2014-15 GOALS

1. Develop and implement a COE student engagement plan, including tailored and strategic workshops, classroom presentations, and career events.
2. Develop a COE employer relations plan, focusing on kinesiology-based employers, specifically in the area of corporate health and wellness.
3. Develop ways to more accurately and efficiently collect Destination Survey data and encourage increased response rate for both Teacher Certification and Kinesiology/Athletic Training.
4. Foster cross-college and university-wide collaborations.
5. Develop a communications plan to better reach students for promotion of workshops, events, jobs/internship postings, etc.
6. Participate in conferences and events to promote professional growth and development as a new College Career Consultant.

STUDENT INTERACTION RESULTS

- 493 COE students and teaching interns participated in career advising (5% of all career services advising)
- 59% of appointments were college-based.
- Appointment Topics:
  - Early Stage Career Services (27.2%)
    * Assessment Interpretation—4%
    * Career Foundations—19%
    * Resource Orientation—3%
  - Mid Stage Career Services (16.4%)
    * Experiential Learning/Internship—16%
  - Late Stage Career Services (21.1%)
    * Graduate/Professional School—4%
    * Interview Assistance—4%
    * Job Search Strategy—12%
    * Transition/Professional Development—1%
- Documents & Other (35.3%)
  * Professional Documents—33%
  * Other—2%

STUDENT ADVISING FEEDBACK

- "I am so glad that I pursued this career path and I couldn't have done it without the support from...you. Thank you for everything, I think about everything you did for me every day." - KIN Alumnus
- "I just wanted to let you know that I received a job offer at Connections Academy in Lansing. Thank you for your help this year. I just learned it was your first year in this position, you did a great job!" - 2014-15 Teaching Intern
- "Your expertise, advice, and helpfulness has been very useful to me! I wanted to let you know that I am exploring my options by volunteering and working on campus. I thought you would enjoy a little update and see that you are making a great difference!" - KIN Soph.

- Compiled from emails sent to college-based career advisor

CAREER FAIR/EVENT ATTENDANCE

<table>
<thead>
<tr>
<th>2014-15 Event</th>
<th>Employer Attendance</th>
<th>Total Student Attendance</th>
<th>COE Student Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Gallery--Business Exchange</td>
<td>206</td>
<td>3,379</td>
<td>13</td>
</tr>
<tr>
<td>Career Gallery--Science, Engineering &amp; Technology Exchange</td>
<td>204</td>
<td>2,989</td>
<td>10</td>
</tr>
<tr>
<td>Earn Learn &amp; Intern</td>
<td>86</td>
<td>1,003</td>
<td>21</td>
</tr>
<tr>
<td>Graduate &amp; Professional School Fair</td>
<td>226</td>
<td>116</td>
<td>26</td>
</tr>
<tr>
<td>SAFE Career Fair</td>
<td>97</td>
<td>970</td>
<td>6</td>
</tr>
<tr>
<td>Diversity Career Fair</td>
<td>180</td>
<td>2,300</td>
<td>19</td>
</tr>
<tr>
<td>Teacher Fair</td>
<td>168</td>
<td>497</td>
<td>347</td>
</tr>
<tr>
<td>Summer Employment Fair</td>
<td>135</td>
<td>850</td>
<td>22</td>
</tr>
<tr>
<td>Other Career Fairs</td>
<td></td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

- 468 COE students participated in career fairs (3% of all attendees campus-wide)
- COE student participation increased by 26% overall for career fairs on campus from last year
- Participation at the Graduate & Professional School Fair increased by 550%, going from 4 students attending in 2013-14 to 26 in 2014-15.
- Employer registration for the Teacher Fair increased by 36 districts this year and student attendance increased by 49%.
  - This increase in employer involvement resulted in moving the fair to a larger location
STUDENT RESULTS (cont.)

- 1526 COE students participated in 46 CSN workshops (representing 8.8% of all workshop attendees)
- 72% increase in COE participation from 2013-14 to 2014-15
- College-based Events & Collaborative Programs
  - **New Initiative**: Led 2 meetings for College of Education Student Organization Leadership Council for COE student groups leaders; gained participation from 8 organizations
  - **Fall College Colloquium**: Represented COE Career Services during resource fair and presented 3 workshops (64)
  - **Making KIN-nections Career Event**: Partnership with KIN Advisors, KIN Intern Coordinator and KIN Graduate Student Organization (86 students; 22 industry reps.)
    - Program fully funded through $1,200 grant from Playmakers
  - **New Initiative**: Site Visit to Spartan Performance (16)
  - **UGS 101 Career Presentations**: 1 KIN (23), 1 TE (25)
  - **TE Invited Presentation**: 2 Teaching Abroad Workshops (21), Special Ed. Resume Writing (54), Secondary Job Search Methods (80), Secondary Seniors Pre-Internship Career Planning (38), EAD 820 Master’s Level Job Search Strategies (8), Detroit Intern Job Search (11), Mason Interns Professional Development (5), Okemos Interns Professional Development (6), Holt Interns Professional Development (6)
  - **Teacher Certification Meetings**: 7/7 sessions attended with a stronger career-related message this year
  - **Teacher Fair Preparation Session**: Partnership with Aldine ISD and Teacher Preparation Program (101) — 274% more students in attendance than last year
    - An electronic version emailed to all interns, viewed by 80 students
  - **Get-A-Job Event**: Partnership with COE Alumni Boar to offer practice interviews (71 interns)
  - **Kappa Delta Pi’s “I AM a Teacher” Conference**: 2 presentations on Resume & Interviewing (23 total)
  - **Student Organization Presentations**: SMEA Resume Writing (7), KDP Resume Writing (35), Joint SMEA & KDP Interviewing Techniques, PEK Graduate School Prep, KGSO Professional Branding (9 students, partnership with Grad Career Services)
  - **Day at State Program Presentations**: 2 sessions for pre-college students (20+ student and parents)
  - **KIN internship Meetings**: Co-presented with KIN Intern Coordinator for 6/8 meetings (375 total)
- CSN Events & Collaborative Programs
  - **4 Ins and Outs of Basic Interviewing** workshops, part of campus-wide Steps for Success program (32 total)
  - Spartan LINKS Career Exposure Sports: Partnership with FLISE student org. (6 industry reps.; 36 students)
  - **Student-Athlete Employer Mixer**: Partnership with Athletics (22 industry representatives; 143 students)
  - 4 resume review sessions for student-athletes
  - **New Initiative**: (Re)Considering Professional School (26 students, online presentation viewed by 5)

2013-14 DESTINATION

SURVEY RESULTS

Bachelor of Science, Kinesiology & Athletic Training
- **66% response rate, 98% placement rate**
- 22% more graduates reported going directly into the workforce in 2013-14 than in 2012-13
- **Top 5 Employers**: Michigan State University (11), YMCA (7), ATI Physical Therapy (3), Team Rehabilitation Services (4), U.S. Military (3)
- Top Graduate/Professional school program attended: **Physical Therapy** (31% of those who reported continuing education)

<table>
<thead>
<tr>
<th>Department of Kinesiology</th>
<th>Report Outcomes of 2013-14 KIN/AT Graduates</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Outcome</td>
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<tr>
<td>Employed</td>
<td>128</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>65</td>
</tr>
<tr>
<td>Starting a Business</td>
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<tr>
<td>Pursuing Other commitments</td>
<td>2</td>
</tr>
<tr>
<td>Unplaced</td>
<td>2</td>
</tr>
<tr>
<td>Unresolved</td>
<td>3</td>
</tr>
<tr>
<td>Totals</td>
<td>200</td>
</tr>
</tbody>
</table>

Teacher Certification
- 83% response rate—Response rate over 80% was reached 6 mos. earlier this year than last
- 98% placement rate with 85% placed in contracted teaching positions
- **Top 7 Employers**: Chicago Public Schools (17), South Lyon Community Schools (9), Wayne-Westland Community Schools (5), Adams County School District 14 (4), Charlotte-Mecklenburg Schools (4), Detroit Public Schools (4), Kentwood Public Schools (4)
- 69% of those who indicated employment are working in Michigan

<table>
<thead>
<tr>
<th>Teacher Certification Program</th>
<th>Report Outcomes of 2013-2014 Teaching Interns</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Outcome</td>
</tr>
<tr>
<td>Employed</td>
<td>373</td>
</tr>
<tr>
<td>Continuing Education</td>
<td>8</td>
</tr>
<tr>
<td>Starting a Business</td>
<td>0</td>
</tr>
<tr>
<td>Pursuing Other Commitments</td>
<td>1</td>
</tr>
<tr>
<td>Unplaced</td>
<td>6</td>
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<tr>
<td>Unresolved</td>
<td>0</td>
</tr>
<tr>
<td>Totals</td>
<td>388</td>
</tr>
</tbody>
</table>

Professional Development
- Attended **Allerton Big 10 Plus Career Conference, Minneapolis, MN**
  - Brought back takeaways to consider, including Reverse Career Fair and “Burst” Sessions
- Attended **T-Summit, East Lansing, MI**
- Attended a classroom presentation from key employer State of Fitness regarding topic of physiology
**Employer Relations**

- Continued to promote MySpartanCareer to kinesiology-based employers and school districts to increase the quantity and accuracy of job/internship postings for COE students and alumni.
- Other employer relations included:
  - Partnered with Teacher Certification Secretary to provide consistent and timely follow up with school districts and sent tailored messages on behalf of the employer to teaching candidates when appropriate
  - Used Twitter, LinkedIn, and other social media to share opportunities more broadly with student population
  - Hosted 3 employer information sessions: Pasadena IDS (TX), Detroit Public Schools (MI), Grand Rapids Public Schools (MI); 2 sessions supported College’s mission to promote urban education in Michigan
    - Invited Grand Rapids Public Schools and Hello West Michigan to Teacher Certification Meeting to promote living and working in the area
  - **Key KIN/AT Employer Interactions:** Arch Physical Therapy, Lansing Area Special Olympics, Sparrow Hospital, Playmakers, Origami, Lifestart, Gatorade Research, Indianapolis Indians, Eastern Sport Management, Spartan Performance, Renaissance Athletic Club, Greater Lansing Sports Authority, **Sparrow Workplace Wellness**, Crossaires, Allen Neighborhood Center, State of Fitness, iMove, Lansing Schools/Presidential Physical Fitness Program, **A Healthy You, Advocate Healthcare**, Virginia Fieldhouse, Stryker Orthopedics
  - **Key TE Employer Interactions:** National Heritage Academy, Washoe Schools, Spain Camp, Michigan Teaching Corps, Basis Ed, QIA Schools in China, Hijazi Schools in Dubai, Grand Rapids Public Schools, Detroit Public Schools
  - **Other:** Shinola, Auto Owners, Quicken Loans

**Communications**

- Sent tailored **bi-weekly emails** sent through the kinesiology/athletic training listserv, communicating upcoming career-related events, workshops, and job/internship postings on MySpartanCareer
  - Note: Special emails for unique individual programs received the best responses from students
- Sent tailored **bi-weekly emails** through Constant Contact to all teaching interns, communicating a sampling of MySpartanCareer teaching-related job postings, career fairs, events/workshops, as well as professional development and job search tips
  - Average of 59% open rate
- Grew COE Advising Office twitter account (@MSU_COEAdvisors) to 128 followers and 442 tweets from July 2014 through May 2015

**Special Comments Regarding Newsletter Communication:**

- “I am very excited [about the job], and would have never got the opportunity if it weren’t for your newsletters. Thank you so much for doing that. I would be more than welcome to answer any questions about my experience or working for Gatorade.” - KIN Senior
- “I will say that I like the way you have laid out the newsletter. It is easy to read and find the pertinent information.” - Retired Professor

**Key Collaborations & Other Accomplishments**

- Facilitated new, more accurate policy for KIN internship approval
- Collaborated with Connie and team to help make employer connections for Autism spectrum group
- **Featured in the New Educator**
- Worked with COE Communications team: coordinated tweets & Linked-In messages for events, poster developed for KIN-nections Event, shared ideas for New Educator features
- Attended COE Alumni Boarding meeting
  - Helped to determine content for and promote new scholarship for KIN students
- Volunteered at COE Homecoming Tailgate
- **Created handout for students transitioning out of Teacher Education**
- Partnered with 5 other colleges on Science & Health Boot Camp
- Mentored new Career Consultant (Engineering)
- **Committee Chair, hired new Data Analyst for CSN**
- Represent both Humanities and Science & Health CSN sub-groups
- Held regularly scheduled Thursday afternoon **advising appointments** in Kinesiology Department—14 advising appointments in the fall & 23 in the spring (24 no-shows & late cancellations)

**GOALS FOR 2015-16**

- Build on strategic **student programming and communication plan** for early and mid-stage career services and move more of the late-stage career services to online resources
- More actively and regularly engage with the COE Leadership Council
- Facilitate increased COE employer and alumni participation in CSN and college-specific career events and fairs
- Establish a **career peer advising position** for the College of Education and collaborate on a robust training and evaluation program for all Career Services Network career peers
- Partner with the **SAFEH (science & health) career team** to develop a strategy for promoting MSU science majors to employers and streamlining science-based career events and fairs
- Increase the efficiency and accuracy of destination survey data collection and student interaction data input