Campus Labs, in partnership with the NASPA Assessment and Knowledge Consortium, administered a survey in May of 2014 to assess utilization of CDC offerings, outcomes of utilizing career-related information/advice, sources of career advice and the perceived helpfulness of that information. Among our 279 respondents, 18% were first-years, 22% were sophomores, 29% were juniors and 31% were seniors.

Key findings
- 92% believe they will stay with their first employer for five years or less
- 79% of respondents had visited the CDC at least once while in school (88% of seniors)
- The best rated CDC services were practice interview sessions (97% found them helpful) and resume development (92%). But only 52% agreed they were prepared to interview for jobs, and only 69% feel confident in their own ability to write a resume.
- 87% found career information/advice from faculty members to be helpful.
- 10% were uncomfortable with potential employers viewing social profiles, 8% were uncomfortable with drug testing, and 21% were uncomfortable with employers running background checks for pirating movies, music and videos.

Responses of concern
- 55% feel confident in their ability to land a job in their chosen field after graduation.
- 48% of respondents (35% of seniors) had not had a co-op, internship or work experience in their field.
- 47% believe that visible tattoos will not have any kind of effect on an employer’s evaluation
- 55% feel confident in their ability to land a job in their chosen field after graduation.

Two Interesting Trends:
(1) The more frequently students utilize their academic advisors, the more helpful they rate them.
   - Once/week or more—72% (very helpful)
   - Once/month—56%
   - Once/semester—55%
   - Once/year—14%
   - Less than once/year—8%
   This seems obvious, but it underscores how valuable advisors can be when students utilize them as career resources.

(2) Students who use the CDC rate themselves higher in almost all career competencies, as well as confidence level.
How important are the following factors when considering a job opportunity? (out of 4)

- Future career opportunities: 3.56
- A boss/supervisor I respect: 3.53
- Benefits: 3.41
- Co-workers I like: 3.32
- Organizational culture matches my values: 3.11
- Company is known as a leader in the field: 2.30
- Location near family or friends: 2.29
- Company values “green” practices: 2.22
- A salary that is higher than my peers: 2.17
- Relaxed dress code: 1.99

Summary and Action Steps:

Although students utilize various people (CDC staff, faculty, advisors, parents, etc.) in fairly high numbers for career advice, and take advantage of a wide range of CDC services, only 55% of respondents are confident in their ability to secure employment in their field. This may be in part because only 65% of seniors report having had an internship or co-op during college. A critical goal of the CDC is for every student to be professionally prepared to secure full-time employment. In order to accomplish this, the CDC must continue to collaborate with the AU community—students, faculty, and staff—with respect to the acquisition of career-related competencies.

In general, our students had a good handle on what employers look for in potential candidates, how they could make a good impression, and what might make a negative impression.

The factors our students are seeking in potential employers are not in line with national data. Location is considered a higher priority for our peer institutions than among AU students, but this may not be surprising given that many of our students have also chosen to attend a college that is not close to home. We were surprised to note that students don’t necessarily value sustainability as they are considering future employers. We are pleased to see the high rating for the importance of a good supervisor, as that is often cited as the primary reason new employees leave their first job.

Last, while it may seem obvious that students value having career-related discussions with faculty and advisors, we are pleased to see our data bear this out.

Q52: How frequently have you received career information/advice/mentoring from the following source(s), and how helpful was the source(s) for your career and professional development?

- Faculty members

Very helpful: 36.74%
Not very helpful: 2.96%
Not at all helpful: 8.37%
No/Not applicable: 13.69%
Somewhat helpful: 36.45%
Should AU focus more on experiential education for our students? Below are selected responses to the question “What is one valuable thing you learned in your internship or co-op?” as well as reasons why other students didn’t intern or co-op.

- Certain things you can only learn with job experience.
- Gained a sense of comfort in a lab setting
- How it feels to work in a professional setting
- How to apply the skills I learned in school to the field
- How to be resourceful and assertive.
- How to communicate and present myself in an industrial environment with engineers and workers
- How to manage an artist residency program, how to search and apply for grants and how to manage a studio.
- How to work and grow as an individual.
- How to work with different types of people
- I learned better time management skills and how to work with different types of people.
- I learned that I have a passion for helping those in need, it helped broaden my horizons as a Political Science major.
- It helped me get a better idea of what type of employment I would like upon graduation.
- Networking is an important resource for allowing yourself to establish many sustainable relationships. These relationships are the key for catching a couple breaks and significantly improving ones chances for sustainable employment.
- Nothing ever goes as planned so it is highly useful to be able to think on your feet, adapt, and overcome.
- Real-life experience that cannot be explained, taught, or understood in a classroom setting
- Team oriented work environment
- That I truly am on the right path and love what I'm going to school for
- The best way to get things accomplished is to be a "go-getter" and take the initiative to go meet people that can help you.
- What it's really like to work in my field of study.
- Work hard and you will be noticed.
- Working on my leadership skills and learning public speaking skills.
- Working with others who may only create obstacles for you to work around.
- Younger employees have a lot to learn about their job.