



Career Services
 1001 Faculty/Administration Building
 Detroit, MI 48202-3622
 (313) 577-3390
 (313) 577-4995 (FAX)
 e-mail: ad0831@wayne.edu

Memorandum

To: Wayne State University Community

From: Ronald H. Kent, Director
 Career Services

Subject: Career Services Annual Summary 2013-2014

Date: September 2014

Career Services provides students, alumni, and external organizations a one-stop shopping experience through a wide variety of programs and services customized to fit individual needs and/or preferences. Our service and counseling venues include, but are not limited to, individual and group career counseling, telephone interaction, targeted email correspondence, 24/7 online services, social network mediums, classroom presentations, etc. Each offers a unique way in which to experience Career Services and also engage the University.

Career Services supports all students, alumni, and employers through five primary program areas. The following table offers a breakdown of students registered with Career Services by program area:

Students Registered with Career Services by Program Area¹	
Program	Number of Students
Career Planning	1,837
Cooperative Education	1,227
On-Campus Student Employment	4,388
Professional Employment	4,268
Seasonal Employment and Internships	6,409

For 2013-2014, the number of students registered with Career Services online interactive data system totaled 9,833: 6,313 undergraduate students, 2,181 graduate students, and 1,339 alumni. It is important to note that our services are available to all students and alumni throughout their academic experience with WSU and beyond.

The following tables on page 2 offer a breakdown of students and alumni registered with Career Services by class standing, school/college, and race/ethnicity.

¹ 8,296 students selected multiple program areas.

Students Registered with Career Services by Class Standing	
Class Standing	Number of Students
Freshman	1,443
Sophomore	1,502
Junior	1,799
Senior	1,569
Graduate	2,181
Alumni	1,339
Total	9,833

Students Registered with Career Services by School/College²	
School/College	Number of Students
Business	1,512
Education	864
Engineering	1,838
Fine Performing Communication Arts	1,089
Graduate School	25
Law	92
Liberal Arts and Sciences	3,328
Medicine	276
Nursing	306
Pharmacy	476
Social Work	431
Undecided	249

Students Registered with Career Services by Race/Ethnicity	
Race/Ethnicity	Number of Students
American Indian	32
Asian/Pacific	1,465
African American	2,801
Hispanic/Latino	237
Multi Race/Ethnic	290
White	3,816
Unknown/Other	1,192
Total	9,833

Program Highlights

It is our mission to *educate and prepare* students for their career in a progressive manner through a variety of mediums. This year, at least 1,837 students and alumni utilized our **career planning services** that involve guided career explorations, personal assessment inventories, direct classroom instruction, workshops and presentations, and collaborations with departments and faculty throughout the University community. Of that figure, 152 students were enrolled in Career Services' UCS 0991 and 0992 courses. According to course assessments, 95% of our students indicated they would recommend this course to others and 75% rated the course as excellent/very good. In addition, over 40 on/off-campus events and organizations associated with

² 628 students selected multiple academic disciplines.

career planning were served during the year, i.e., faculty/classroom collaborations, topical programming, extension center outreach, student organizations, k-12 schools, local community centers, professional associations, etc.

With regard to hands-on experiential learning, **274 paid cooperative education assignments** were generated for 2013-2014 as indicated in the table below.

Career Services Cooperative Education Assignments				
Section	Fall 2013	Winter 2014	S/S 2014	Total
ACC 4500	3	6	3	12
BE 3500	73	60	57	190
CSC 0995	11	12	13	36
FIN 4500	3	1	0	4
ID 0995	4	5	4	13
ISM 4500	1	2	1	4
MGT 4500	0	0	0	0
MKT 4500	5	4	6	15
Total	100	90	84	274

According to our cooperative education course assessments, 74% of the students indicated that their assignment was related to their curriculum, 97% stated that they benefitted from the experience, and 88% of the employing organizations said they would invite their student to return for a rotational assignment. The earnings for that group totaled approximately \$2,566,080 for an average of \$9,365 per student assignment. In addition, **93 students participated in paid seasonal internship assignments** from a wide variety of academic disciplines. The earnings for that group totaled approximately \$392,750 for an average of \$4,223 per student assignment. Moreover, a myriad of job location and employer development activities were ongoing throughout the local/regional area involving business and industry, federal and state government, law enforcement, and professional associations.

Career Services also administers the **on-campus student assistant and college work-study programs**. These programs serve every department on the WSU campus and provide a significant contribution to WSU's workforce. Based on FY2013 expenditure figures, there were 2,767 and 722 student assistants and college work-study students employed on the WSU campus. Students earned \$11,137,462 in paid compensation as student employees including 78 that served in a *community service capacity*.³ Also, as an aside, Career Services was involved with the implementation of the Michigan minimum wage increase that impacted over 500 student employees throughout the Wayne State campus.

Employment after Graduation

Inspection of the unemployment rates in Michigan suggests the continuation of an improving hiring trend. At WSU Career Services, we are addressing these opportunities through the employ of technology, outreach, customized service, and related initiatives in order to make WSU an attractive, convenient, and effective choice for employers. For 2013-2104, over 1,100 new employer connections were made utilizing in-person contact and the Career Services online data system. In addition, employers and students were served via a variety of on-campus career events, i.e., mock interview/resume critiques, employment/career expos, presentations,

³ Figures for FY2014 are not available until late November 2014.

workshops, and more. Also, Career Services developed a web-based interactive career blog to facilitate additional outreach and dialog.

Although the Michigan employment forecast is improving, it has not yet stabilized. However, WSU Career Services experienced *positive employer activity* as indicated by the ongoing interest from Michigan employers to recruit WSU students and alumni. The following offers a perspective on past and present unemployment rates at the local, state, and national levels:

Unemployment Rates by Region⁴			
	June 2014	June 2013	June 2012
National:	6.1%	7.6%	8.2%
Michigan:	7.5%	8.7%	8.6%
Metro-Detroit:	9.2%	10.3%	10.2%

Career Services surveyed 5,073 individuals that graduated from WSU in December 2013 and May 2014. We received 3,921 authenticated responses for a rate of 77%. The following reflects the responses along with comparative employment data from previous years.

Employment Rates - Graduates of WSU			
	2013/2014	2012/2013	2011/2012
Bachelors:	76%	75%	74%
Masters:	76%	74%	75%
Doctorate:	70%	82%	77%
Overall:	75%	76%	75%

Of those students employed upon graduation for 2013-2014, **92% reported being employed in Michigan** among the **5,580 Michigan-based employers registered with Career Services**. The remaining 8% were employed by 1,695 out-of-state employers. Moreover, 84% indicated that they were employed full or part-time while attending WSU and 54% said that they planned to pursue further educational studies within one year. In addition, I offer the following:

- Resume referrals: 13,711
- Job postings: 11,674
- Percentage of students using Career Services: 37%
- Students having coop/internship or prior work experience: 90%

WSU Career Services estimates that most if not all of the 7,275 registered employer organizations recruit and/or employ WSU students. This is an estimate because of several factors that make it difficult to know precisely who employs our graduates and how many they each employ. Employers often are reluctant to give information on new hires, particularly with companies that have multiple divisions and where we have numerous contacts. Many employers perceive it is not necessary, practical, or cost-effective to keep track of such aggregate data on their employees. However, to address these challenges, our survey of graduating students asked students the name of their employers. To that end, **2,257 students provided Career Services with the name of their employer**.

In recent years, due to cost issues and the development of technology, we have seen a shift in the way in which employers recruit our students. For example, on-campus interview activity has declined in favor of more efficient and cost effective methods. These preferred methods include

⁴ Source: The U.S. Bureau of Labor Statistics.

interaction with our online data system, targeted email and social media correspondence, niche presentations and events, and discipline specific job fairs.

Among the leading disciplines employers seek via Career Services are accounting/finance, bio-science, general business, engineering, and information technology. In addition, employers continue to seek students in the areas of criminal justice, health sciences, and social work in considerable numbers.

Jobs in Midtown Detroit

At present, 567 employing organizations in Midtown are registered with Career Services. For 2013-2014, 573 off-campus job postings were generated and at least 643 WSU students and alumni were employed in the midtown community. Career Services' internal unit task force focus on jobs in midtown has proven successful and will continue its student and employer recruiting campaign with regard to this initiative.

Final Comments

In the short and long-terms, continuous improvement is our standard. To that end, we recognize the importance of available technology, professional development, and ongoing staff training. In addition, we will work to support:

- Assessment and evaluation of programs and services
- Employer and student outreach
- Focus on exploratory students
- On-campus student employment - Invest in Success initiative
- School/college/unit engagement
- University Advising Council
- Career Services Council

Career Services will incorporate new ideas and concepts as we refine and re-define our mission and relationships with the many groups that we serve in our effort toward developing and maintaining a culture of constant growth and improvement.