Key Initiatives
2012-2013

During the 2012-2013 academic year, Peabody Career Services focused on the mission to be the strategic career partner for opportunity, employment and success. The office also sought to continue its work on four strategies. They include:

1. Research and share best practices of student career development
2. Transform Educational Offerings
3. Expand services to engage employers, alumni, and all graduate & professional students
4. Design and implement marketing plan
Strategy 1: Research and share best practices of student career development

The Peabody Career Services Team has been selected by the Southeastern Association of Colleges and Employers and The American Association for Employment in Education to make two presentations at their annual conferences. The first presentation is titled ‘Strategically Shaping Student Experiences to Achieve Results’. This session will provide a strategic overview about the way in which students’ career experiences were shaped to achieve employment results. The results included 90% of students successfully landing at their first destination with 95% of May graduates accounted for by September 1, 2012 and high ratings on student satisfaction with service provided. The second presentation is titled ‘Talent 2.0: A Career Professional’s Understanding of Talent in 2020 and Beyond’. The program reveals evidence of the new workforce expectations.

Strategy 2: Transform educational offerings

Our mission to be the strategic career partner has driven efforts to analyze by Academic Program and by student how we can optimally leverage our most limited resource – TIME – to have a dramatic positive impact. This has resulted in career timelines targeted to each program which specifically outlines career development during the course of a student’s tenure. Specific best practices along this timeline include: Pre-Orientaion – Introductory letter with career deliverables; Orientation – Strategically launching your career; Early Semester 1 – Individual Coaching sessions and Classroom sessions/workshops focusing on the job search toolkit; Early Semester 2 – Experiential training involving employers (Interview Relays, Interactive Networking, and a ½ day Career Conference); Early Semester 3 – Launching the job search.
Strategy 3: Expand services to engage employers, alumni, and all graduate & professional students

The number of students served increased from 260 to over 700 students while Master’s Programs (including specialties) served increased from 4 to 19 during the 2012-2013 school year. To address this radical expansion Peabody Career Services restructured programmatic responsibilities with Dayle Savage, Ed.D. assuming responsibility for LPO students, programs and employers while Jeff Henley continued working with HOD, Psychology and assumed responsibility for T&L and SPED students, programs and employers. Peabody Career Services met with Program Directors and Key Faculty in all departments to strategically develop career programming. All students had career focused interactions with Peabody Career Services through individual coaching (Director or Peer Mentor), classes/training and marketing outreach. Employer connections were built or expanded through strategic outreach, collaborating with faculty and linked-in outreach.

Strategy 4: Design and implement marketing plan

Peabody Career Services developed a comprehensive marketing strategy for outreach to key constituents. Key sections of the plan were implemented including monthly Emma newsletters, individual outreach to Program Directors/Coordinators, individualized student outreach and Linked-in connections. Additional staff resources for this year have enabled positive strides with the external website pages, the Peabody Career Services website, and Facebook.
Communications

- Communicated timely and relevant career topics through monthly newsletters sent to all professional students
- Developed and strategically enhanced website - my.vanderbilt.edu/peabodycareerservices to be program-specific
- Built relationships with Program Directors to strategically target services and reach students at optimal times

Alumni and Employer Relationship Development

- Strategically expanded Vanderbilt Peabody Career Services LinkedIn site from 844 to 1085 members in geographical areas of interest to students
- Managed on campus career interactions of over 75 employers who connected with over 325 students through interview relays, expert panels and professional seminars
- Collaborated with Career Consortium to bring 90 Education Employers from around the country to Nashville for a career fair (Nashville Career Consortium Employers)

Individual Student Appointments

- Tracked all student interactions with the office and conducted 292 high quality individual and small group meetings with students
- Strategically targeted career services to specific programs – Program Directors reported being very satisfied with results and collaboration
- Focused on 90/90/90 bottom line – achieved 90% employment, a little over 90 days post-graduation with over 90% of students tracked
- Recruited and trained Peer Career Mentors to provide individual services to first year students – Every first year in targeted programs was contacted by a Peer Career Mentor

Large-scale events

- Presented to all incoming students at orientation regarding how to strategically launch their career
- Collaborated with Program Directors and Professors to conduct Classroom visits 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

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Peabody Career Services: Student Results by College & Departments

Vanderbilt Peabody College – Job Search Results through September 2013

- 222 students who graduated between August 2012 – May 2013 were actively seeking the next step in their career (5 students delaying search or not looking)
- 193 remained in contact with PCS and were searching for a job (replied to email or phone outreach) resulting in 87% tracked
- 183 students successfully landed at their first destination (job, graduate school etc) for a 95% success rate

Vanderbilt Peabody College – Job Search Results through September 2013
Human and Organizational Development and Child Studies

- 30 students who graduated between August 2012 – May 2013 were actively seeking the next step in their career (3 students were delaying search)
- 29 students remained in contact with PCS and were searching for a job (replied to email or phone outreach) resulting in 97% tracked
- 28 students successfully landed at their first destination (job, graduate school etc) for a 97% success rate

Vanderbilt Peabody College – Job Search Results through September 2013
Leadership Policy and Organizations

- 82 students who graduated between August 2012 – May 2013 were actively seeking the next step in their career
- 67 students remained in contact with PCS and were searching for a job (replied to email or phone outreach) resulting in 82% tracked
- 63 students successfully landed at their first destination (job, graduate school, etc) for a 94% success rate

Vanderbilt Peabody College – Job Search Results through September 2013
Special Education

- 41 students who graduated between August 2012 – May 2013 were actively seeking the next step in their career (1 student had family commitments)
- 36 students remained in contact with PCS and were searching for a job (replied to email or phone outreach) resulting in 88% tracked
- 34 students successfully landed at their first destination (job, graduate school etc) for a 94% success rate

Vanderbilt Peabody College – Job Search Results through September 2013
Teaching and Learning

- 69 students who graduated between August 2012 – May 2013 were actively seeking the next step in their career (1 student had family commitments)
- 61 students remained in contact with PCS and were searching for a job (replied to email or phone outreach) resulting in 88% tracked
- 58 students successfully landed at their first destination (job, graduate school etc) for a 95% success rate