

## Career Services and Employer Relations Office (CSER) 2020 DASHBOARD

### OUR MISSION AND PURPOSE

As a member of the Student Affairs team of the University, the Career Services and Employer Relations Office (CSER) provides a welcoming and supportive environment to assist our diverse students and alumni with their professional development and career search process. While collaborating and partnering with local, regional, and national employers and the entire campus community, we strive to ease the transition from the academic world to the professional world. One of our main priorities is to connect our students/alumni with a diverse array of employment opportunities that offer mentorship/guidance, internship opportunities, and career options.

Fall Semester	Spring Semester	Total Year
<b>Career Counseling</b>	<b>Career Counseling</b>	<b>Career Counseling</b>
Individual Appointments: <b>1,168</b> (includes summer 2019)	Individual Appointments: <b>741</b>	Individual Appointments: <b>1,909</b>
		Walk-Ins: (estimate) <b>512</b> (includes 50 employers)
		Phone Calls: (estimate) <b>1,055</b>
		E-Mails: (estimate) <b>13,000</b>
<b>Internships</b>	<b>Internships</b>	<b>Internships</b>
Registered Internships:	Registered Internships:	Registered Internships:
Choice Internships: <b>46</b>	Choice Internships: <b>49</b>	Choice Internships: <b>95</b>
Pathways:	Pathways:	Pathways:
<b>Outreach</b>	<b>Outreach</b>	<b>Outreach</b>
Events/Workshops/Pres: <b>112</b>	Events/Workshops/Pres: <b>94</b>	Events/Workshops/Pres: <b>206</b>
Employer Showcases: <b>60</b>	Employer Showcases: <b>46</b>	Employer Showcases: <b>106</b>
Total: <b>172</b>	Total: <b>140</b>	Total: <b>312*</b>
Attendance: <b>3,791</b>	Attendance: <b>918</b>	Attendance: <b>4,709</b>
		<b>*8 % increase from AY 18-19</b>

### 2019 CAREER SERVICES AND EMPLOYER RELATIONS OUTREACH AND PRESENCE THROUGHOUT THE UNIVERSITY

#### Presentations

Each year our office handles numerous requests to speak in various classrooms and in front of University Departments to provide instruction on diverse topics and to explain our services and impact. This year our Director, Internship Coordinator and 4 career counselors presented in front of **1,356** students in classrooms/clubs on **114** occasions.

#### Majors Going Mobile

Each week our student workers become the face of our office throughout campus as they physically bring materials related to major requirements and selection to different points on campus. Students have an opportunity to ask questions and receive information "on-the-go". MGM engaged with **210** students during **15** mobile events.

### 2019/2020 COMMUNITY PRESENCE OUTREACH AND IMPACT

- **312** Total Career Events, **4,709** Students/Alumni attended Career Events
- **1,909** One-on-One Student/Alumni coaching appointments, 1000 Facebook followers

### COMMUNITY AND EMPLOYER RELATIONSHIPS

In the 2020 fiscal year there were **503** employer recruiting visits to campus. The CSER Office received over **1,055** employer phone inquiries and the office received over **13,000** e-mails, including over **10,000** from employers. We transitioned to our new employment listing site, Handshake in summer 2019.

## GENERAL EMPLOYMENT FAIRS

This year our office hosted **312** career events, including weekly employer information sessions and three large and highly successful general and industry specific employment fairs where students can meet with representatives from companies in varied industries and professions. Students meet directly with employers to network and explore potential full time, part-time and internship opportunities.

### Engagement Day: Career\* Community\* Connection Fair

Held at the beginning of the Fall semester, this extremely popular and effective event connects our students with area employers. Partnered with the University's Student Involvement and Leadership Department (SILD) between **730+** students attended the fair this year which showcased **66** businesses and offices including: **31** local business organizations and **23** non-profit organizations and **12** on campus offices.

### Spring Job and Internship Fair – Cancelled due to Covid -19

## SPECIFIC INDUSTRY RELATED FAIRS

In addition to our general fairs, each semester our office hosts a fair targeted to a particular industry sector. While the fairs are open to all majors, these events are particularly interesting for those students with a specific focus.

### STEM Panel and Networking Event

Over **120** students benefitted from the information and guidance given by the **35** representatives from companies in the STEM and technology fields. The event included noteworthy keynote speaker, Carolina Alarco, founder of BioStrategy Advisors LLC, a strategic Biotech business consulting firm. The event also featured speed networking, a career fair, and resume reviews.

### Massachusetts Educational Recruiting Consortium (MERC)- Cancelled due to Covid-19

## CAREER PROFESSIONALISM SKILLS

Our office teaches and promotes professionalism skills in a variety of methods including a student *Professionalism Manual and Handbook* as well as particular programs designed to educate students on the importance of hard and soft skills in the workplace.

### Suitable Solutions Professionalism Initiative Fall 2019

This program is a 6- part career development series attended by **40** students and partnered with **75+** employers. Each student meets with a career counselor to work on a resume, cover letter, interviewing skills and appropriate interview attire. The program includes career readiness workshops, a mock interview with an employer, a site visit to a company and the student receiving an appropriate, professional outfit. This successful initiative could not have been possible without our main employer partners. The fall program was supported in part by the TJX Corporation, the MetroWest Chamber of Commerce, and Enterprise Holdings. The spring program was made possible by generous grants from FSU Foundation, Middlesex Bank Charitable Foundation, and Enterprise Holdings. The finale of the series was the Mocktail Mixer Networking event; a vital part of the job search process. As the culminating event of the fall 2019 Suitable Solutions program, **60** students mingled with **63** partnering employers, faculty and staff while learning how to balance food, drink, and relevant networking conversations. Facilitated by the MetroWest Chamber of Commerce, students were guided through the process and received practice tips along the way.

### Suitable Solutions Middlesex Bank Charitable Foundation Professionalism Program Spring 2020

The **Middlesex Bank Charitable Foundation** provided a grant of **\$7,999** to support students during the Spring Suitable Solutions Program at Framingham State University. Middlesex Bank Charitable Foundation partnered with FSU CSER for a series of live events, and after Covid-19, virtual activities that assisted students with professional career and personal development, as well as helped them explore various career options. This program included career readiness workshops, a virtual mock interview with an employer, career advice roundtables, and the student receiving an appropriate interview outfit. This initiative consisted of active engagement both on and off-campus, and virtually. **40** students enrolled in the program and partnered with **40+** employers. The spring program was made possible by additional generous grants from FSU Foundation and Enterprise Holdings.

## EMPLOYER/STUDENT CONNECTIONS

The Career Service and Employer Relations Office is committed to bringing students in touch with employers to educate students on the workplace and help launch students into their future careers.

### Weekly Employer Showcase Series

This year the office hosted **106** on-campus weekly Employer Showcases in the lobby of The McCarthy Student Center, (and after Covid-19, hosted 5 Virtual Employer Showcases). Employers with full time positions or internships come to recruit students in an informal setting which allows students to practice their marketing skills in a less intimidating environment.

### Career Advice Roundtables

**29** local employers and successful Framingham State University Alumni volunteer their time and expertise to serve as a sounding board and conduct informational interviews over the course of an evening. The format, which keeps the employer stationary at a table while the over **45** attending students rotate at 15 minute intervals, allows students the chance to meet with many employers and gain advice on job search best practices from a variety of people in a wide range of industries.

### On-Campus Interviews

**Four** employers have come to campus throughout the year to conduct interviews in our private interview room where students may even be offered jobs “on-the-spot”: (MutualOne, Census2020, Autism Alliance, Gentle Giant Moving Company).

### Chamber of Commerce FSU Mentor Program

For the 10<sup>th</sup> year, we collaborated with the MetroWest Chamber of Commerce staff, FSU alumni and members of the local business community to mentor Framingham State University Students. Over **25** students benefitted from employer presentations, and participation in Career Days at local companies.

### Business Department Coaching Program

This innovative program coordinated by the Business Department with cooperation from our office which provides professional mentorship through case-study presentations by students. **77** students got individual analysis and feedback this year, from **72** employer partners, allowing them to showcase and improve their soft-skills.

## INTERNSHIPS

In addition to the **380+** academically credited internships, practicums, and student teaching that FSU students participated in FY 2020, our office administers the unique CHOICE and co-administers the PATHWAYS paid internship programs. These programs allow students who accept unpaid internships at qualifying organizations and who meet certain criteria to receive funds for their hard work and efforts.

### CHOICE Internship Program

The **Community/Hometown Organizations Internships and Cooperative Education (CHOICE)** program. The CHOICE internship program will provide hourly wages to FSU students who accept unpaid internships at approved government, nonprofit, and community organizations. CHOICE Internships will pay the intern on average **\$16** an hour and students must earn academic credit and attain prior faculty approval. **Ninety-five (95)** students registered for internships with **various** approved employers. Collectively in FY 2020, these students received over **\$230,701.88** in grant funding through the Board of Higher Education and the Framingham State University Foundation.

### Pathways Internship Program

CSER partners with the Office of Diversity, Inclusion and Community Engagement to provide support to fund internships for students who are not eligible for the CHOICE Internship program because of the G.P.A. requirements. The Pathways Internship Program supplements internships with CHOICE employers and other organizations located in the MetroWest region and gave 29 students experiential learning opportunities.