2011-12 CAREER DEVELOPMENT ANNUAL REPORT

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.

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. 517 seniors responded to the survey.

Employment
Employed full-time: 148 (29%)
Not Employed Full-time: 369 (71%)
- Seeking full-time employment: 210 (41%)
- Accepted part-time employment: 36
- Accepted temporary employment: 1
- Accepted internship: 8
- Received fellowship: 4
- Completing degree: 5
- Other: 25

Graduate School
Attending graduate school: 70 (13.5%)
Planning to attend in the next 2 years: 40 (8%)

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: 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: 290
- (9) Peer Career Advisors: 720

Alumnae Counseling
- Total alumnae seen: 229
- Total appointments: 364
(10) Webinars offered with 158 alumnae participated 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
(2) Workshop Series:
III. CAREER DEVELOPMENT WORKSHOPS
Workshops are offered to help students develop their resumes, conduct effective job/internship searches, effectively network, and prepare for potential interviews.

- Unique Events, Workshops and Information Sessions: 212
- Attendees: 3,275
- Average Event Satisfaction: 4.76/5.0

Reoccurring career development workshops (78) were given weekly during the academic year.

- Resume Workshops: 26
- Job and Internship Search Workshops: 26
- Networking Workshop: 13
- Interviewing Workshops: 13

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:
  - 2011-2012 program matched 80 alumnae/student pairs (33 % increase of participants from 2010-2011 program)
  - 44% of alumnae mentors from the 2010-2011 cohort returned for the 2011-2012 program
  - Implemented a new element for alumnae training, offered on the day of the Mingling Brunch
  - Engaged alumnae that were referred to us from the Development office
  - Received 150 students applications (47% increase from 2010-2011) and accepted approximately 53%
  - Created an Advisory Board of 5 alumnae to provide strategic planning
  - Planned 4 high profile events: 1) Mingling Brunch 2) Fireside Chat with Dana Points, Editor of Parents and Child Magazine 3) Teach and Do Networking Night 4) Happy Hour Closing Ceremony at the Empire Room

- Budget estimate: $6800

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 discussions for students interested in exploring a variety of industries.
- Panel topics: Women in Finance, Fashion, Consulting, U.S. State Department, TV and Film Talent, Entertainment, Law, Advocacy, Medicine, Publishing, Science, with an additional special topic Women and Work/Life Fit
- Co-Sponsored select panels with Well-Women, Human Rights Department, and Pre-Law Dean
- Included 36 speakers, with 30 being alumnae
- Total student attendance: Estimated 300
- Total events: 12 (fall 6; spring 6)
Take a Barnard Student to Work
- 39 students were paired with 32 alumnae mentors within 13 industries
- 10 alumnae were returning mentors
- Created TBS2W Alumnae Guidebook
- Partnered with Alumnae Affairs to recruit alumnae and used the Alumnae Online Community for registration.

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) Program:
Students: 50 BFF program applications were received, 34 students (68%) were admitted.*
- 32 out of 32 respondents applied for Finance internships, (2 participants did not respond to this survey question)*
- On average each respondent received 4 or more internship interviews, (29 responses)*
- On average each respondent applied to 11 or more employers for internship positions, (32 responses)*
- On average 1.5 internship offers were received by each respondent, (26 responses)*
- 26 students have accepted internship positions through the BFF program, (26 responses)*

*The survey results are based on a student self-reporting study

Employers: Barnard Finance Focus Program had 4 employer sponsors (Bank of America Merrill Lynch, BMO Capital Markets, Citibank and Goldman Sachs)
- Each sponsor provided: funding, skills training, hosted a site visit, and attended the networking reception
- Received in-kind gifts totaling $26,000 dollars (Bank of America Merrill Lynch $7,000, BMO Capital Markets $10,000, Citibank $3,000 and Goldman Sachs $5,000)
- Student participants received interview suits in collaboration with Ann Taylor store
- Top employers who hired BFF students for an internship are: Bank of America Merrill Lynch (1), BMO (2), Citi (2), Goldman Sachs (4), J.P. Morgan Chase (2), Morgan Stanley (2), UBS (2)
- Training The Street provided a 14 hour intensive finance modeling Intensive workshop

Fashion @Barnard:
Fashion at Barnard (FAB) Program is an intensive, two day lecture based training designed to prepare Barnard women for exciting careers in fashion. An Alumna facilitated a six hour retail math workshop.

Students: 57 applications were received for the FAB Program representing undergraduate students from Barnard College, Columbia College, School of Engineering and Applied Science and General Studies
- Out of 57 applications 46 (81%) students participated in the program
- The 46 students consisted of:
  - 29 BC, 9 CC, 1 SEAS and 7 GS
  - 1 Class of 2015, 20 Class of 2014, 11 Class of 2013, and 14 Class of 2012
  - Students representing 16 different majors ranging from American Studies, Economics, Film Studies, Psychology and Sociology
  - The average cumulative GPA for students participating in the program was 3.51
- Overall student satisfaction of the program:
36 out of 40 (90%) students indicated that this program reinforced their interest in fashion retail as a career path.

40 out of 40 (100%) students agreed that the program introduced them to key employers in the field.

39 out of 40 (98%) students rated their overall satisfaction with the Fashion at Barnard Program positively.


- Each employer conducted either a skills workshop or conducted a presentation, as well as attended the lunch networking reception
- A total of nine alumnae in the fashion retail industry supported and participated in FAB by presenting their career path as a panelist or one-on-one at the networking lunch

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 and Tel Aviv
- Internship Time Span: 8 weeks, 10-15 hours per week; potential summer options of up to 30 hours per week (case by case)
- Positions available for Spring 2012 by city: Barcelona (2); Jerusalem (7); London (7); Paris (4); Tel Aviv (1)
- Total positions available: 21
- Applications received: 13
- Total of interns selected: 7
- Amount of students per city: Jerusalem (2), Paris (1), London (4), no students in Tel Aviv and Barcelona
- After concluding the first year pilot program, Barnard Beyond the Gates will continue in 2012-2013, with an additional non-study abroad Summer2013 pilot parents program

VII. JOB & INTERNSHIP RECRUITMENT PROGRAM
Barnard Career Development provides students the opportunity to personally interact with employers through information 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.

- 22 unique employers conducted 45 on-campus interviews
- 483 student resumes were submitted through Barnard NACElink for on-campus interviews
- 263 students were invited by employers for on-campus job/internship interviews
- 36 employer site visits where hosted (coordinated by either BCD or CCE)
- 38 employer information sessions hosted at BCD
- 15 employers Tabled in the Diana Student Center

Barnard College Career Fairs
Fall 2011:
- **962 students** attended: Barnard College: 408 (42%), Columbia College: 322 (34%), General Studies: 90 (9%), School of Engineering and Applied Sciences: 105 (11%), CU Graduate schools: 37 (4%), **Females: 670 (70%), Males: 292 (30%)**
- **112 employers** participated in the Career: Social Sciences/Community Services: (18), Science, Biotech, Pharmaceutical & Healthcare: (12), Government, Law, Public Policy: (9), Education: (12), Communications/Media: (21), Business: (32), Arts: (8)

SPRING 2012:
- **878 students** attended: Barnard College: 521 (60%), Columbia College: 228 (26%), General Studies: 73 (8%), School of Engineering and Applied Sciences: 55 (6%), CU Graduate schools: 1 (.001%), **Females: 739 (84%), Males: 139 (16%)**
- **136 employers** participated in the Career Fair: Social Sciences/Community Services: (21), Science, Biotech, Pharmaceutical & Healthcare: (17), Government, Law & Public Policy: (11), Education: (16), Communications/Media: (27), Business: (33), Arts: (11)

**Internship/Job opportunities**
- Employers posted 3,768 employment opportunities from September 1, 2011 to June 1, 2012
  - Internship: 2,127
  - Full-time opportunities for graduating seniors: 1,419
  - Volunteer: 222
- All positions posted by compensation type:
  - Paid: 2,271
  - Unpaid: 1,403
  - Other: 94
- 7,835 student resumes were submitted through Barnard NACElink for all positions posted by employers

**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.
- Fall 2011: 106 applications, 45 grants, approximately $36,000 (42.5% acceptance rate)
- Spring 2012: 80 applications, 46 grants, approximately $36,800 (57.5% acceptance rate)
- Summer 2012: 172 applications, 74 grants; approximately $148,000 (43% acceptance rate)
- **Total = 165 grants, approximately $220,800**

**Tow Special Opportunities Professional Development Fund:**
- 13 applications, 6 grants, $5,434.76

**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**
- Expanded program to include Barnard alumnae and organized breakfast receptions for participants (Total program participants for 2011-2012: 432)
  - 9/10 and 9/11: 140 Students, 24 Alumnae, 4 Staff/Faculty = 168 participants
Extended Barnard Reach Out Program (EBRO)
- 16 participants in a semester long program for new students, with participants ending the program by designing and leading a workshop for girls at the Read Out Loud! Family Literacy and Book Festival in Harlem
- EBRO received the 2012 Columbia Community Service’s Virginia Xanthos Award
- Held inaugural Barnard College Community Service Fair: 35 organizations, 153 attendees
- President’s Volunteer Service Award: Completed process for Barnard to become a Certifying Organization (1 Gold Award to date)
- School Partnerships Program in collaboration with the Vice President of Community

Civic Engagement Fellowship Program
- 4 Fellows assisted in the planning and execution of various NYCCEP initiatives, including Barnard Reach Out programs, a voter registration drive, and co-hosting a film screening with McAC
- Hosted 5 New York Cares Volunteer Orientations on campus for community members, with 346 total attendees, and 197 attendees who have signed up to volunteer for New York Cares projects
- Organized 4 internship/career panels with Chair of the Human Rights Program
- Organized information sessions, seminars, and speaker series in partnership with various nonprofits and government agencies, including the Mayor’s Office of Long-Term Planning and Sustainability, Oxfam America, PLEN, Generation Citizen, Students For Education Reform, and buildOn

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)
- Fall Program: 74 tutors, 4 public schools, 5 after-school programs
- Spring Program: 23 tutors, 4 public schools, 5 after-school programs

Let’s Get Ready Program (LGR)
- Fall program: LGR Participants: 48; Coaches: 17
- Spring Program: LGR Participants: 42; Coaches: 16

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

Federal Work-Study
- Students processed through the program: 1,559
- Jobs held by students: 2,443
  - Academic Year: 1,930
  - Summer 2011: 513
- Stipends: 519
  - Academic Year: 271
  - Summer 2011: 248
- FWS Recipients: 326
- FWS Jobs Held: 466
  - on-campus: 325
  - off-campus: 60
  - America Reads/Counts: 71

**Barnard College Jobs**
- BCJ Recipients: 434/245*
- BCJ Jobs Held: 619

**Non-Aid Students**
- EAF Students: 314
- EAF Jobs Held: 510
  - Internships: 86
  - Jobs posted online:
    - On-campus: 74
    - Off-campus: 24

*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.