Career Development

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, they will learn to incorporate a multifaceted approach to their career development. To reach this goal, the office has developed programs enabling Barnard women to gain work experience and to be informed about different career opportunities.

Students and alumnae are seen for individual career counseling appointments. They are given access to the On-Line Alumnae Community database that lists graduates who are available to discuss their fields. Students can also participate in the Student-to-Alumnae Mentoring program that pairs students with alumnae for ongoing mentoring throughout the academic year. In addition, the Take a Barnard Student to Work program matches students with alumnae to participate in job shadowing and informational interviews.

The Career Development website has interactive capability, describes all programs, provides fact sheets, lists internships and jobs, enables students to register their career interests, sign up for workshops, and schedule on-campus interviews with employers via NACElink. A monthly newsletter informs students about career programs, workshops, internships, entrepreneurship, community service, and special opportunities. In addition, fall and spring semester career fairs provide students with the occasion to meet employers offering both internships and full time employment opportunities. The office also collaborates with faculty on the New York Civic Engagement Program to connect community service to the classroom experience.

The Career Development Office provides peer-to-peer counseling to assist students with their career development. Peer Career Advisors are trained to assist fellow students with career exploration, resume and cover letter writing, interviewing, and job search strategies. Meanwhile, PCAs collaborate with Resident Assistants and student clubs to offer workshops to students.

The Grant and Donor Internship Program provides funding alternatives for exceptional students to facilitate internship opportunities that advance students’ career development through meaningful exposures to career fields of interest. Students involved in unpaid internships are eligible for this program during the fall and spring semesters, as well as the summer recess.

Career Development welcomes students and alumnae twelve months a year. The office advises two student-run enterprises—the Barnard Babysitting Agency and the Barnard Bartending and Party Help Agency. These agencies provide excellent managerial experience and create jobs for many students. This office also administers the Federal Work Study Program. In addition, business suits for interviews and professional meetings can be borrowed from the office’s Suitable Suits program. These programs were developed to help students and alumnae reach and maximize their career goals.
Our Mission and Goals

Students can meet individually with a career counselor/coach to help them understand the skills needed to make career decisions over a lifetime and to facilitate internships, employment, and postgraduate opportunities. By utilizing our counseling services, students will learn to incorporate a multifaceted approach to their career development.

Career counseling empowers students and alumnae in translating their liberal arts education into the language of the workplace. However, students are ultimately responsible for their own career direction decision-making. Career Development is excited to partner with our students in this ongoing process. We strongly encourage students in the career development process to develop a four-year plan to achieve success.

Individual counseling sessions help students to:

- Define their career goal(s)
- Learn their unique values, interests, skills, and abilities
- Develop the skills to secure a job or internship
- Identify and define their transferable skills and learn how to market them
- Understand that the educational experience takes place inside and outside class

Barnard Career Development Highlights of 2010 – 2011

- Barnard listed #5 among schools with “Best Career Services” by Princeton’s Review (2 consequent years)
- Spring Career Fair hosted 100 employers and 1,487 students
- Student-to-alumnae mentoring programs paired 124 students with alumnae
- Barnard Reach Out Program was expanded to include Martin Luther King, Jr. Day of Service- 67 student participants, and Women’s History Month- 97 student participants
- Career Development hosted 208 career workshops with 4,000 participants reporting a 4.7/5.0 response to satisfaction survey
- Posted 902 full-time senior job postings
- Nine Peer Career Counselors (PCAs), student paraprofessionals, offered 640 peer-to-peer career counseling sessions

2010-2011 ANNUAL REPORT

The following documentation is compiled from data provided by attendance sheets and evaluation forms, in addition to reports from NACElink.

1. CAREER COUNSELING

Individual counseling appointments include career counseling, job searches, resume and cover letter review, mock interviews, MBTI & Strong Interest Career Assessments, etc. The total number of counseling appointments from the 2010-2011 school year was 562, down from 668 in 2009-2011, (reduction of 106 appointments). This decrease was likely attributable to the vacant Career Counselor
position, which was for the entire 2010-11 academic year.

2. DROP-IN COUNSELING

The Peer Career Advisor (PCA) program was instituted in 2009-2010. The total number of students who attended drop-in counseling during the 2010-2011 school year was 1164 (420 appointments with career counselors + 664 with PCAs), which is 120 less appointments from last year. The decrease is likely the result of an increase in career development programming designed to facilitate students’ career development.

During the 2010-11 academic year, Career Development hosted 10 Peer Career Counselors who had 664 drop-in-counseling appointments.

Providing career counseling remains the primary service offered to students. All professional exempt staff counsels students. Students can schedule one-hour appointments for counseling or they can take advantage of drop-in hours.
3. ON-CAMPUS RECRUITING

On-Campus Recruitment (OCR) provides Barnard College students the opportunity to personally interact with employers through informational sessions, site visits, and career fairs. In addition, it provides students with the opportunity to interview for internships, volunteer positions, as well as full-time and part-time positions with employers who visit campus during the fall and spring semesters.

NACElink Posting

We experienced a significant increase across the board in job postings, but primarily in the posting of senior full-time opportunities. The increase can, most likely, be attributed to the hiring of a Program Director for Employer Relations and the Spring Career Fair.

<table>
<thead>
<tr>
<th></th>
<th>2008-2009</th>
<th>2009-2010</th>
<th>2010-2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Full-Time Opportunities</td>
<td>397</td>
<td>317</td>
<td>902</td>
</tr>
<tr>
<td>Internship Opportunities</td>
<td>1,766</td>
<td>1,387</td>
<td>1,599</td>
</tr>
<tr>
<td>- Internships (Unpaid)</td>
<td>1,266</td>
<td>1,038</td>
<td>1,027*</td>
</tr>
<tr>
<td>- Internships (Paid)</td>
<td>500</td>
<td>349</td>
<td>518*</td>
</tr>
<tr>
<td>Part-time Off-Campus Jobs (non FWS)</td>
<td>285</td>
<td>70</td>
<td>331</td>
</tr>
<tr>
<td>Work-Study &amp; On-Campus Jobs (Note: many postings are for multiple openings)</td>
<td>76</td>
<td>66</td>
<td>51</td>
</tr>
<tr>
<td>Summer Jobs</td>
<td>70</td>
<td>60</td>
<td>338</td>
</tr>
<tr>
<td>Total</td>
<td>2,594</td>
<td>1,984</td>
<td>4,766</td>
</tr>
</tbody>
</table>

Spring 2011 Career Fair

The Barnard Job & Internship Career Fair was held during the spring semester. The first semi-annual career fair was held in Spring 2010 with 49 total employers. However, in the Spring 2011 Career Fair, 104 employers registered to participate. This represented an increase in employer participation by approximately 112%. The Spring 2011 Career Fair also attracted a higher caliber of employers recruiting at Barnard. Employers recruited for approximately 166 employment opportunities. *See Appendix A for list of companies

Students/Alumnae
A total of 1,487 students participated in the Spring 2011 Career Fair. On the other hand, the Spring 2010 Career Fair had 222 student participants. This represented a **570%** increase in student participation within one year.

### 4. NACElink

**Student Log-in Information**

The data below represents all classes, 2010 graduates who had access until November 2010 (340), transfer, and visiting students.

<table>
<thead>
<tr>
<th>Student Usage</th>
<th>Logged In 08-09</th>
<th>Logged In 09-10</th>
<th>Logged In 10-11</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Classes</td>
<td>2,395</td>
<td>2,448</td>
<td>2,358</td>
</tr>
<tr>
<td>First Year Students</td>
<td>485</td>
<td>502</td>
<td>523</td>
</tr>
<tr>
<td>Sophomores</td>
<td>477</td>
<td>493</td>
<td>501</td>
</tr>
<tr>
<td>Juniors</td>
<td>491</td>
<td>461</td>
<td>485</td>
</tr>
<tr>
<td>Seniors</td>
<td>548</td>
<td>514</td>
<td>563</td>
</tr>
</tbody>
</table>

*The tables and charts below reflect the data gathered through NACElink*

### 5. PROGRAMMING

**Matching Alumnae Partnering (MAPS)**

MAPS is designed to facilitate mentoring relationships between current Barnard students and Alumnae. It consists of 3 components: Student-to-Alumnae Mentoring, Take a Barnard Student to Work Day, and Careers & Coffee.

**Student-to-Alumnae Mentoring:**

- 57 alumnae/student pairs.
- Collaborated with Alumnae Affairs to create an online portal for the program
- 102 students applied: 48-Seniors, 20-Juniors, 33-Sophomores, 1- First Year
- Accepted approximately 50% of student applicants: 30-Seniors, 10 Juniors, 17-Sophomores
- Planned 4 events: 1) **Mingling Brunch** 2) **Cali Yost, Life/Work Fit Presentation** 3) **Fireside Chat with Dorothy Denburg**, 4) **Happy Hour Closing Ceremony Celebration**

**Take a Barnard Student to Work Day:**

- 67 students were paired with 51 alumnae mentors within 14 industries
- Partnered with Alumnae Affairs to recruit alumnae and used the Alumnae Online Community for registration
- Held 2 webinars for alumnae and 6 orientation sessions for students
Careers & Coffee:
The Careers & Coffee program hosted 8 presentations by alumnae to students in the following topics:
- Public Interest Immigration Law
- Women in Human Rights
- Finance (Banking & Consulting)
- Women in Government
- Foreign Affairs Reporting Today
- Psychiatry and Psychoanalysis Workshop
- Social Media
- University Administration: Academic Affair

6. CAREER DEVELOPMENT WORKSHOPS
A total of 81 workshops (breakdown below) were offered weekly to help students develop their resumes, conduct effective job/internship searches, effectively network, and prepare for potential interviews. Students were encouraged to attend career development workshops in addition to scheduling individual appointments with counselors. The following workshops were offered:
- The Ins & Outs of Networking (14)
- Mastering the Interview (13)
- Job & Internship Search (27)
- Crafting a Resume and Cover Letter (27)

Summary of unique events and workshops:
- Total events and workshops held: 208
- Attendees: 4,000
- Average event satisfaction: 4.7/5.0

7. ALUMNAE COUNSELING
There were a total of 173 alumnae who had individual counseling appointments with a total of 283 sessions. Additionally, eight career development alumnae webinars series and workshops were offered on the following topics:
- Interview preparation
- Job search
- Resume & cover letter development
- Job Search in a Tough Market (workshop)

8. CIVIC ENGAGEMENT
New York City Civic Engagement Program
- The Barnard Reach Out Program was expanded to include current students for two additional events: MLK Day of Services (67 participants), Women History Month (97 participants)
- Held Civic Engagement Network Night (98 registered networkers; 94 student participants [53 Barnard students])
• Piloted the Civic Engagement Fellowship Program that had houses 4 Civic Engagement Fellows
• Piloted the Barnard C.I.T.Y. Program, for students ages 7-12 youth academic and enrichment program. (Spring 2011 semester)

9. ALUMNAE & DONOR SPONSORED INTERNSHIP GRANT PROGRAM
There was an increase in the number of applications—Fall 2010: 93 applications; Spring 2011: 113 applications; Summer 2011: 160 applications.
Grant Awards:
• Fall 2010: 38 grants, $30,002 (41% acceptance rate)
• Spring 2011: 40 grants, $31,231 (35% acceptance rate)
• Summer 2011: 69 grants; approximately $138,000 (43% acceptance rate)
• Total = 147 grants, approximately $199,233

Tow Special Opportunities Professional Development Fund:
• Designed and implemented application process, grantee requirements, and launched fund during 2010-2011 academic year: 10 grants, $4868.40

10. PEER CAREER COUNSELING (PCA)
Peer Career Advisors (PCAs) are exceptional students trained to assist their peers with:
  • Career exploration
  • Resume and cover letter writing
  • Interview preparation
  • Job/internship search strategies

During the 2010-11 academic year, Career Development housed 9 PCAs who had 664 counseling appointments for their peers. The PCA program has been well received by students. It has also increased the number of counseling appointments offered by Career Development to students.

11. SENIOR INITIATIVE
The Senior Initiative is a job readiness program in which career coaches and counselors assist graduating students with navigating today’s job market and ultimately excelling in their desired careers. Through a series of customized workshops and events, seniors will learn how to effectively search and apply for jobs; market themselves to prospective employers; communicate effectively in and out of the workplace, and make lasting connections with other professionals. The Senior Initiative participants attend core workshop, participate in a series of workshops and programs, and attend several career-building events throughout the year. After core workshops and programs are completed, students received a certificate of completion.
• 148 Seniors participated
• 4 core works held: Advanced Resume & Cover Letter Clinic, Marketing Yourself 101: Creating a
Career Campaign, Job Searching in a Tough Market, Interviewing 201

- 4 specialized workshops held

12. STUDENT EMPLOYMENT

During the 2010-11 academic year there were 1,436 processed for Student Employment. This represents: academic year 1054, summer 382.

Federal Work Study:

- 2,459 jobs held by students
- 398 stipends awarded
- 348 FWS recipients (544 jobs: [376 on-campus, 376 off-campus] 74 America Reads Counts)
  Barnard College Job
- 409 recipients
- 649 BCJ jobs

Internships:

- 66

SUMMARY

Career Development is proud of the work done to help students with their career needs. Whether it’s deciding their career path, obtaining an interview with a coveted company, or preparing for the interview Career Development has developed programming and offers services to empower the student in the career exploration process. A downturn economy has continued to adversely affect securing a job or internship as well as the ways in which these opportunities are sought out.

Career Development is excited to remain on the cutting edge of not only program development, but also how these programs are marketed and delivered to students. With a reorganized office, Barnard has seen a significant increase in the number of companies recruiting at Barnard and offering excellent opportunities.

Looking forward, during the 2011-12 academic year, Career Development will pilot an international program, Barnard Beyond the Gates, which is designed to support students studying abroad find out-of-class experiences in selected locations. There is also an expectation to continue students and alumnae collaboration to support students’ career development and to offer ways in which alumnae can re-engage with the Barnard community.