KEY ACCOMPLISHMENTS

During the academic year 2013-2014, Peabody Career Services focused on its mission to be the strategic career partner for opportunity, employment, and success. Major accomplishments undertaken to achieve this mission included:

- **Opportunity** – Analyzed student needs and built/revised comprehensive career development program to assure students recognized and took advantage of opportunities.
- **Connections** – Effectively connected students with alumni employers who could make a positive difference in their career.
- **Success** – Achieved industry-leading metrics of 90-90-9/30.
  - 93% knowledge rate of student whereabouts
  - 94% employment rate by September 30
  - Students are employed and report being very satisfied with individual appointments and programming
Accomplishment 1: Opportunity

- Analyzed student needs and built a comprehensive training program to assure students recognized and took advantage of opportunity

Our mission to be the strategic career partner has driven efforts to analyze by academic program and by student regarding how we can optimally leverage our most limited resources – TIME & PEOPLE – to have a dramatic positive impact. This has resulted in career timelines targeted to each program, which specifically outline career development during the course of a student’s tenure. Specific best practices along this timeline include: Pre-Orientation – Introductory letter with career deliverables; Orientation – Strategically launching your career; Early Semester 1 – Individual coaching sessions/peer career mentoring and classroom sessions/workshops focusing on the job search toolkit; Early Semester 2&4 – Experiential training involving employers (interview relays, interactive networking, and a half-day career conference); Early Semester 3 – Launching the full time job search.

Accomplishment 2: Connections

- Effectively connected students with alumni employers who could make a positive difference in their career

Interactions with alumni employers increased dramatically again this year. Each program had an Interview Relay where students had the opportunity to not only build skills but also make meaningful career connections in their selected field. Employer expertise was shared during interactions at classroom presentations, workshops and panels. The number of alumni employers on LinkedIn increased and students were able to connect immediately with someone who could make a difference in their individual job search. Students are effectively connecting with alumni employers locally.

Accomplishment 3: Success

- Achieved industry-leading metrics of 90-90-9/30

There are higher rates of employment by September 30 compared to AY 2012-2013. Students rated individual appointments, interview relays and other major events very positively. Continual assessment and process improvement is making a positive difference in the Vanderbilt Peabody student’s career experience.

With a continuing focus on 90/90/9-30 metric,

- 93% knowledge rate was achieved regarding student tracking
- Students attained a 94% employment rate by 9/30

If we all did the things we are capable of doing, we would literally astound ourselves.
- Thomas Edison
PCS: Programming & Outreach

Individual Student Appointments

- Directors conducted 684 individual meetings with students that consistently received ‘great’ or ‘excellent’ ratings
- Strategically targeted career services to specific programs – program directors reported being very satisfied with results and collaboration
- Recruited and trained Peer Career Mentors to provide individual services to first year students (225 meetings) – Every first year in targeted programs was contacted by a Peer Career Mentor

Events and Programming

- Conducted 68 high-quality events for 1,697 attendees
- Presented to all incoming students at orientation regarding how to launch their career strategy
- Collaborated with program directors and professors to conduct classroom visits and targeted session where all students learned about services and developed their job search toolkit
- Presented to prospective students at Master’s Visitation Weekend
- Orchestrated Career Countdown Conference where students learned about key career topics from industry experts
- Developed and presented fall and spring career workshop series

Alumni & Employer Relationship Development

- Strategically expanded Vanderbilt Peabody Career Services LinkedIn site from 1,085 to 1,380 members and the K-12 Educators group from 135 to 285 members in geographical areas of interest to students
- Managed on-campus career interactions of over 142 employers who connected with students through interview relays, expert panels, and professional seminars
- Collaborated with Career Consortium to bring 125 education employers from around the country to Nashville for a career fair in conjunction with the Nashville Career Consortium Employers

Communications

- Communicated timely and relevant career topics through monthly newsletters sent to all professional students
- Developed social media strategy to connect with students and provide information through Facebook, LinkedIn and website
- Conducted extensive tracking to assure students were effectively implementing their job search and successfully landing at their first career destination
### College & Department Career Outcomes

<table>
<thead>
<tr>
<th>Peabody College</th>
<th>HOD</th>
<th>PSYCH</th>
<th>LPO</th>
<th>SPED</th>
<th>T&amp;L</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total graduates</strong></td>
<td>285</td>
<td>33</td>
<td>15</td>
<td>107</td>
<td>41</td>
</tr>
<tr>
<td><strong>Seeking (not seeking)</strong></td>
<td>275</td>
<td>32</td>
<td>15</td>
<td>102</td>
<td>38</td>
</tr>
<tr>
<td><strong>Known (unknown)</strong></td>
<td>10</td>
<td>1</td>
<td>0</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td><strong>Knowledge Rate</strong></td>
<td>255</td>
<td>32</td>
<td>13</td>
<td>96</td>
<td>34</td>
</tr>
<tr>
<td><strong>Employed (unemployed)</strong></td>
<td>93%</td>
<td>100%</td>
<td>87%</td>
<td>94%</td>
<td>89%</td>
</tr>
</tbody>
</table>

- **Seeking**: those looking for full-time employment, continuing education, or currently employed full-time
- **Not seeking**: students taking time off to travel, spouse/partner relocation, FMLA
- **Seeking + Not seeking = Total graduates**

- **Known**: seeking students with whom we are in contact
- **Unknown**: seeking students who are non-responsive post-graduation, or for whom we are unable to contact
- **Known ÷ Seeking = Knowledge Rate or Percent Tracked**

- **Employed**: landed at first destination, continuing in a role they obtained prior to/during enrollment, or continuing education
- **Unemployed**: known and still searching
- **Employed ÷ Known = Employment Rate or Career Outcome**