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July 13, 2017

Dear Mercerians and CCPD Supporters,

I am delighted to share highlights from the 2016-2017 year as well as exciting changes underway!

1. As of July 1, the Office of Career Management (Atlanta and RACs) and Office of Career Services (Macon) has merged into one department now called the Center for Career and Professional Development (CCPD). Our 8 CCPD staff members will continue to serve the Atlanta, Douglas, Henry, and Macon campuses as well as our distance learners and alumni.

2. Our new mission and vision will guide CCPD as we move forward.
   a. VISION: We aspire to equip and empower all Mercerians to thrive in the lifelong process of career and professional development.
   b. MISSION: Our career development experts prepare students to succeed in work and life by providing customized, innovative and comprehensive career resources.

3. Handshake has replaced BEARLink as our platform where students can connect to employers for career and internships opportunities. All students and alumni are encouraged to activate their account at mercer.joinhandshake.com. In the first 40 days of implementation, we have connected with more than 1000 employers with 611 jobs currently posted and adding approximately 25 new jobs each business day. Students were invited to join the system on June 30th and in just 10 days, student engagement in the platform has been phenomenal with 274 students and alumni logging into the system and 68 submitting resumes for review by our staff. Overall, we are extremely pleased with the implementation of this new platform and look forward to a strong future of engaging students, alumni, and employers with this resource. If you have employer contacts, please share those with us by contacting Stefanie Swanger at swanger_s@mercer.edu so we can get them set up to engage our students and alumni in Handshake.

4. Our website (career.mercer.edu) has a fresh new look with a wealth of resources for students, alumni, faculty, families, and employers. If you are aware of a great career-related resource that we could add to our website, especially discipline-specific ones, please share it with us at CCPD-Atlanta@mercer.edu.

5. Faculty can now request CCPD staff to present on a variety of topics for their courses that can be tailored to their specific course. Requests should be submitted at career.mercer.edu/faculty.

6. During the 2016-2017 year, we served 1970 students and 177 alumni through individual services (counseling, resume review, job search support, etc.). We engaged 758 employers. We held 46 on-campus career events (career fairs, headshots, class presentations, etc.) with 1281 attendees (students, alumni, etc.). 84.7% of 2016 Mercer graduates were employed or enrolled in graduate school within 6 months of graduation. 70% of 2016 Mercer graduates participated in an internship during their time at Mercer.

7. In partnership with the SGA, Cindy Strowbridge, CCPD Director of Employer Relations, launched a new summer 2017 internship housing program with 8 students on the Atlanta campus and 12 students on the Macon campus participating.

For more information and career resources or to contact CCPD staff, please visit us at career.mercer.edu. If you have ideas about how we can improve our services and programs and how we could collaborate to do so, do not hesitate to reach out to me at 678-547-6023 or sweatman_ma@mercer.edu.

CCPD is thankful for all of our partners who make our work to provide career resources to students possible. I look forward to all that 2017-2018 will bring in preparing students to succeed in work and life!

Joyfully,

Maureen Sweatman
Executive Director
Center for Career and Professional Development
MEET THE TEAM

Maureen Sweatman  
Executive Director

Steve Brown  
Director & Associate  
Dean of Students

Cindy Strowbridge  
Director of Employer  
Relations

Charlene Leach  
Associate Director

Kim Meredith  
Assistant Director

Hugh Hunter  
Career Consultant

Stefanie Swanger  
Career Consultant

Zelda Hill  
Administrative  
Assistant

VISION
We aspire to equip and empower all Mercerians to  
thrive in the lifelong process of career and professional  
development.

MISSION
Our career development experts prepare students  
to succeed in work and life by providing customized,  
innovative and comprehensive career resources.

2017-2018 GOALS
1. Successfully Launch the Center for Career and  
Professional Development
2. Improve Data Tracking of Programs and Services
3. Improve Tracking of Graduate Career Outcomes
4. Identify Distinct Segments of Student Population
5. Increase Number of Internship Opportunities Through  
Increased Employer and Alumni Engagement
PROGRAMS AND SERVICES

Career Fairs
- Spring Career Expo
- Teacher Recruitment Fair
- GACE Statewide Career Fair
- Pharmacy Career Fair
- Fall Career Expo
- Career Opportunities Fair (Georgia Careers Consortium)
- Start Up + Student Connection (Atlanta Tech Village)

Careers In Series - Panel Presentations
- Careers in Engineering, Computer Science & Math
- Careers in Life Sciences
- Careers in Marketing, Advertising & Design
- Careers in Logistics & Management

Networking
- Florida High Tech Corridor
- Pre-Career Fair Networking Round Tables
- Service Saturday Networking

Workshops
- Resume & Cover Letter
- Finding Jobs & Internships
- Preparing for the Teacher Recruitment Fair
- Job Search Strategies
- Interviewing

Events
- Mock Interview Week
- Resume & Cover Letter "office hours" week
- Professional Headshot Photo Shoot
- GEICO "Ace the Interview" Presentation
- Faculty Collaboration for CHM 481 Employer Site Visits and Presentations
- Dress for Success sponsored by Men’s Warehouse
- Gulfstream “Applying for Jobs/Interviews at Gulfstream”
- Waffle House “Management Training Program’

SERVICES

Career Planning & Decision Making
- Resume or CV Review
- Cover Letter Review
- Interview Preparation
- Career Assessments

Professional Dress Guidelines
- Dining & Business Etiquette
- Salary Expectations & Negotiation
- Job Search Strategy
- Networking Know-How

Classroom Presentations
- Career Events (Career Fairs, Headshots, Networking, Etc.)
- Customized Programming
Our talented team of career professionals are often recognized for their talents and this year is no exception.

Kim Meredith earned the Certified Federal Career Coach (CFCC) and Federal Job Search Trainer (FJST) credentials through the Federal Career Training Institute on September 27, 2016. (reference: http://www.fedjobtraining.com/certification-programs.htm)

Kim Meredith also joined the National Career Development Association’s Veterans Committee in July 2016 and remains active on the 2017 committee. (Reference: https://www.ncda.org/aws/NCDA/pt/sp/about_committees)

Stefanie Swanger served as the 2016 - 2017 campus coordinator for the Workforce Recruitment Program- a recruitment and referral program that connects federal and private sector employers nationwide with highly motivated college students and recent graduates with disabilities. (https://wrp.gov/)

Charlene Leach and Stefanie Swanger served on the 2017 Georgia Association of Colleges and Employers (GACE) Statewide Career Fair committee as Employer Registration and Student Program Chairs, respectively. Both have been selected for the 2018 committee in the roles of Employer Registration Chair (Leach) and Career Fair Chair (Swanger).

Hugh Hunter was selected to serve on the National Association of Colleges and Employers (NACE) Inclusion Committee which began its work on July 1, 2007.

Charlene Leach served as the GACE Archivist as well as the Georgia Careers Consortium Treasure & Employer Relations chair.

To remain current on career-related topics, CCPD staff participated in over 20 webinars on the following topics:

- Social Media
- Leadership
- Salary Negotiation
- What's Next? Planning a Career Pivot or Return to the Workforce
- Exposing the Hidden Job Market
- Specializing Career Services
- The Art of Engaged Mindfulness with Coaching Presence
- College to Career Models
- Recognizing and Working with False Emotions
- Working with Opposites: How To Coach Introverts and Extroverts To Achieve Extraordinary Results
- Workforce Recruitment Program

CCPD staff attended the following annual professional conferences:

- Georgia Career Development Association (GCDA) one day mini-conference “Linking Technology to Career Development.”
- Georgia Association of Colleges & Employers (GACE) three day conference “Learning and Growing One Pathway at a Time.” Learned best practices, explored new and emerging trends in the field, shared challenges and solutions to recruiting issues, and networked with career services, talent acquisition, and human resources professionals.
- Georgia Association of Colleges & Employers (GACE) Recruiting Trends Drive In Workshop. Dr Phil Gardner presented key findings, trends and expectations for recruitment based on results from the most recent “Recruiting Trends Survey” of more than 5000 employers. Amy Lancaster of the Metro Atlanta Chamber of Commerce presented the “Your Talent Your Future” report looking at entry level job openings in the Georgia marketplace.
- Marine Corps Educator Workshop: Week long immersion program in Quantico, Virginia at the Marine Corps Officer Candidate School and The Basic School. Gathered with other educators to learn about the Marine Corps Officer Candidate identification and selection process. Provided the opportunity to work directly with the Officer Selection Officer who is assigned to Mercer.
- National Career Development Association (NCDA) three day conference “The Joy of Working: Positive Approaches to Work, Career, & Life.” Focused on the positive approaches that we (can and do) use in our work as career development professionals.
Students We Support

We pride ourselves on offering personalized service to students, helping them take steps to achieve their goals no matter where they are in their career and professional development process. We offer our services to Mercerians for life, and the populations of Bears that we serve include:

- Traditional Undergraduates
- Graduate Students
- Professional School Students
- Adult Learners
- Distance Learners
- Alumni

Below is a breakdown of the various students we serve by demographic. Data was provided by the Office of Institutional Effectiveness along with proprietary CCPD data from CampusNexus and Acuity Scheduling.

1970* Students
177* Alumni

23% Graduate Students
61% Undergraduates
16% Professional School*

* Represents individuals served

Student Populations by Location

Approximate Students Served*

- Undergraduates = 4750
- Professional Students = 600
- Graduate Students = 2000
- Distance Learners = 400
- Adult Learners = 350
- Alumni = 180

*Values approximated based on varying enrollment from Fall to Spring semester

Colleges We Serve

- College of Liberal Arts
- School of Business and Economics
- School of Engineering
- College of Education
- School of Music
- Penfield College
- School of Theology
- College of Pharmacy
- College of Nursing
- College of Health Professions
STUDENT PROFILES

Across campuses, we strive to provide each student with a quality experience that leads to tangible development. Check out what some of our recent graduates have to say about their collaborations with the CCPD:

ARBAZ MOMIN
Class of 2017
Biochemistry & Molecular Biology

“The CCPD prepared me to succeed in both types of medical school interviews by organizing traditional mock and mock multiple minis. The staff provided me with feedback and guidance that enabled me to interview at 12 medical schools.”

“Mrs. Swanger would mark my interview days on her calendar and email me the morning of each to wish me good luck. With the help of the CCPD, I was able to interview successfully and secure approximately $600,000 in total scholarship funding across all my medical schools acceptances. Summer 2017, I will be matriculating at Cleveland Clinic Lerner College of Medicine on a full-ride scholarship.”

KRISTIAN TAYLOR
Class of 2017
Biochemistry & Molecular Biology

“CCPD gave me valuable resources to find a job, create a professional resume, and they even helped me learn how to succeed in an interview! With their help, I got accepted into the Bearamedics program with Community Ambulance, and I was also hired as a Research Technician at KaMin LLC!”

“The Center for Career and Professional Development really helped me get involved in both of my dream careers! It felt great to graduate knowing that many of my dreams are coming true so quickly. I can’t wait to see what adventures lie ahead of me!”
Class of 2016
Post Graduate Career Outcomes

STUDENTS’ POST GRADUATION JOURNEY
Data collected through 6 months post graduation.

- Continuing Education
  - Accepted or Enrolled in Program of Continuing Education: 9%
  - Employed and Accepted in a Program of Continuing Education: 4%

- Employed
  - Employed or Accepted Job Offer: 69%

- Still Seeking or time of survey
  - Planning to Continue Education - Not Yet Accepted: 4%
  - Still Seeking Employment: 13%

CLASS DEMOGRAPHICS
Our Graduates and their Mercer Experiences

- Total Number of Graduates: 1984
- Employed or in Graduate School: 84.7%
- Students said their Degree helped them in obtaining their Employment: 73%
- Completed an Internship during their time at Mercer: 70%
- 33% of those internships were paid
Employer Engagement

1237 Employers Engaged through BearLink

Number of Job Postings provided through BearLink

3500 +

Fall Career Fairs by Employer Attendance

51 Fall Career Fair

64 Graduate School Fair

12 Pharmacy Fair and Interview Day

Spring Career Fairs by Employer Attendance

57 Spring Career Expo

38 Teacher Recruitment Fair
HANDSHAKE

The Mercer University Center for Career and Professional Development (CCPD) is pleased to announce their partnership with Handshake- a modern day platform for recruiting. Replacing the previous recruitment system, BearLink, Handshake connects students and alumni to jobs, internships, and networking opportunities with professionals in the field.

In the first 40 days, the CCPD staff saw tremendous growth in the number of opportunities available to our students and alumni. Employers were invited to join the system on June 1st and as of July 10th, we were connected with more than 1000 employers with 611 jobs have added posted and adding approximately 25 new jobs each business day.

Students were invited to join the system on June 30th and in just 10 days, student engagement in the platform has been phenomenal with 274 students and alumni logging into the system and 68 submitting resumes for review by our staff.

Overall, the CCPD staff is extremely pleased with the implementation of this new platform and look forward to a strong future of engaging students, alumni, and employers with this invaluable resource.

If you have employer contacts, please share those with CCPD by contacting Stefanie Swanger at swanger_s@mercer.edu so we can get them set up to engage our students and alumni in Handshake.

Employers by Industry

Top Jobs by Function for Job Postings
Preparing Students and Alumni to Succeed in Work and Life
career.mercer.edu

Locations:

ATLANTA CAMPUS
Atlanta Administration Conference Center (AACC)
Suite 558
678-547-6023

DOUGLAS & HENRY CENTERS
& DISTANCE LEARNERS
Henry Co. Regional Academic Center
Office 150
(678) 547-6584

MACON CAMPUS
Connell Student Center
Third Floor
478-301-2863