For the third consecutive year, the CCPD offers an annual report of its activity and achievements. In addition to a yearly snapshot of our programs, services and networks, our ongoing data-gathering and assessment efforts allow us this year to begin to make longitudinal comparisons and identify trends, some of which are included in this report.

CCPD Services

In 2013-14, the CCPD offered direct service to 956 students in a student body of 1,446, reaching about 66% of the student population (up from 48% the previous year). A total of 284 students had appointments with career counselors. A total of 249 students visited during drop-in hours. A total of 818 attended at least one CCPD event, and 120 had the chance to be an extern or intern in CCPD programs.

For each of the last two years, use of the CCPD by the senior class (including career counselor appointments, drop-in visits, event attendance and participation in summer opportunities) has increased by 6% per year. In 2011-12, 84% of seniors used the CCPD, rising to 90% in 2012-13 and to 96% in 2013-14. The percentage of seniors taking advantage of drop-in hours has risen by almost 10% in two years, from 34% in 2011-12 to over 43% in 2013-14.

CCPD Events

The department hosted 57 events during the 2013-14 academic year, fewer than in the last few years. However, overall event attendance was 1,692, up significantly from 997 the previous year. Among our ongoing events are the annual Professional Development Institute, timed to align with Homecoming and the return to campus of hundreds of alumni professionals, and our occasional Passions to Professions lunches. In 2013-14, the CCPD hosted 27 alumni professionals as “P2P” expert guests.

Fifth Annual Senior Etiquette Dinner

In January 2014, 101 seniors joined 24 alumni, faculty, and staff for an evening of dining etiquette and professional networking. Among the students’ appreciations were connecting with alumni, practicing the art of networking, and “learning how to avoid some of the awkward moments that arise from not knowing proper etiquette.”

“Career Myths Busted”

In fall 2013, the CCPD added several new opportunities for first-year students to engage. For the first time, the First Year Forum program included a “track” for career development, encouraging many first-year students to attend the CCPD’s “Career Myths Busted” presentation. Presenters used interactive real-time polling to dispel some of the most commonly held misconceptions students bring with them to college, and distributed the “My Career” four-year career development folder directly to first-year students.

First-year students evaluated the presentation very highly, with comments such as:

- “I didn’t know the Career Center existed, so this was great.”
- “Helped give understanding on steps to take to map out path for career success.”
- “I love the folder—so helpful!”
- “This forum was very informational, I definitely want to set up an appointment with the CCPD.”
- “This was clear, effective, informative, and helpful. But I still feel overwhelmed.”
- “Probably one of the most effective and useful forums I’ve attended, lots of very useful information. Makes me feel much better about my future! Thanks!”

A total of 316 first-year students attended the Career Myths Busted first-year forum, 70% of the entering class of 453. Any first-year student who missed the Career Myths Busted forum received the four-year planning folder via campus mail in early winter quarter.
Recruiting Expos
This year the CCPD consolidated its previous three- to four-night Career Weeks into twice-yearly Recruiting Expos, one-night events designed to enable employers and graduate recruiters to reach K students. The Fall 2013 and Spring 2014 Recruiting Expos both featured employer and graduate school information tables and information sessions.

Student attendance was 100 at the fall 2013 expo and 97 at the spring 2014 expo. Recruiter attendance was 16 in the fall and 39 in the spring. The fall 2013 expo included information tables as well as sessions on fellowships and grants, preparing for a career in public service, developing leadership skills, and negotiating a starting salary, among others.

At the fall 2013 expo, 100% of recruiters thought the information table format was “very effective” or “effective” as a means of talking with students. At the spring 2014 expo, 74% of recruiters ranked K students as “very strong” or “somewhat strong” candidates compared to other college students they recruit. Among our students’ strengths, recruiters listed diverse backgrounds and a wide variety of life experiences, genuine interest, “strong interpersonal savvy,” preparedness and professionalism.

One student at the spring expo reported: “I was very nervous before going to the Expo and wasn’t sure how to carry on a conversation. It was more relaxed than I was expecting it to be, and I think I’ll be a lot more comfortable when I am looking into jobs in the future.”

“Diverse backgrounds and educational pursuits seem to be paying off as these students were a pleasure to talk with. Strong interpersonal savvy plays a huge role in the business world of today, and your students demonstrated plenty of this in my discussions with them. During my information session, I purposely asked questions and encouraged open dialogue to gauge communication skills and maturity. I was very pleased.”

—Recruiter at the Fall 2013 Recruiting Expo

The CCPD’s Mission
In support of the Kalamazoo College mission to “prepare its graduates to better understand, live successfully within, and provide enlightened leadership to a richly diverse and increasingly complex world,” the Center for Career and Professional Development creates meaningful connections to the world of work, empowering Kalamazoo College students to explore, identify and pursue their diverse interests, values and passions, and to develop a framework of skills, networks and knowledge for successful lifelong career planning and professional development.
Alumni As Mentors

Kalamazoo College alumni (along with parents and friends of the College) have many opportunities to share their professional expertise, offer career advice and serve as mentors throughout the academic year. Over one hundred alumni attended the fall 2013 Professional Development Institute, and 22 took part in the Senior Connection Reception in April 2014. In total, Kalamazoo College alumni attended CCPD events 248 times this year.

In 2013-14, a number of on- and off-campus career-specific events allowed students to learn from alumni professionals. In December 2013, alumni attorneys hosted pre-law students for a Law Guild networking reception at the offices of Clark Hill in Birmingham, Michigan. In January 2014, a virtual panel discussion, Careers Inside the Beltway, featured five Washington, DC-based alumni professionals who visited via Skype with over 20 students gathered in a conference room on campus. In February 2014, an on-campus panel of alumni shared with students their expertise on Careers in Sport. And student interns recently arrived in the nation's capital started off their summer experience by meeting area alumni at a CCPD-sponsored networking reception in June.

Alumni mentoring also takes place throughout the year through the Kalamazoo College Guilds, professional networks built on the LinkedIn platform. Guild membership continues to climb, growing 25% this year, from 1,874 at the end of summer 2013 to 2,334 in summer 2014.

Alumni As Hosts

In alignment with the college’s plan for strategic engagement with alumni, the CCPD works closely with alumni professionals who host and supervise current students in their workplaces.

In summer 2014, 32 alumni hosted externs for short-term job-shadowing opportunities combined with a homestay. Sixteen alumni supervised K student interns. In all, class years of the alumni who participated ranged from 1974 to 2009.

After a dozen years of connecting students and alumni, the Discovery Externship Program is able to point to ongoing engagement as well as former externs who “pay it forward.” In 2013-14, 20 of the current alumni extern hosts had hosted in a previous year. Six of the summer’s alumni extern hosts are themselves former externs.
Extern Skills Self-Assessment
Before and after a summer externship, students rated themselves on specific skills: critical thinking, problem solving, oral communication, written communication, adaptability, and ability to work with others. Externs consistently rated themselves higher on these skills after completing an externship, with the highest average self-reported gains shown in oral and written communication.

Examples of Summer Internship and Externship Sites

Among the 32 externship sites in summer 2014 were:

- Banfill-Locke Center for the Arts, Fridley, MN
  Bethany Whitehead ’98
- Charlevoix Area Hospital, Charlevoix, MI
  Geralyn Doskoch ’84
- Good Shepherd Community Care, Newton, MA
  Robert Atwood ’07
- KIPP STAR Elementary School, New York, NY
  Becca McMurdie ’07
- Save the Chimps, Fort Pierce, FL
  Jennifer Feuerstein ’93
- The Organic Gypsy, Kalamazoo, MI
  Bridgett Blough ’08
- Van Ness Feldman, Seattle, WA
  Adam Gravley ’84

Among the sites of the 72 internships in the summer 2014 Field Experience Program were:

- Center for the Study of Race, Culture and Politics, Chicago, IL
  Pablo Helguera Studio, New York, NY
- Legal Services of South Central Michigan/Farmworker Legal Services, Kalamazoo, MI
- Soccer without Borders, Baltimore, MD
- Educating for Freedom in Schools, Kalamazoo, MI
- Kellogg Company, Battle Creek, MI
- McLean Hospital, Harvard Medical, Belmont, MA
- Pinnacle Solutions, Inc., Indianapolis, IN
  DJ Penix ’90
- U.S. Senate Agriculture Committee, Washington, DC
  Chris Adamo ’99

Taylor Brown ’15 worked as a marketing intern with Doug Phillips, director of client relations at AVB (American Village Builders), as one of the four Kalamazoo College students awarded a prestigious Monroe-Brown Internship in summer 2014.

Various organizations and companies provided internship opportunities for students, including Banfill-Locke Center for the Arts, Charlevoix Area Hospital, and Daily Behavioral Health & IHM Child Center. These experiences allowed students to apply their academic knowledge in real-world settings, enhancing their skills and preparing them for future careers.