

EDUCATE

FRESHMEN OUTREACH AT WILSON HALL



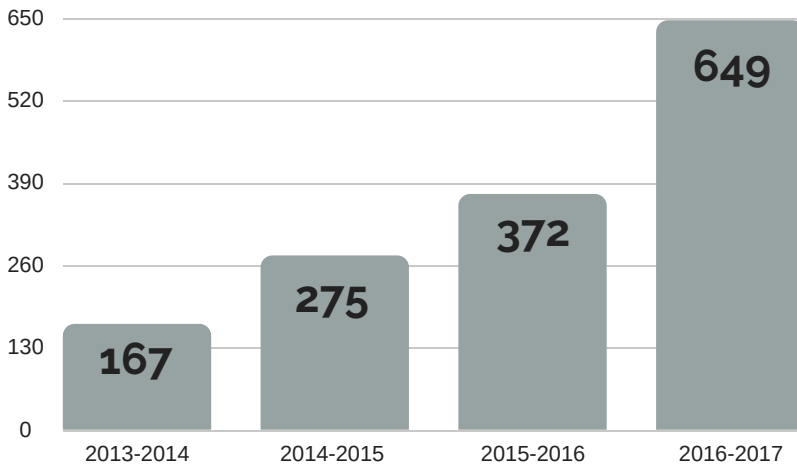
Offered over **250** drop-in advising hours at Wilson Hall

Coordinated engagement events at Wilson Hall with **26** employers

Conducted **12** workshops at Wilson Hall reaching over **240** students

350+ students explored different career paths with **13** employer partners at Freshmen Extravaganza

EGR 393 EXPERIENTIAL EDUCATION



Launched 3 regional programs for Summer 2017 in **Lansing, Jackson, and Grand Rapids**



Detroit Semester enrollment increased **27%**, with total regional enrollment over **160+**

+40% annual growth in student enrollment in EGR 393 since 2013-2014

SPRING BREAK CORPORATE TOUR

Minneapolis & St. Louis



26 Students
26 Companies
1600+ Miles

CLASSROOM PRESENTATIONS

14 EGR classroom presentations reaching **2000+** students

ENGAGE

CAREER ADVISING

1100+
Advising Appointments

700+
Students Engaged

MAJOR TOTALS

AES	106
BE	37
ChE	155
CE	62
CpE	51
CSE	154
EE	123
EnE	32
MSE	18
ME	309

Freshman

10%

Sophomore

19%

Junior

27%

Senior

39%

WORKSHOPS

Conducted **36** workshops, including **4** virtually, engaging with **1000+** students



+17%

Increase in average attendance at workshops since 15-16

HALLWAY RESUME CRITIQUES

18 employer hosted hallway resume critiques located in the EB Lobby

HALLWAY ASK SESSIONS

43 employer hosted hallway Ask Sessions located in the EB Lobby

MOCK INTERVIEWS

222 interviews conducted by **38** employers and Center Staff

DIGITAL OUTREACH

Utilized social media (Facebook, Twitter & Instagram) along with a weekly newsletter to share event information, development opportunities & job postings



214 posts
203k impressions



542 tweets
181k impressions



48 posts
5k impressions

Delivered **27** newsletters to all EGR students

40%
average open rate

CONNECT

EMPLOYER PARTNERS

Recruiter Partner program stayed steady with **15 partners** (1 new)

Expanded the Co-Op Partner program from **15** to **24**

ACTIVE EMPLOYERS

3500+ active employers recruiting EGR students

JOB POSTINGS

15,000+

Job postings targeting engineers

9

Average # of applicants/job posting

+591%

Increase in # of job postings since 15-16

Major	Total	Full Time	Co-Op/Intern
AES	7,825	5,490	2,335
BE	11,043	7,824	3,219
ChE	5,051	3,747	1,304
CE	4,200	3,061	1,139
CpE	7,061	5,041	2,020
CSE	5,252	3,710	1,542
EE	5,001	3,649	1,352
EnE	4,204	3,063	1,141
MSE	4,449	3,208	1,241
ME	5,039	3,612	1,427

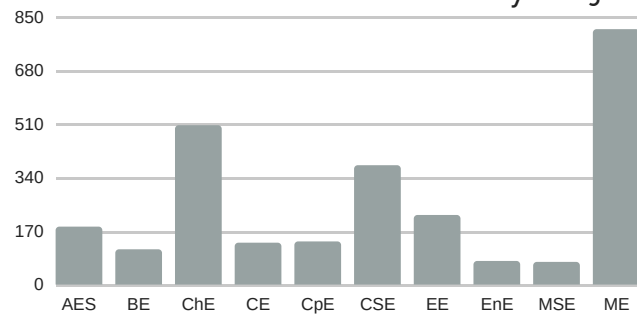
CAREER FAIRS

Coordinated **3** engineering focused events (Co-op/Intern Exchange, Expo, Partners Week) in the College of Engineering with **2800+** students in attendance

687 day after interviews (Expo and Partners Week)

54% increase in the # of day after fair interviews from 2014-2015

Attendance by Major



ON-CAMPUS INTERVIEWS

162

interview schedules targeting engineers

35%

decrease in the # of schedules



MAJOR TOTALS

AES	BE	ChE	CE	CpE	CSE	EE	EnE	MSE	ME
69	18	98	13	28	24	40	2	7	197

496 engineering student interviews

58% decrease in the # engineering student interviews

DESTINATION

CAREER OUTCOMES

Data from 494 of 590 graduating students receiving a bachelor's degree was collected

96%

of graduates reported a career outcome

+100

different employers hired graduates

SEARCH RESOURCES

students could select more than one option

- 31%** Previous Intern/Co-Op/Work
- 23%** Handshake/Other Job Posting Source
- 70%** On-Campus Recruiting Event
- 16%** MSU Faculty/Staff/Academic Program
- 42%** Personal Network/Family Friend/Other
- 7%** Social Networking

SALARY DATA

250 reported salary data

64,865

Average Salary

36% reported receiving a signing bonus



OUT OF CLASSROOM EXPERIENCE

68% participated in a career based experience or activity during their time as a student

CO-CURRICULAR ACTIVITIES

- 90 (24%) Co-op/Intern – for credit
- 266 (72%) Co-op/intern – non-credit
- 97 (26%) Off-Campus Work – career related
- 117 (32%) On-Campus Work – career related
- 11 (3%) Work Abroad – career related

GEOGRAPHIC DISTRIBUTION

A total of **371** graduates reported their employment location.

- 63%** (232) were employed in Michigan
- 80%** (297) were employed in the Midwest
- 65%** of students originally from Michigan stayed in Michigan after graduation

