse Anesthesia, MSN: $73,100</td>
</tr>
<tr>
<td>Counseling, MS: $42,623</td>
<td>Audiology, AUD: $65,620</td>
</tr>
<tr>
<td>Early Childhood, BSED: $34,620</td>
<td>Communication Sciences &amp; Disorders, MS $49,600</td>
</tr>
<tr>
<td>Educational Administration, MSED: $55,025</td>
<td>Dietetics, BS: $35,050</td>
</tr>
<tr>
<td>Elementary Education, BSED: $34,610</td>
<td>Family Nurse Practitioner, MSN: $73,900</td>
</tr>
<tr>
<td>Elementary Education, MSED: $39,000</td>
<td>Nurse Education, MSN: $53,100</td>
</tr>
<tr>
<td>MAT: $40,850</td>
<td>Nursing, BSN: $51,225</td>
</tr>
<tr>
<td>Middle School Education: $37,600</td>
<td>Nursing, MSN: $90,000</td>
</tr>
<tr>
<td>Special Education, MSED: $44,620</td>
<td>Physical Education: $35,200</td>
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<tr>
<td>Specialist in Education: N/R</td>
<td>Physical Therapy: $68,122</td>
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<td>Physician Assistant: $88,050</td>
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<td>Psychology, BS $36,000</td>
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<td></td>
<td>Psychology, MS: $41,000</td>
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<td></td>
<td>Radiography, BS: $44,432</td>
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<td></td>
<td>Recreation, Sport &amp; Park Administration, BS: $27,800</td>
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<td></td>
<td>Social Work, BSW: $37,300</td>
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<td>Social Work, MSW: $41,520</td>
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<td>Sports Medicine/Athletic Training, BS: $32,665</td>
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<td>Criminology, MSED: $46,085</td>
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<td>Defense &amp; Strategic Studies, MIAA: $57,000</td>
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<td>Economics, BS: $49,650</td>
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<tr>
<td>History, BA: $39,100</td>
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<tr>
<td>Religious Studies, BA: $35,050</td>
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<tr>
<td>Social Science Education, BSED: $37,600</td>
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<td>Biology, BS: $37,100</td>
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<tr>
<td>Geography: $51,000</td>
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<tr>
<td>Geology, BS: $53,025</td>
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<tr>
<td>Hospitality &amp; Restaurant Administration: $39,615</td>
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<tr>
<td>Master of Natural &amp; Applied Science: $49,020</td>
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<th>William H. Darr School of Agriculture</th>
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<tr>
<td>Agriculture Education, BSED: $38,025</td>
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<tr>
<td>Agronomy: $33,000</td>
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<tr>
<td>Animal Science, BS: $39,700</td>
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</table>

Fig 37. Career Center ad announcing the Graduation Survey.
The Career Center Student Advisory Board (CCSAB)

The Career Center Student Advisory Board was composed of Missouri State University representatives from COB, COAL, CHPA, Graduate College, and CNAS:

- Demetria Green, Psychology
- Gregory Crew, Accounting
- Taylor Mathenia, Cell and Molecular Biology
- Loretha Cain, Journalism
- Meijiao “Amy” Song, Finance
- Tammy Blumenthal, Biology
- John Spells, Computer Information Systems
- Baily Smith, Fashion & Merchandising
- Kaitlyn Jaeger, Political Science
- MaryJo Kolze, Industrial Organizational Psychology
- Jonathan Swearengin, Business
- Nii Addo Abrahams, Religious Studies
- Jayce Teeman, Elementary Education

The CCSAB served as ambassadors, providing advice and feedback to staff on programmatic efforts, services, and future plans for the MSU campus (Figure 38).

The Career Center extended invitations for members to attend three mandatory meetings throughout the Spring semester in Carrington 309. Each member attended a minimum of two Career Center events and reviewed Career Center materials. Members committed to two semesters of involvement in the CCSAB.

Following is a summary of the students’ SWOT analysis:

**Strengths:**
- Career Center Staff Attitude
- Informative Events
- Good Employers
- Helpful to Students

**Weaknesses**
- Advertising
- Marketing
- Promoting
- Visibility
- Lack of Employer Variety

**Opportunities**
- CCSAB
- Use of Social Media
- Networking Events

**Threats**
- Overshadowed by other events and marketing ploys
- Lack of knowledge of the Career Center and its location

Fig 38. Career Center Student Advisory Board members.
In early 2014, CSO Research, Inc. published their *Insights Survey*, which was “designed to collect information on the opinions and perceptions of career services professionals from a variety of institutions.” The MSU Career Center was one of the 482 contributors of data to the survey. Following is a summary of the priorities, opportunities, and needs, which align with those of the MSU Career Center.

**Priorities**
Concerning priorities, the survey asked, “What is the single most important priority for your career center in the coming academic year?” The three most mentioned priorities were—
- Increase outreach and student participation.
- Increase staff size to better help students.
- Gather and distribute post-graduation outcomes data.

Reaching students and getting more student participation is a challenge that the MSU Career Center constantly faces. The number of students who make appointments with the Career Center stays consistent through the years. With more faculty support, however, the Career Center would most likely receive more requests for assistance from students. With the Graduate Tracking System, the Career Center has made great strides in collecting post-graduation outcomes data. This is becoming more of a priority with the University, and with more administrative and faculty support, we should receive a greater response rate in the years to come.

**Opportunities**
Regarding opportunities, the survey asked, “What is your single greatest opportunity for your career center to make an impact on your campus in the coming academic year?” The three most mentioned opportunities were—
- Requiring students to participate in career services and curriculum integration.
- Gathering and distributing post-graduation outcomes data.
- Student/employer outreach.

As this annual report shows, some courses use the Career Center’s services within their curriculum, either by including presentations from Career Center staff, or by requiring their students to use services provided by the Career Center—such as mock interviews. There are many possibilities for increasing collaboration between faculty and Career Center staff, and these possibilities bear exploring.

In their article, “10 Future Trends in College Career Services,” Farouk Dey, AVP for Student Affairs & Dean of Career Education, and Christine Cruzvergara, Director of University Career Services at George Mason University, discuss a paradigm shift occurring in career services, which they label “Connections and Communities.” This involves more collaboration between the Career Center and employers, academic programs and other offices on campus.

**Priorities**
CSO asked participants, “What is the single most important priority for your career center in the coming academic year?” The three most mentioned priorities echoed the responses in the previous two sections:
- Increase outreach and student participation.
- Increase staff size to better help students.
- Gather and distribute post-graduation outcomes data.
Marketing

The Career Center purchased flash drives pre-loaded with frequently used handouts on the following topics (Figure 39):

- 30-second commercial
- action verbs
- career fairs
- cover letters
- curriculum vitae
- dinner etiquette
- dress for success
- informational interviewing
- résumés
- salary negotiation
- social media for job search

These flash drives were distributed to students during presentations and individual appointments.

The Career Center traditionally communicates events to students via email. Before major events such as Résumé Madness and career fairs, posters are placed on sandwich boards at various locations on campus. The Career Center places ads in publications such as University Parent (Figure 40), the SOAR Brochure (Figure 41), and The Standard. News of the events are also included in the University’s calendar of events.

Social Media

The Career Center began using social media in October 2012, but the use has been sporadic and mostly used to advertise career events. Not until Spring 2014 did the Career Center begin using social media more regularly.

At the NACE Conference in June 2014, one of the major themes presented was the necessity for career services offices to use social media

Fig 39. Contents of the Career Center’s flash drive.
DECIDED? UNDECIDED? OVERWHELMED?

THE CAREER CENTER CAN HELP YOU!

Career Fairs
Internship/Job Search Assistance
Resume and Cover Letter Assistance
Mock Interviews

Career Counseling/Assessments
Exploring Career Panel Presentations
What Can I do with This Major?

Career Development Courses:
IDS 120: Exploring Majors & Careers
IDS 320: Job Search Preparation & Career/Life Planning

What Now?

If you would like to visit with a career counselor before you leave campus, call for an appointment.

Fig 40. Career Center ad created by Kiersten Anderson, Career Center student worker, graphic design major; ad was included in the SOAR 2014 handbook.
frequently and consistently and for more than simply to advertise events. Career Services should look at social media as a community, and, rather than simply pushing information, we need to pull in users.

This can be done by making the posts more interactive such as by asking questions and starting and moderating discussions. It’s also important to create postings that will be shared by users. We’ve always relied on “word of mouth,” for example, students telling other students about the Career Center. Retweeting and sharing on social media platforms is simply another form of this.

At the NACE Conference, Evangeline Kubu of Princeton University Career Services presented Social Media Survey 2013: Findings and Best Practices. The findings show that most of the 90 career centers surveyed use Facebook (94%), Twitter (90%) and LinkedIn (90%). Some people had predicted that blogging would fall from popularity, but this study as well as other social media studies show blogging is “alive and well. In fact, including student and alumni guest bloggers is a great way to engage other readers’ interest.

Kubu’s survey showed that 50% of the career centers surveyed had not developed social media policies and guidelines, and 57% did not have a formal strategy. These two areas are opportunities for the Career Center to develop, including reviewing the University’s social media policies to ensure consistency.

According to the survey, two of the major issues of career services’ use of social media included amount of time and measuring the effectiveness. In 2011, the average number of hours per week spent by Career Center staff on social-media related activities averaged 10 hours; in 2013, the average was 16 hours. The most common way of managing social media efforts is with one staff member who is the primary manager, but several staff or students submit and create content and suggestions for posting.
Because of the increase in employers using social media to vet employees, most of the NACE Conference attendees felt that career centers have a good opportunity to teach students how to use social media for networking, establishing a professional presence, and connecting with employers (Figures 42–43).

The major social media platforms that MSU Career Center uses include Twitter, Facebook, and LinkedIn. The Career Center also has Instagram and Pinterest. As of July 2014, on Twitter, the Career Center had 272 followers, followed 300 users, and had 736 tweets. On Facebook, the Career Center had 414 likes, with a weekly total reach of 460. The Klout Score (the measurement for determining influence) for Twitter was 43.8 (worldwide average Klout Score is 40). The Career Center’s LinkedIn group includes 987 members, many of whom are alumni of Missouri State University. The information available from LinkedIn could provide additional data for the Graduate Tracking System.
NEWSLETTERS
Throughout the fall and spring semesters, Dominiece Hoelyfield and Graduate Assistant Camille Reid created and distributed newsletters to the College of Humanity and Public Affairs.

In Fall 2013, the Career Center published the last issue of its pdf newsletter, and beginning in Spring 2014, the Career Center began using Mail Chimp to publish an e-newsletter (Figure 44). Individuals may subscribe to this newsletter from the home page of the Career Center’s website. As of this date, the e-newsletter has only 20 subscribers, so this definitely is an opportunity that needs more attention.

Fig 44. Career Center’s electronic newsletter.
Staff Highlights

Professional Development

Building Bridges Conference
Margie Stewart, Dominiece Hoelyfield, and Gary Stafford attended this three-day conference hosted by the Federal Medical Prison. The conference addressed how to create opportunities (including jobs) for criminals just released from prison. The likelihood of criminals returning to prison is often attributed to their ability to transition back into society. Those who get jobs within a short time after being released from prison are less likely to commit another crime or get into illegal situations.

Midwest Association of Colleges and Employers (MWACE)
In addition to being a member of the Experiential Education Committee and the 2014 MWACE Recruiting Trends Conference Committee, Margie Stewart attended MWACE Recruiting Trends Conference in Chicago in November 2013 with Graduate Assistant, Camille Reid.

Springfield Area Human Resources Association (SAHRA)
Margie Stewart continues to be a Springfield Area Human Resources Association member, attending seven of eleven monthly meetings, including a three-hour professional development seminar on Strengths Quest.

SHRM
Margie Stewart completed certification requirements to renew PHR certification until January 17, 2014.

CSO Conference
In May 2014, Margie Stewart, Dominiece Hoelyfield, Kim Lucas, Chalanda Johnson, and Vicki Elders attended the CSO Conference in Austin, TX (Figure 45). More than 300 different career centers (nationwide/international) attended this conference. In addition to learning of new services, techniques, and strategies in using the JobTracks database Career Center staff networked with many other professionals. Dominiece and Margie also participated in the 5K run.

Fig 45. Career Center staff and a CSO representative at the CSO Conference.
**NASPA Conference**
Dominiece Hoelyfield attended the NASPA Conference in March 2014. NASPA is the leading association for Student Affairs administrators in higher education. In addition to attending several sessions that focused on professional development and LGBT topics, Dominiece co-presented on the developments of the GLBT-KC Mentoring Program with Shaun Travers, Campus Diversity Officer and Director, LGBT Resource Center at UC San Diego.

**Marine Corps Education Workshop**
In June 2014, Dominiece Hoelyfield and Ken Coopwood, Vice President for Diversity and Inclusion, attended the Officer Educators Workshop in Quantico, VA (Figure 46). They were able to experience the environment that college students encounter at Officer Candidate School.

![Fig 46. Dominiece Hoelyfield with fellow participants at Quantico, VA.](image)

**NACE (National Association of Colleges and Employers)**
In June 2014, Gary Stafford and Valerie Turner attended the NACE’s national conference in San Antonio, TX (Figure 47). This conference provided the opportunity to network with other career services professionals, employers, and vendors of career services products. Between Gary and Valerie, they attended 18 sessions on a wide range of topics, including “Leading Change in Career Services,” “Developing a Strategic Employers Relations Plan,” “Helping Students Leverage Social Media Platforms for Their Careers,” and “Redefining Employment for the 21st Century.”

![Fig 47. One of the sessions attended at NACE.](image)
Social Media Marketing Conference
To learn more information on using social media to market the Career Center, SuzAnn Fergus-

Professional Organizations
The Career Center staff members are active in many professional associations. Table 5 shows a list of their organizations:

Table 5. Career Center staff’s memberships in professional organizations.

<table>
<thead>
<tr>
<th>Staff Member</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vicki Elders</td>
<td>International Association of Administrative Professionals</td>
</tr>
<tr>
<td>Todd Euglow</td>
<td>Midwest Association of Colleges and Employers</td>
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<td></td>
<td>National Association of Colleges and Employers</td>
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<tr>
<td>SuzAnn Ferguson</td>
<td>American Counseling Association</td>
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<td>Midwest Association of Colleges and Employers</td>
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<tr>
<td></td>
<td>National Career Development Association</td>
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<tr>
<td>Dominiece Hoelyfield</td>
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<td>National Association of Colleges and Employers</td>
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<td></td>
<td>National Association of Student Personnel Administrators</td>
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<tr>
<td>Jack Hunter</td>
<td>American Association of Employment in Education</td>
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<td>Midwest Association of Colleges and Employers</td>
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<td>National Association of Student Personnel Administrators</td>
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<tr>
<td>Chalanda Johnson</td>
<td>International Association of Administrative Professionals</td>
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<tr>
<td>Kimberly Lucas</td>
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<tr>
<td>Gary Stafford</td>
<td>National Association of Colleges and Employers</td>
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<td>National Career Development Association</td>
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<td>Marjorie Stewart</td>
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<td>Springfield Area Human Resources Association</td>
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<tr>
<td>Valerie Turner</td>
<td>Association for Women in Communications</td>
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<td></td>
<td>National Association of Colleges and Employers</td>
</tr>
<tr>
<td></td>
<td>Society for Technical Communication</td>
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In addition to involvement in organizations, the Career Center’s professional development includes webinars on various topics throughout the year and subscription to Lynda.com, online video courses in software, creative, and business skills.
The Career Center had four graduate assistants during 2013–2014 (Figure 48). Camille Reid completed her Master of Public Administration (MPA) degree and graduated in May 2014. Camille was a graduate assistant with the Career Center for two years, during which she also interned with the City of Ellisville and the American Red Cross—Greater Ozarks Chapter. Camille stated that she “has thoroughly enjoyed her time with the MSU Career Center and is amazed at the level of passion and care the office has for MSU students and alumni. Camille was supervised by Dominiece Hoelyfield.

Graduate Assistant Raeven Replogle (Master of Science in Secondary Counseling) joined the Career Center in the 2013–2014 academic year, but decided not to continue her assistantship so she could focus completely on her coursework. Raeven was supervised by Gary Stafford and team-taught a section of IDS 120 with SuzAnn Ferguson.

Marilee Teasley completed her Master of Science degree in Experimental Psychology and graduated in May 2014. She also earned her Graduate Certificate in Academic Advising at Kansas State University. Marilee was hired as an Academic Advisor for the University of Kansas, where she will begin in August 2014. Marilee was the Career Center’s counseling graduate for two years. Marilee was supervised by SuzAnn Ferguson and team-taught one section of IDS 120 with SuzAnn and one section of IDS 120 with Valerie Turner.

Benjamin Thomas began his graduate assistantship with the Career Center in August.

Fig 48. Graduate Assistants Camille Reid, Benjamin Thomas, Marilee Teasley, and Raeven Replogle.
2013 and will continue into the next academic year. Benjamin, who is working on his master’s degree in Industrial and Organizational Psychology, is the supervisor for the Career Center’s peer advisors. Benjamin was supervised by Sue Douglas during the fall semester and Gary Stafford during the spring semester.

Kathy Trantham, graduate student of the Student Affairs program, served as a practicum student in the Career Center during the Spring 2014 semester. She was supervised by Margie Stewart and worked on several projects from initiating a plan for the Adult Student Service office to assist adult services; actively participating in Spring 2014 career events such as Mock Interview Day, Speed Networking Event, and Career Fairs; and assisting with the Career Center’s graduate tracking data entry for December 2013 COB students.

In Fall 2013, Jon Stubblefield interned with the Career Center, where he assisted students with mock interviews, résumé critiques, career counseling, and the job search. Jon was supervised by Gary Stafford. Jon completed his Master of Science degree in counseling and graduated in December 2013. He now is working as an Academic Advisor at the University of Washington in Tacoma, WA.

In addition, the Career Center is fortunate to have responsible and skilled student workers. Kiersten Anderson (BFA, Illustration major, Creative Writing minor) does much of the design work, marketing materials, and website; Greg Donnell (BS, Computer Science major, Mathematics minor) and Mitch Marlow (BS, Computer Science major, Mathematics minor) maintain and tweak the Graduate Tracking System; Brandi Watson (BA, Theatre) and Branda Young (BS, Nursing) help staff the reception area of the Career Center in Carrington; and Kenny Kabak (Bachelor of Music Education, Vocal/Choral option, Religious Studies minor) help staff the office in the Career Center’s Glass Hall location.

**Staff Changes**

In December 2013, Career Resources Specialist Sue Douglas announced that she would be leaving the Career Center at the end of the semester in order to work in a corporate recruiting position.

Todd Euglow was hired in Spring 2014, joining the Career Center as a Career Resources Specialist in May 2014. Todd had previously worked as a Residence Hall Director and Assistant Coordinator of Leadership Development and Programming. He earned his Master of Science degree in Student Affairs in Higher Education and had completed a practicum with the Career Center.

In Spring 2014, Jack Hunter, Career Center Director, announced that, after fifteen and a half years, he would be retiring at the end of July. He and his wife plan to move to Indiana to be with their family. The Career Center has seen many changes in Jack’s tenure, possibly the greatest impact being the merger of two separate offices—the Career Planning and Placement Center and Cooperative Education—which brought about a name change to the Career Center. All of us who are members of the “Career Center family” thank Jack for his years of service and wish him well both on and off the golf course.
Looking Back

The Career Center in 2013–2014 saw a variety of experiences, from team building at retreats to volunteering at the Girl Scout camp.