

Career Development is committed to teaching students the skills needed to make career decisions over a lifetime and to facilitate internships, employment, and postgraduate opportunities. By utilizing our programs and services, students learn to incorporate a multifaceted approach to their career development. To reach this goal, the office has developed programs empowering Barnard women to conduct career exploration, gain practical work experience, and to be informed about different career opportunities.

During the 2012-2013 academic year, Career Development has seen a significant increase in the number of employers recruiting Barnard students for both full-time and internship opportunities. In addition to increased job postings, on-campus visits by recruiters have also steadily increased. While we are still experiencing a downturned economy, the number of students reporting that they have accepted a job offer or an internship has increased.

Career counseling remains a core service offered to students. With the addition of expanded Junior Jumpstart programs (management consulting, STEM, and advertising), and creative programs such as Project Interview, students are able to explore career possibilities, and prepare for exciting careers.

#### **I. SENIOR SURVEY**

The Graduating Senior Employment Survey, administered during commencement rehearsal, is a brief instrument designed to obtain information from graduating seniors regarding their post-graduation plans, such as employment and graduate school. Students responding to survey: 446 (74% of the Class of 2013).

- Students attending graduate school in 2013: 73 (16%)
- Students not attending graduate school in 2013: 373 (84%)
- Students who have accepted full-time job offers: 136 (31%)
- Students who have accepted temporary employment or fellowships, 94 (21%), most of whom intend to apply to graduate school for the following year
- Students still seeking employment: 143 (32%)

#### **II. COUNSELING APPOINTMENTS**

Individual counseling appointments include career counseling, job searches, resume and cover letter review, mock interviews, MBTI & Strong Interest Career Assessments.

- Counseling staff: 890 (increase of 13.5% from 2011-12 (784))

##### **Drop-in Counseling**

Career Counselors and PCAs have conducted 1,010 Drop-In counseling appointments to help students develop and pursue their career goals.

- Counseling staff: 403 (increase of 38.9% from 2011-12 (290))
- (9) Peer Career Advisors: 715 (decrease of .06% from 2011-12 (720))

##### **Alumnae Counseling**

- Total alumnae seen: 281 (an increase of 22.7% from 2011-12 (229))
  - Total appointments: 467 (an increase of 22.7% from 2011-21 (364))
- (10) Webinars offered with 118 alumnae participated (a decrease of 25% from 2011-12 (158)) in:

- *Social Media Webinar, Job Search Webinar, Resume Webinar, Interview Webinar, Social Media Webinar, Job Search Webinar, Resume Webinar, Interview Webinar, Social Media Webinar, Job Search Webinar*

(1) Workshop Series:

- *Branding Yourself in a Changing Job Market*

(3) Alumnae Weekend Workshops:

- 3 workshops offered: *Effective Resumes & Cover letters, How to Market Yourself, Job Searching in a Difficult Market*

### III. **PCA PROGRAM**

- PCAs conducted 715 drop-in counseling appointments
- 30 Students applied to be PCAs (*approx. 67% increase*) /15 interviewed/ 5 hired
- Publicity: Facebook Page was created, as well as a new poster featuring the pictures PCAs
- PCAs conducted 20 (*33% increase*) workshops on topics such resume/cover letter and job/internships and interviewing strategies in the residence halls and for student clubs and groups

### IV. **MATCHING ALUMNAE TO PARTNER WITH STUDENTS (MAPS)**

The mission of the MAPS program is to bring students and alumnae together for exploration, networking, support and collaboration—critical pieces of the puzzle for young women on the road to making big career decisions.

#### **ALUMNAE-TO-STUDENT MENTORING PROGRAM**

- 2013-2013 program created 86 alumnae/student pairs
- Approx. 30% mentors from past cohort returned for the 2012-2013 program
- 136 students applied, 63% of applicants were selected
- Partnered with HEOP: 9 HEOP students applied, 8 accepted into the program
- Created a program Facebook page to build community, get feedback, and promote program events and showcase feedback from participants
- Advisory Board of 6 alumnae mentors in the program
- **Mentoring Program hosted 4 program events:**
  - 1) Mingling Brunch (with mentoring training) (attendance: 132) 2) Fireside Chat with Megan Watkins, SVP, Philanthropic Specialist at Bank Of America (attendance:122) 3) Speed Networking Night with Sylvia Montero (attendance:120) 4) Closing Ceremony Celebration at Havana Central (attendance: 110)
- **Student Satisfaction Survey** (n=53): Average Overall Satisfaction (1-5) is 4 (*5 being most satisfied*)
- **Alumna Satisfaction Survey** (n=49): Average Overall Satisfaction (1-5) is 4 (*5 being most satisfied*)

- **Student Pre and Post Survey (n=52):** Students were given a pre and post-test to measure growth in their networking skills, knowledge of specific careers, and certainty about their future career choices.
  - \*Overall, on average, the group had a **25% increase in networking confidence, knowledge of specific careers, and certainty in career choices**
- Submitted an article about the program that was published in *Education Update* called: A Unique Mentoring Program at Barnard College

#### **Career and Coffee:**

- This series of panels serves as an opportunity to expose students to insider information directly from professionals in a broad range of careers. Speakers, mostly consisting of alumnae, come to campus to hold talks for students interested in exploring a variety of industries.
- Panel topics included: Women in Consulting, Finance, Human Rights, TV and Film Talent, Entertainment, Broadcasting, Journalism, Art Administration, with an additional special topic Women and Workplace Harassment
- Costs: Typically Aramark coffee order for 15 people (minimum order), 20-30 posters for select events
- **Total Events: 9**
- Speakers: Total 28, Alumnae Speakers 18
- Estimated Average Student Registration: 32

#### **Take a Barnard Student to Work**

- 18 students were paired with 15 alumnae mentors within 15 industries
- Program was well attended, received positive feedback on substantive learning outcomes from program, additionally all 9 students who responded to the post program survey said that they would recommend the program to fellow students and all 8 Alums who responded to the survey said they would want to participate again.

### **V. JUNIOR JUMPSTART**

The mission of the Junior Jumpstart program is to advance industry specific knowledge and professional skill of Barnard sophomores and juniors through exposure to industry experts; lecture-based training; professional resources and networking.

#### **Barnard Finance Focus (BFF):**

- 44 students (25 juniors and 19 sophomores) were accepted into this three-day intensive program based on qualifications including a minimum 3.3 cumulative GPA, rigor of course load, strength of essay, and demonstrated interest in finance.
- Students were surveyed at the end of the year regarding summer internship status; 39 responded to the survey including seven of the eleven students who completed the program the previous year as sophomores. Of the 30 students responding who chose to pursue a summer position in finance, 23 (77%) received summer positions in the finance industry, and seven (23%) received summer jobs in other industries (primarily financial and other consulting, retail, and economic research). Five students will be studying domestically or

abroad this summer, but intend to pursue finance as a career. Four students opted not to pursue finance as a career, and obtained jobs in other areas (marketing, human resources, retail, and healthcare).

- BFF students were hired by a broad array of financial firms, including, among others, Goldman Sachs, Citi, JP Morgan, Morgan Stanley, UBS, Blackrock, BMO Capital Markets, BNP Paribas, PIMCO, Credit Suisse, Nomura, Raine Group, and TD Securities.
- The program's sponsoring employers, Goldman Sachs, BMO Capital Markets, and Citi, provided program funding, industry knowledge about various types of finance, including investment banking, asset management, and trading, and skills training, including resume review and interview preparation. In addition, the employers hosted a networking reception and office site visits for the students. We received in-kind donations totaling \$23,000 (Goldman Sachs \$10,000, BMO \$10,000, Citi \$3,000), which were used for funding the program, including outsourced skills training in financial markets and Excel, as well as to replenish the business suits in the Career Development suit library.
- On a scale of 1-5 (5-best), with 100% of students responding, 82% rated the program a 5 and 18% rated it a 4. Highlights gleaned from the evaluations included rave reviews of the financial markets training by Abe Mastbaum and the candid student panel of former analyst interns from last year's BFF class.

#### **McKinsey Consulting Bootcamp:**

- 52 students (35 seniors and 17 juniors) were accepted by McKinsey from over 100 applicants to this full-day introduction to consulting.
- Students learned about the consulting industry, the day-to-day work of a management consultant, and case study analysis.
- McKinsey hired one Barnard senior for a full-time position. Other consulting employers who hired Barnard students for full-time and internship positions include Booz Allen, IBM, Ernst & Young, Galt, Capco, and TIM Group.

#### **Advertising Bootcamp with Deutsch, Inc.**

- 26 students participated in a two day program designed to create an understanding of working in advertising.
- Coordinate the 2-day Advertising Bootcamp with Deutsch Inc., **Cheryl Greene**, Barnard alumna Deutsch coordinator
- 2 extended job offers: Assistant Media Planner (digital) and 2013 Deutsch Summer Intern

#### **Science Technology, Engineering, & Math (STEM Jumpstart)**

- Provides professional development programming for students interested in learning more about career opportunities in the STEM fields
- Panel topics included: Environmental Science, Science Research, Transitioning to Medical School, Student Research and Internship Panel, Technology, and Chemistry
- Hired Hughes Science Pipeline Intern

- Total Events: 6
- Speakers: Total 20, Alumnae Speakers 12
- Estimated Average Student Registration: 25

#### **YMA Fashion Scholarship Fund**

- Barnard is one of the select schools that the YMA Fashion Scholarship Fund works with. We have the potential to have 5 student winners per year. Winners receive \$5,000, a fashion industry mentor, and a guaranteed internship. Of the five winners, one is nominated to compete for a \$30,000 scholarship.
- The winners and college administrators are honored guests at annual gala held at the Waldorf Astoria. The gala was covered in the New York Times.
- In order to qualify students must create an in-depth fashion industry case study with the guidance of Career Development. This year we had three students win \$5,000; one is currently creating her proposal for the potential \$30,000 award.

#### **Project Interview**

- A one-day special program designed to help students master the interview process.
- 100 students participated in a Keynote address by Brandon Holley, Editor-in-Chief of Lucy Magazine, and interview works
- 63 students attended mock interviews facilitated by alumnae

#### **VI. BARNARD BEYOND THE GATES:**

The mission of Barnard Beyond the Gates is to provide select spring study abroad students the opportunity to participate in internships that advance their careers through meaningful exposure to professional training and international workplaces. Barnard Beyond the Gates is a successful collaboration with alumnae and parents interested in providing cross cultural skill building and global networking experiences to students studying abroad.

- Partnering Offices: Study Abroad and Alumnae Affairs
- Internship Cities: Barcelona, Jerusalem, London, Paris
- Internship Time Span: 8 weeks, 10-15 hours per week
- Internships Opportunities: 14 organizations
- Applications Received: Total 12, unique 8
- Employer Offers: 4

#### **VII. JOB & INTERNSHIP RECRUITMENT PROGRAM**

The job and internship recruitment program engages students through career fairs, information sessions, site visits, and on-campus interviews, as well as through full-time and internship job postings. We continue to grow the program, with significant year-over-year additions in all areas.

#### **On-campus recruiting**

- The volume of on-campus recruiting doubled from 2011-2012 to 2012-2013. The number of recruiting schedules increased from 29 in the previous year to 57 this year. Distinct employers rose from 19 to 30, including employers offering internships, which increased from 6 to 14, and employers offering full-time positions, which grew from 15 to 26. (See Appendix A-1.) Students

who interviewed on campus and ultimately accepted job offers more than doubled, rising from 15 in the prior year to 35 in the current year. (See Appendix A-2.)

### **Non-OCR job postings**

- The number of job postings in 2012-2013 (9/1-4/30) increased by 13.3% from the prior year, from 3,203 to 3,629. The number of distinct employers, a more relevant statistic, grew 9.4%, from 1,630 in 2011-2012 to 1,783 in the current year. 883 employers offered internships in 2012-2013, up from 795 in the prior year, and 550 employers offered full-time positions for graduating seniors, vs. 487 in the prior year. (See Appendix B.) This year, our office has started tracking the students hired by companies who use our recruiting services. Appendix C provides a sampling of the students who received jobs this year through Barnard Career Development, and the employers who hired them.

### **Information sessions**

- Barnard hosted 33 employer information sessions (19 in the fall, 14 in the spring), as compared with 32 in the prior year,
- A total of 630 students attended this year's sessions. (See Appendix D.)

### **Career Fairs**

- **Employers:** Barnard attracts a wide variety of employers to the career fairs held each semester. We continue to upgrade the companies attending the career fair. While the number of companies must stay constant due to the limitations of the event space, we have pared back slightly on some of the overrepresented industries (arts employers decreased from 19% to 14% of participating employers from spring 2012 to spring 2013, and education employers from 14% to 12% over the same period), while expanding other industry sectors for which there has been greater student demand (consulting grew from 3% to 6%, and advertising from 1% to 3%). Appendix E provides a listing by industry of the employers who attended this year's career fairs.
- **Students:** The number of students attending the career fairs has continued to grow with each fair. The spring 2013 career fair set records for both registration and attendance, with 2,507 students registered (vs. 1,800 one year earlier), and 1,106 students attending (a 15% increase over the prior year's attendance of 962), of whom 46% were Barnard students and 54% Columbia students.

## **VIII. ALUMNAE AND DONOR SPONSORED INTERNSHIP GRANT PROGRAM**

The mission of the Barnard College Alumnae and Donor Sponsored Internship Grant Program is to provide funding alternatives for exceptional students from Barnard's diverse student population to facilitate internship opportunities that advance students' career development through meaningful exposures to career fields of interest.

### **Grant Awards:**

- Fall 2012: 96 applications, 43 grants, approximately \$34,400 (44.8% acceptance rate)

- Spring 2013: 77 applications, 39 grants, approximately \$31,200 (50.6% acceptance rate)
- Summer 2013: 137 applications, 72 grants; approximately \$144,000 (52.6% acceptance rate)  
Total = 154 grants, approximately **\$209,600**

- Tow Foundation Special Professional Opportunities Fund
  - 22 applications, 12 grants totaling \$6978.56

#### **IX. NEW YORK CITY CIVIC ENGAGEMENT PROGRAM (NYCCEP)**

The New York City Civic Engagement Program (“NYCCEP”) at Barnard College introduces students to community leaders and activists, organizations, and advances strategies to engage students to address local and global issues.

##### **Barnard Reach Out Program**

- Total program participants for 2012-2013 = 378 Participants
- BRO for New Students (9/8 and 9/9): 152 Students, 22 Alumnae, 6 Staff, 7 Faculty = 187 Participants
- BRO Voter Registration Canvassing (9/24): 24 Students
- BRO Hurricane Sandy Relief (11/17 and 11/18): 45 Registered
- BRO MLK Day (1/21): 44 VISP/Transfer Students, 51 RAs, 15 Staff = 110 Participants
- BRO VISP Students (4/14): 12 Students

##### **Extended Barnard Reach Out Program (EBRO)**

- 17 participants (26 applications)
- Conducted weekly workshops/site visits/service projects, met for 10 sessions in the fall
- Received overwhelmingly positive end of program reviews/evaluations from students

##### **Civic Engagement Fellowship Program**

- 4 Fellows in the Fall; 2 Fellows in the Spring
- Fellows assisted in the planning and implementation of Barnard Reach Out programs, voter registration efforts, Bike-A-Thon fundraiser for Columbia Community Service, administered presentations to residence halls and co-hosted events with student organizations

##### **Alternative Break Program (ABP)**

- ABP funded 12 groups of students in 2012-2013 for service programs, both domestic and international
- 7 groups traveled over spring break and 5 groups will travel over the summer
- 12 Barnard students (15% of program participants) participated in the program, with 2 Barnard students serving as group leaders
- Barnard’s contribution to the program was \$5000

#### **X. EDUCATIONAL OUTREACH PROGRAMS**

Over 130 Barnard students worked with elementary and high school aged students in Morningside Heights and Harlem to help them reach their academic potential.

##### **America Reads/America Counts (AR/AC)**

- 24 Tutors in the fall; Approximately 23 Tutors in the spring
- 7 sites in the fall; 8 sites in the spring (brought on Reading Partners as an additional site)

**Let's Get Ready Program (LGR)**

- Fall program: LGR Participants: 38; Coaches: 15
- Spring Program: LGR Participants: 36; Coaches: 12

**XI. STUDENT EMPLOYMENT**

The Barnard College Job and Federal Work Study programs provide jobs for more than 1,500 students.

<b>Student Employment</b>	<b>2012 - 2013</b>	<b>2011 - 2012</b>	<b>Percentage Change</b>
Students processed	1259	1559	-19%
• Academic Year	978	1183	-17%
• Summer	281	376	-25%
<b>Jobs Held by Students</b>	1905	2443	-22%
• Academic Year	1581	1930	-18%
• Summer	324	513	-36%
<b>Stipends</b>	346	519	-33%
• Academic Year	220	271	-18%
• Summer	126	248	-49%
<b>FWS Recipients</b>	189	326	-42%
<b>FWS Jobs Held</b>	299	466	-35%
• On- campus	226	325	-30%
<b>Off-campus</b>	43	60	-28%
• America Reads/Counts	26	71	-63%
<b>Community Service Total</b>	<b>26</b>	<b>71</b>	-63%
<b>Barnard College Jobs</b>			
• BCJ Recipients	316/301*	434/245*	
• BCJ Jobs Held	507	619	-18%
<b>Non-Aid Students</b>			
• EAF Students	332	314	5%
• EAF Jobs Held	482	510	-5%
Internships	73	86	-15%
Jobs posted online:			
• On-campus:	47	74	-36%
• Off-campus:	31	24	29%

\*We gave out contracts to 434 Barnard College Job recipients. 189 of those students are also counted in work study (they received award changes at some point during the year); those 189 students are excluded from the total number of students (1559) processed through the program.