

WELLESLEY
CAREER
EDUCATION

2016 – 2017 Annual Report

*A year of
rebuilding & opening
new doors to a
world of opportunity*



REBUILDING THE FUTURE OF CAREER EDUCATION



Christine Cruzvergara
*Associate Provost
& Executive Director*

When arriving at Wellesley in January 2016, our team began the process of reimagining how Wellesley women are introduced to a world of opportunity. After listening to more than 300 stakeholders, we gained a better understanding of how best to support our students and alumnae for the challenges they will face in the 21st century. Our new model supports the beauty of a liberal arts education, understanding that it is imperative now more than ever to educate leaders who are prepared to tackle the issues of our time with thoughtful inquiry, deep analysis, strong communication, and an understanding of how multiple areas of expertise must combine to form solutions.

4

NEW TEAMS

1. EXPLORATION & EXPERIENTIAL LEARNING
2. CAREER CONNECTIONS & COMMUNITIES
3. ALUMNAE CAREER ADVANCEMENT
4. OPERATIONS & ANALYTICS

3

ENHANCED PROGRAMS

1. CIVIC ENGAGEMENT
2. FELLOWSHIPS
3. INTERNSHIPS

2

INTEGRATED PLATFORMS



1

NEW MODEL

“...to prepare and inspire every Wellesley woman to craft a lifetime of opportunity and realize her full potential.”



WELLESLEY CAREER EDUCATION AWARDS

2017 NACE Career Services Excellence Award

2017 Eduventures Innovation Award

This past year has been a story of rebuilding as we constructed the foundation for a sustainable career education model. We are now poised to better support students and alumnae as they pursue lives of meaning, purpose, and opportunity. I remain thankful to the entire Wellesley community for the warm welcome you have given our team. We are proud to have made serious and visible change within this first year and are excited to share our annual report. Our results showcase the strength of an integrated campus ecosystem and the power of partnerships. There is still a great deal of work ahead of us and we look forward to continued evolution, collaboration, and excellence.



ENGAGING STUDENTS: *highlights*

Success of the new model depended on a culture shift and change in student perception. The new model, built on customized connections, created continued opportunities for student engagement and positive experience.

digital engagement



of students used Handshake, applied to opportunities, and/or had a virtual appointment

in-person engagement



of students engaged in-person with Career Education through appointments, events, and/or drop-ins

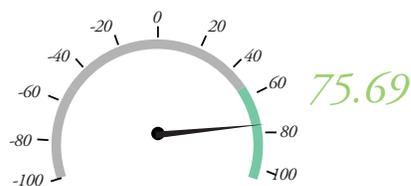
satisfaction & loyalty



98% student satisfaction

after in-person appointments compared to 45% overall satisfaction reported by the Class of 2015

net promoter score



Compared to 64.00 average for the higher education industry
The NPS measures the willingness of users to recommend services to others



“Simply put, I would not be where I am today without Career Education and the help of Sarah Ahmed. She has been an invaluable resource for securing an internship in DC, as a source of advice and a guiding light pointing me in the direction of opportunities. Going forward, I feel much more confident about my impending job search because I know I will have the support of Sarah and Career Education.”



Linda Zhou
Class of 2018

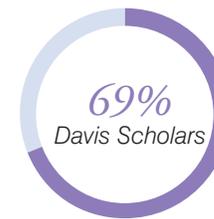
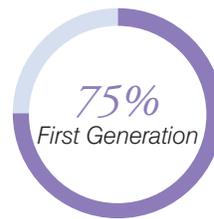
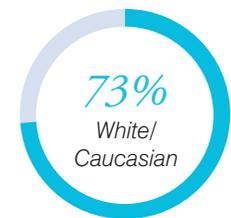
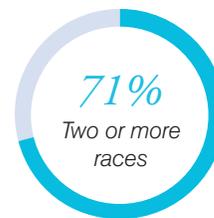
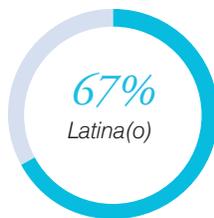
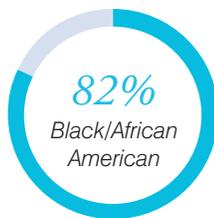
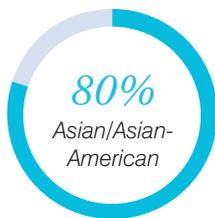
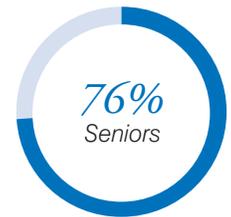
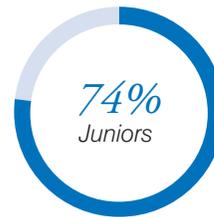
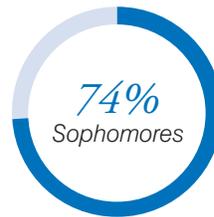
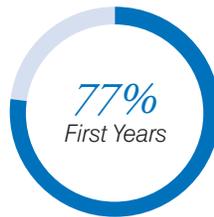
INCLUSIVE *excellence*

Inclusive excellence is a core priority of Wellesley College. The new model for career education takes into account the diversity in background, perspective, and career goals of Wellesley students to design services to meet the needs of all students. Overall, 75% of students engaged in-person with the new model. The figures holds consistent across class level, discipline, race/ethnicity, and distinct populations.

overall



(75%) of all Wellesley students engaged in-person

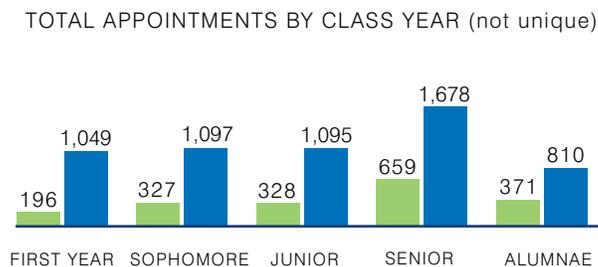
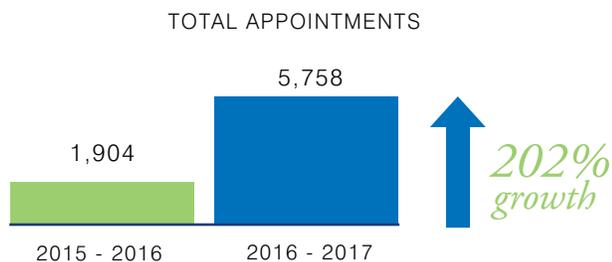


“By interning at the UNDP through the Career Education Global Citizenship Program, I have gained important insights about my life as a Latina, and I have realized the importance of understanding one’s oppression in order to pursue equality. I have also developed a better understanding of my strengths and weaknesses, and, most importantly, I have been able to reconnect with my Latin American culture. While every country is different, my experience in Costa Rica has made me feel happy and proud of my heritage. Because of this internship, my classes make so much more sense, I feel more empowered, and I am more committed than ever to continuing my education after Wellesley. The fight for gender equality is difficult, but we cannot give up.”

— Monica Naranjo
Class of 2018

ENGAGING STUDENTS: *appointments*

Appointments increased by over 202%, with the largest increase observed among first year students (435% increase). Although juniors and seniors are seen as more active users of appointment services, the percent of first years and sophomores attending at least one appointment holds consistent with other class levels at more than 60%.

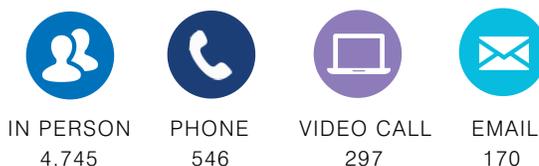


% OF STUDENTS ATTENDING AT LEAST ONE APPOINTMENT

by class level

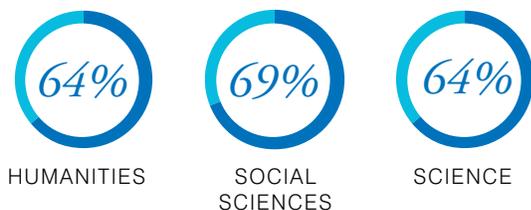


APPOINTMENT MEDIUMS



% OF STUDENTS ATTENDING AT LEAST ONE APPOINTMENT

by discipline



“I’m truly impressed with the work that Career Education has been doing since I graduated. Not only did I receive guidance on my resume and cover letter but I also was introduced to another community advisor, connected to an alum and given tips on my job search. I will definitely come back for more help from Career Education and will tell other alums about the services offered here.”

— Anonymous

ENGAGING STUDENTS: *events*

During the inaugural year of Wellesley Career Education, events were designed with the goal of building a presence across campus, preparing our diverse student body to engage with their communities, and connecting them to opportunities for life after Wellesley. A total of 253 events were held. First year students were the most frequent attendees.



ENGAGING STUDENTS: *events*

3,839

TOTAL STUDENT ATTENDANCE AT EVENTS (not unique)

16 students



ON AVERAGE PER EVENT

130 & 17 }
EMPLOYERS GRAD SCHOOLS

IN ATTENDANCE AT ON-CAMPUS EVENTS & CAREER FAIRS

% OF STUDENTS ATTENDING AT LEAST ONE EVENT



FIRST YEAR



SOPHOMORE



JUNIOR



SENIOR

"I appreciated that I was able to attend as an alum who's recently returned to Boston and has been out of the area for 9 years. I actually have worked with many of the companies here as an influencer and have been looking ahead to re-entry. This experience was a comfortable way to reconnect."

— Anonymous

INCREASING OPPORTUNITY: *jobs and internships*

Within the new Career Education structure, Career Community Advisors serve as the connectors between students, alumnae, employers, and faculty/staff. Leveraging Handshake, the new user-friendly career services management platform, opportunity soared (over 300% increase) through improved ease for employers to post jobs and internships.

17,659

OPPORTUNITIES

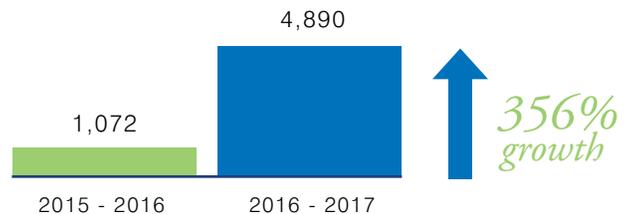
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4,890

UNIQUE EMPLOYERS

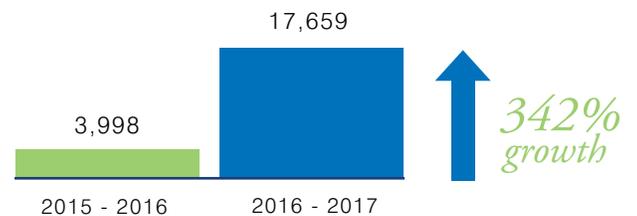


TOTAL EMPLOYERS POSTING OPPORTUNITIES IN HANDSHAKE



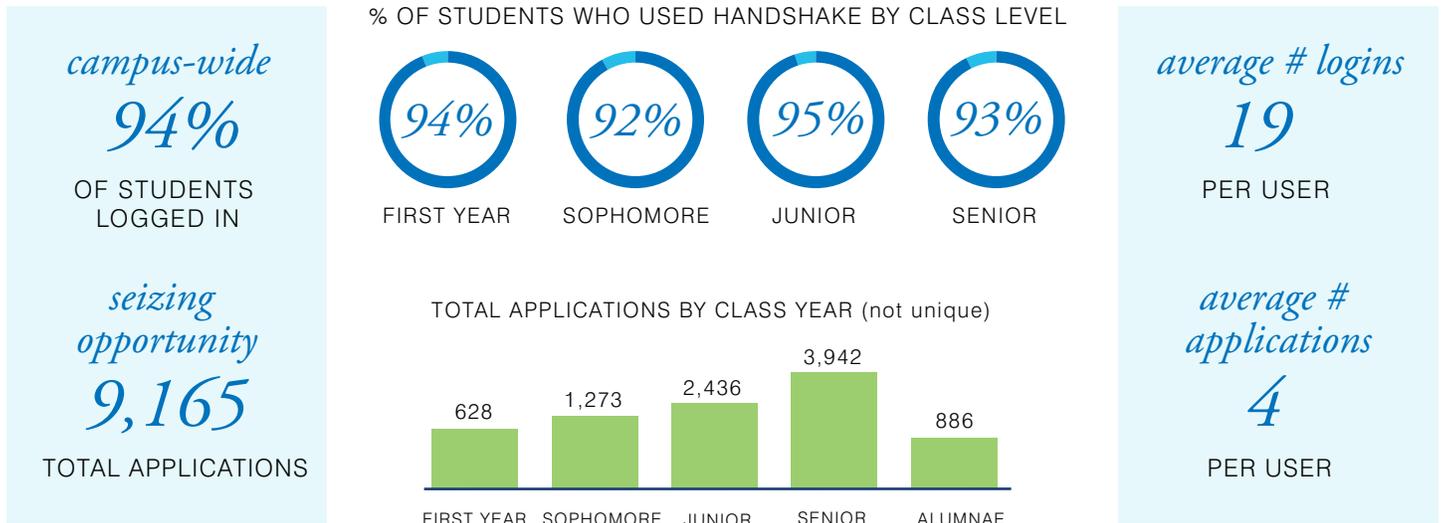
- Jobs (12,168)
- Internships (5,007)
- Fellowships (200)
- Volunteer (186)
- Experiential Learning (71)
- Graduate School (13)
- On-Campus (11)

TOTAL OPPORTUNITIES IN HANDSHAKE



LEVERAGING NEW TECHNOLOGY: *handshake*

Handshake replaced the previous MyCWS reinvigorating the way Wellesley students search for and prepare for opportunities. Handshake is a highly visual, user-friendly platform that delivers a customized experience for both students and employers.



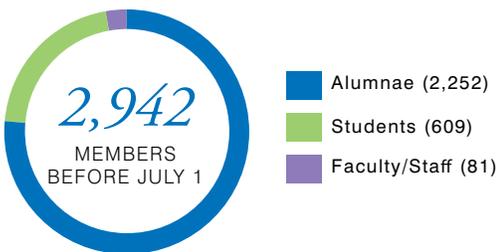
LEVERAGING NEW TECHNOLOGY: *the wellesley hive*

Career Education partnered with the Wellesley College Alumnae Association to develop and launch The Wellesley Hive. The platform is the exclusive home to the most powerful women's network in the world, where students and alumnae interact to ask questions, seek guidance, coach and inspire each other, and find paths toward their professional goals.



LAUNCHED

May 2017



alumnae mentors from over
30 countries

247 MESSAGES SENT

121 JOBS POSTED

94 MENTORSHIP
RELATIONSHIPS
FORMED

11 EVENTS SHARED



Debra Rowcroft
Class of 2019

“I spent yesterday looking through The Hive, and found an alumna who's not only a fellow first-gen student, but also a member of ZA, who majored in the social sciences, and is now in consulting (basically, everything I was looking for in a mentor and then some). I reached out to her and we scheduled a phone call for the end of this week! The Hive is definitely easier to use (and less intimidating than LinkedIn). I am very excited to speak with her and obtain some industry knowledge.”

BUILDING *community*

Cultivating a professional community of support is one of the most powerful pathways to career success. Joining a career community helps students and alumnae leverage their Wellesley experience and form meaningful connections. These communities connect students, alumnae, employers, and faculty who have the common goal of supporting Wellesley women in their pursuit of career success and satisfaction.

TOTAL NUMBER OF STUDENTS ENGAGED IN EACH CAREER COMMUNITY

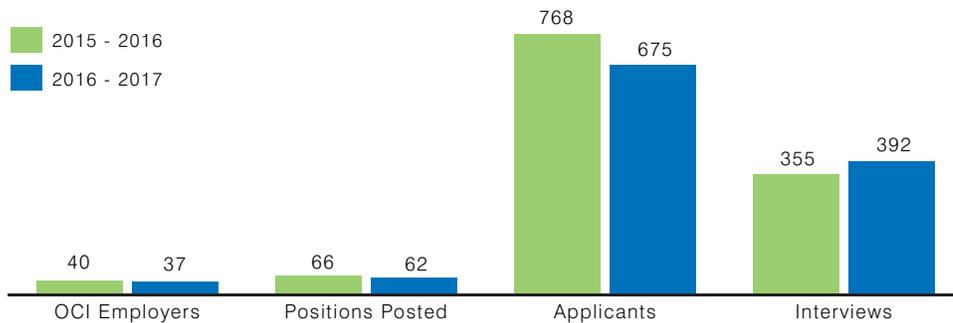


"I feel like I've joined a community rather than just studied a subject. There's always meet-ups, events, and conferences surrounding technology and more often than not, the people I meet there (especially Wellesley alumnae!!) are willing to meet for coffee or chat on the phone afterwards. It really has been such a great way to make potential friends and mentors."



Amanda Foun
Class of 2017

ENGAGING EMPLOYERS *on-campus interviewing*



ENCOURAGING EXPLORATION: *internships*

Internships help students connect theory to practice, confirm a professional interest, point them in a new direction, or open a surprising new door. Over 25% of all students participate in a Wellesley-funded internship through Career Education during their four years. Results from the past year showcase the success of the revamped program and enhanced opportunities for students. Thank you to our generous donors who have made these experiences possible.

<p>PROGRAMS</p> <p>AMERICAN CITIES GLOBAL CITIZENSHIP LUCE IN ASIA BIOMEDICAL INTERNSHIP GRANTS</p> <p>*NEW*</p> <p>NON-ACADEMIC CREDIT FOR SUMMER INTERNSHIPS</p>	<p>OVERALL ENGAGEMENT AND DOLLARS AWARDED</p> <p>\$600,460</p> <p>AWARDED</p> <p>18% growth</p> <p><i>compared to \$509,000 in FY16</i></p>	<p>184</p> <p>STUDENT INTERNS</p> <p>52% growth</p> <p><i>compared to 121 students in FY16</i></p>	<p>GLOBAL AND DOMESTIC</p> <p><i>students interned in more than</i></p> <p> 20</p> <p>DIFFERENT COUNTRIES</p>
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<p>AMERICAN CITIES</p> <p>53 APPLICANTS 20 RECIPIENTS \$86,000 AWARDED 10 CITIES</p>	<p>GLOBAL CITIZENSHIP</p> <p>61 APPLICANTS 31 RECIPIENTS \$102,460 AWARDED 15 COUNTRIES</p>	<p>LUCE IN ASIA</p> <p>45 APPLICANTS 17 RECIPIENTS \$58,000 AWARDED 4 COUNTRIES</p>
<p>BIOMEDICAL</p> <p>35 APPLICANTS 9 RECIPIENTS \$36,800 AWARDED 2 CITIES</p>	<p>INTERNSHIP GRANTS</p> <p>204 APPLICANTS 107 RECIPIENTS \$317,200 AWARDED INTERNATIONAL & DOMESTIC</p>	

NON-ACADEMIC CREDIT FOR INTERNSHIPS

268

Students received .5 credit for their summer internship experience

60 FIRST YEARS
132 SOPHOMORES
76 JUNIORS

”

“My internship was full of many learning experiences — personal, professional, and worldly — but nothing came close to this opportunity to experience global politics in such a way. These were the types of events I often write policy papers on, tucked thousands of miles away in a Wellesley classroom.”



*Leah Schwartz
Class of 2019*

”

“My expectations of working at an environmental advocacy organization were quickly surpassed as I saw the importance of conservation from many different aspects of a nonprofit organization. With this, I discovered new interests, formed new friendships, and acquired a newfound confidence in my competencies to help the community.”

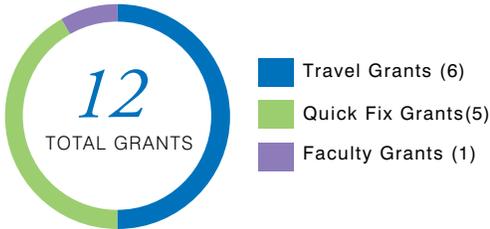


*Sonia Hupalo
Class of 2018*

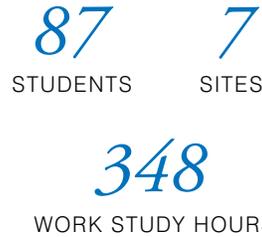
ENCOURAGING EXPLORATION: *civic engagement*

Civic Engagement at Wellesley College provides students, faculty and staff with opportunities to engage the world in sustained, collaborative, reflective and meaningful ways that enrich a liberal arts education. The past year was spent reorganizing the Civic Engagement program launching in fall 2017.

CIVIC ENGAGEMENT GRANTS



FEDERAL WORK STUDY



STUDENT LEADERS



ALTERNATIVE BREAKS

Week long experiences that take place during wintertime and spring break throughout the country in partnership with community partners focused on an array of social justice issues.



LUMPKIN SUMMER INSTITUTE

A small group of selected student interns are placed at nonprofit organizations in Boston, live together, and attend weekly seminars about social justice topics affecting the community.



DAY TO MAKE A DIFFERENCE

A one day of civic engagement event for students to volunteer with community partner organizations in the greater Boston Area.



PARTNERSHIPS



**SOUTH MIDDLESEX
CORRECTIONAL
CENTER**

“Career Education plugged me in with the Boston Area Rape Crisis Center (BARCC). As a BARCC HR Intern and Lumpkin fellow, I learned so much about civic engagement and the critical need for non-profits. I know that my summer would not have been nearly as enriching and fruitful as it would have been without Career Education. Thank you!”



*Michelle Yu
Class of 2019*

ENCOURAGING EXPLORATION: *fellowships*

Fellowships and scholarships can fund graduate or professional study, purposeful travel, professional placements, self-designed projects, and so much more. They can help students and alumnae build experience and qualifications, explore a passion, and clarify a path forward.

522 Fellowships
Appointments

291 Unique
Appointments

UNIQUE STUDENTS MEETING WITH FELLOWSHIPS ADVISOR

12 First Years **27** Sophomores **68** Juniors **137** Seniors **47** Alumnae

Wellesley-Funded Fellowships

117 Total Applicants

39 Accepted Awards

\$375,102 Awarded

Wellesley College Graduate Fellowships

73 Total Applicants

23 Accepted Awards

\$259,742 Awarded

Wellesley-Administered External Awards

92 Total Applicants

13 Accepted Awards

External Awards (no Wellesley process)

29 Accepted Awards



”

“The first time I walked into Career Education was fall of my first year at Wellesley. Although it was still early on in my college journey, Career Education played a key role in helping me find my academic path and preparing me for opportunities outside of the classroom. Throughout my time at Wellesley the advisors at Career Education were instrumental in helping me navigate the labyrinth of academia and pointing me toward resources and opportunities that would help me achieve my goals. From Mary Beth’s encouragement the first time I walked into the office, to Sarah’s cover letter edits, to Kate’s constant availability throughout the fellowship application process, I have never seen an office more dedicated to improving their students’ lives—both inside and outside of the classroom. I watched Career Education grow and develop during my time at Wellesley and am thrilled to see it become an even stronger presence on campus. I will be spending the next year in Kaohsiung, Taiwan on a Fulbright Fellowship and I am so grateful to have had the support of Career Education as I figured out my first post-grad steps.”



Lizamaria Arias
Class of 2017



WELLESLEY
wellesley.edu/careereducation