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Career & Leadership Development Center

Mission Statement

The Career & Leadership Development Center is committed to holistic preparation of all Ohio University students and alumni/ae for active development and implementation of career and leadership skills necessary in our global community.

We accomplish this by:

1. Facilitating a process of self-awareness that encourages all students and alumni/ae to engage in career exploration and holistic leadership skill development
2. Helping students and alumni/ae recognize, synthesize, and communicate their experiences
3. Fostering collaborative relationships with faculty, staff, and employers to connect students with innovative resources, services, and employment opportunities
4. Empowering students to be lifelong learners by providing learning opportunities to construct the following leadership skills: self-awareness, interpersonal development, team development, problem solving, adaptability, and innovation
Career & Leadership Development Center

Vision Statement

“As the State of Ohio works to transform our economy, higher education has a responsibility to produce more quality graduates with the skills needed to meet the new and changing needs of businesses located in Ohio.”

“Produce more students ready to enter the workforce”
• 23,115 students were served by the Career & Leadership Development Center this past year in programs, events, and individual appointments
• 10,552 students attended a CLDC program or event
• 7,227 students received individual attention in scheduled or drop-in coaching appointments, mock interviews, and Bobcat CareerLink (Career Services Manager) resume reviews
• 499 students participated in an in-person mock interview and 917 in an online mock interview (InterviewStream)
• Coordinated 5,425 new job, internship, part-time, co-op, and seasonal postings
Career & Leadership Development Center

Staff Accomplishments

- 7 national and regional conference presentations
- Involved in 9 national and regional association committees
- Secretary – Classified Senate
- Co-chaired Major’s Fair
- Co-chaired leadership advancement committees for the two largest career development associations in the country
- Presented a PDI on CLDC’s Brain Based Career Development theoretical model
- Chaired two DOSA task forces
- President of the Board of Trustees for Athens County CASA/GAL
Career & Leadership Development Center  

Major Accomplishments

Career Courses
Seven different career development courses were taught by staff from the Career & Leadership Development Center during this academic year including:

- CAS 1130: Career Planning in the Liberal Arts
- CAS 2130X: Career Strategies: Internship and Job Mapping
- COMS 2040: Principals and Techniques of Interviewing
- RFPD 3890: Professional Career Search Strategies
- SPST 4900: Specialized Studies: Interdisciplinary Thinking, Creativity and Innovation: Preparing For the Next Step
- PSY 4930: Career Strategies for Psychology Majors
- UC 2900: The Leader in You

Highlights:

- 18 sections of the 7 courses were taught throughout the year
- “The Leader in You” launched as the CLDC’s first leadership-focused course in partnership with University College
- Additional sections of the accelerated CAS 1130 had to be added in both fall and spring to meet student demand
- Partnered with 4 academic colleges to offer internal CLDC courses (Arts & Sciences, Communications, University College, and Education)
- Collaborated with the College of Business and College of Engineering to support large scale courses’ needs for drop-in assistance and online resume approvals (BA 1000, ET 1500)
- Taught two of three modules of SPST 4900 in fall 2015, instead of one of three, due to a staff vacancy
- Filmed a career course promotional video featuring student testimonials about positive experiences in classes
- Case Study with Kroger
- Case Study with TQL
- Assessment: Pre and post assessments were conducted in the following courses:
  - CAS 1130: Career Planning in the Liberal Arts
  - CAS 2130X: Career Strategies: Internship and Job Mapping
  - SPST 4900: Specialized Studies: Interdisciplinary Thinking, Creativity and Innovation: Preparing for the Next Step
  - PSY 4930: Career Strategies for Psychology Majors
Employer Relations

On-Campus Recruiting
- Coordinated 5,425 new job, internship, part-time, co-op, and seasonal postings
- 1,039 employers registered in Bobcat CareerLink
- Worked with 53 employers who actively participated in on-campus recruiting and offered 872 interviews to students

Career Fairs
This year the CLDC organized a two-day fair in the fall and a one-day fair in the spring to accommodate growing interest among employers.

Fall Career & Internship Fair
- 1,440 students attended
- 153 employers attended representing 29 industries
  - 80 employers reported opportunities for all majors

Spring Career & Internship Fair
- 927 students attended
- 120 employers attended representing 47 industries
  - 63 employers reported opportunities for all majors

Teacher Recruitment Consortium (TRC)
- 107 students attended
- 46 school districts attended
- 336 interviews took place during the TRC
Major Accomplishments

Assessment
Leadership Coaching is a service that provides the opportunity for students to develop one of the six key skills essential to their employment upon graduation (see below), understand goal-setting strategies, and learn to articulate and communicate their experiences with leadership skill development to others. CLDC professional staff administer the three 30-minute appointments with a student anytime during their college career. This year, Leadership Coaching was implemented into the 21st Century Leadership Series as a requirement for certificate completion.

**Highlights:**
- 716 Leadership Coaching appointments
- 1804 grant funding implemented for the 2015-16 academic year
- Health Sciences and Professions programs implemented leadership coaching into their four-year plan requirements for nursing and communication sciences disorders majors
- 300+ StrengthsFinder codes were purchased and utilized for student engagement in session two for leadership coaching participants during the academic year
- Three trainings occurred throughout the academic year to continually train seven professional staff on the leadership coaching process and implementation
- All students who completed the 21st Century Leadership Certificate throughout the academic year were required to complete leadership coaching as part of that certificate
Leadership Certificate Programs
During the 2015-16 academic school year, the CLDC implemented two new certificates to better infuse career and leadership development into the OHIO campus culture. A large part of these new certificate offerings included collaboration with the three CLDC split positions within the Colleges of Arts & Sciences, Education, and Health Sciences and Professions.

Highlights:
- The CLDC facilitated 478 workshops. Which more than doubled the CLDC’s workshop total for 2014-2015, with 209.
- Implemented two new certificates that infuse career and leadership development
- Included engagement requirements for both certificates, which include Leadership Coaching, Career Coaching, and Mock Interviews
- Incorporated both certificates into multiple classes across campus, including courses in the College of Arts & Sciences, University College, the College of Health Sciences and Professions, and the Patton College of Education
- Assessed 4 of the 6 workshops throughout the fall and spring semester
CLDC Student Ambassadors
The CLDC Student Ambassador Team consists of 12 student leaders. The Student Ambassador Team facilitates the 21st Century Leadership Series, the Professional Leadership Series, Foundations for First Year Students, and other miscellaneous workshops during the fall and spring semesters. In addition to workshop facilitations, the students coached other students in 10-minute resume and cover letter drop-ins each week throughout both semesters. Additionally, they supported events in the CLDC including two Career and Internship Fairs, the Work That Matters Fair, the Teachers Recruitment Consortium, and regional campus Professional Development Days.

Highlights:
- Provided CLDC outreach to 60 UC 1000 classes in Fall 2015 through workshop facilitation and CLDC tours
- Staffed 44 tables for OHIO Discovery Days, the Majors Fair, and other CLDC Events
- Attended professional development trainings during bi-weekly staff meetings
- Required to complete Leadership Coaching with a professional staff member during the year
- The online scheduling tool When to Work was launched with student ambassadors this year to streamline the scheduling process for workshop requests and drop ins. This change dramatically reduced the time spent on trying to equally divide hours among staff members.
- Corrective action and departure protocol were developed by CLDC staff to standardize student employee procedures related to terminating employment with the department.
Career & Leadership Development Center  
Major Accomplishments

Partnership with the College of Health Sciences and Professions (CHSP) 
*The College of Health Sciences and Professions and the Career & Leadership Development Center Split Position*

**Highlights:**
- 276 Coaching Appointments
- Facilitated 42 workshops to 1,212 CHSP student attendees
- Professional Success Week (PSW)
  - PSW included: Linked-In & Resume Day, Interview Day, Salary Negotiation & Graduate School Preparation Day, and Professional Headshots as part of Being a Professional Day
  - 150 students participated in at least one event throughout the week
- Employer development: 51 employer meetings, 12 on-campus employer visits, 4 site visits
- Developed an “undecided” workshop to increase students’ knowledge of their own interests, skills, and values. 6 workshops were facilitated and 33 students participated.
- Met with all program directors and numerous faculty
Partnership with the Gladys W. and David H. Patton College of Education

College of Education and the Career & Leadership Development Center Split Position

Highlights:

- Attended bimonthly Recreation Program (REC) meetings
- Attended Human and Consumer Sciences Department meetings as needed
- Attended the 2015 Ohio Lodging and Tourism Annual Conference
- Ethics Module: Collaborated with Dr. Ann Paulins (Ohio University) and Dr. Julie Hillery (University of New Mexico) on the development and facilitation of an Ethics Module. The Ethics Module was presented at the Association for Business Simulation and Experiential Learning Annual Conference and the Ohio Association of Family and Consumer Sciences Annual Meeting.
- Employer case studies
- Taught RFPD 3890
- Updated the Internship Skills Survey to assess students’ improvements of skills after their internship experience. The second version of this survey focused on students’ self-reporting skill level of the 6 CLDC Leadership Skills (Self-Awareness, Interpersonal Development, Team Development, Problem Solving, Adaptability, and Innovation).
- Students taking REC 4100 were required to complete a mock interview with the CLDC
- Collaborated with Recreation faculty for the Recreation Networking event
- Collaborated with faculty to bring employers into the classroom
- TXJ Virtual Recruitment Days
- Facilitated CLDC workshops: Professional Retail Leaders (Student Organization), REC 4100, EDPL 3600, CONS 2500, CONS 1100
Partnership with the College of Arts & Sciences

*College of Arts & Sciences and the Career & Leadership Development Center Split Position*

**Highlights:**

- Taught Psych 4930: Career Strategies for Psychology Majors and CAS 1130: Career Planning in the Liberal Arts
- Developed specific programming and increased employer outreach on behalf of three departments: Math, Economics, and Modern Languages
- Created an Internship Plan
- Created a College of Arts & Sciences LinkedIn group
- Met with faculty in all 19 academic departments
  - Coordinated discussions around internship best practices with all internship coordinators
  - Sent regular internship and job opportunities to faculty and staff to further distribute options for students
- Presented numerous workshops/seminars to hundreds of A & S students
- Developed and organized a Bobcat Mentor Program with the Alumni Association for the College
Career & Leadership Development Center

Special Accomplishments

Career Coaching

Career Coaching was provided as a service to students and alumni in two ways: as a 10-minute drop-in and as a 30-minute appointment. Appointments are conducted by phone, Skype, and face to face. Graduate Assistants and Student Ambassadors facilitated career coaching drop-ins Monday through Friday from 11a.m. to 5p.m. and each professional staff provided 30-minute career coaching appointments up to 15 times per week.

Highlights:

- 1,911 coaching drop-ins from 7/1/15-4/28/16
- 1,717 career coaching 30-minute appointments during the 2015-2016 academic year
- 16 training and professional development sessions in 2015-2016 focused on the theme of career coaching with topics for professional and graduate staff including: Career Exploration, Brain Processes and Career Coaching, Job Searching, Networking, and Resume Development
- Ohio University Career Tools launched as our one-stop-shop online resource that can be used in any career coaching or mock interview interaction
- New career coaching training launched with student ambassadors featuring at least one hour of one on one training, followed by multiple weeks of shadowing prior to coaching independently
- All professional staff shadowed each other in a coaching setting as part of professional development
- All graduate staff encouraged to shadow each other in a coaching setting as part of professional development

(See Appendix C)
Outreach

Outreach was deemed a CLDC strategic priority for 2015-1016. This year, CLDC outreach liaison efforts were restructured to expand our focus to special populations of students, instead of primarily focusing on academic units. To meet this goal, a strategic outreach liaison plan was developed to leverage pre-established staff connections with target populations that were identified during strategic planning. In addition to a number of academic units, the following special student populations were targeted for outreach during 2015-2016:

- First Generation Students
- LGBT Students
- Multicultural Students
- Students with Disabilities
- Veterans and Student Service Members
- International Students

Each outreach team was charged with the following expectations:

- Serve as the key point of contact for a college or special population
- Spend time researching and meeting with representatives of the special population to become “office experts” on resources, needs, and opportunities within our office for these populations
- Train CLDC staff on career and leadership development topics related to colleges and special populations during CLDC professional development trainings
- Create and execute an action plan for providing outreach to a college or special population
- Utilize CLDC outreach and marketing calendar and tools to promote CLDC events and services

Highlights:

- Facilitated presentations and tours of the CLDC for 60 University College classes
- Facilitated 76 15-minute overview workshops across campus to classes and student organizations
- Developed a comprehensive marketing and outreach calendar that included dates for executing all marketing and outreach efforts including email blasts, videos, print materials, digital ads, tabling, newsletters, university calendars, social media, etc.
- Hosted “Leaderade” stands during move-in weekend to raise awareness of the CLDC and our social media. The CLDC gained 318 new Twitter followers as a result of this outreach.
- Offered pop-up career coaching opportunities one Wednesday per month on the first floor of Baker University Center during the fall semester and one Wednesday per month in the Office of Multicultural Student Access and Retention during the spring semester
- Developed CLDC referral guide to be shared in outreach presentations and meetings
Special Accomplishments

Foundations – Emerging Leaders Program

Foundations is a leadership development program for first-year students. Foundations allows students to immerse themselves in self-assessments, reflective exercises, group activities, and to help them better understand their own unique leadership style and outline a plan for their leadership development at Ohio University. Six first-year cohorts go through the program every year. This program is also a gateway to the other programs that the CLDC offers.

Highlights:
- Students participated in Foundations during the Fall semester throughout 4 cohorts
- 13 first year students participated in Foundations during the Spring semester throughout 2 cohorts
- The curriculum was completely redesigned between the Fall and Spring semesters in collaboration with one graduate assistant and two student ambassadors as part of a CSP practicum supervised by a CLDC professional staff member.
- Trained Martha Tanedo at Ohio University Chillicothe to deliver Foundations

Liaison Work

The CLDC further expanded the liaison model this academic year. This year’s theme was to more strategically work with diverse student populations. CLDC staff pursued opportunities to evolve in understanding the challenges faced by diverse populations as well as providing services that are reflective of the needs of different student groups. The purpose of this liaison work is to share CLDC events, services, and resources with the contacts in each college. This partnership allows for collaboration and implementation of services into each college and Diversity & Inclusion. At minimum, CLDC staff met once with the liaison contact during the fall and again during the spring semester. Regular emails were sent to the liaison contacts with CLDC updates and events and Liaisons were encouraged to forward on information to faculty, staff, and students within their areas.

Highlights:
- The CLDC sought to improve its own communication to LGBT students by updating the *Dress for Success* workshop to better represent diverse students and discuss professional dress in less gender-binary terms. The CLDC marketing team collaborated with Thread Magazine on an article addressing questions related to gender-binary expectations in professional dress. Outreach included: ALLY, Asterisk, LGBT Commission of Student Senate, LGBT Commission of Graduate Student Senate, Open Doors: LGBTQQA Student Union, OUTgrads & Non-Trads, F*ck Rape Culture, SHADES, Empowering Women of Ohio, Spectrum, Southern Campus Outreach (Gay Straight Alliance), Zanesville Campus Outreach (LGBTA Alliance), Chillicothe Campus Outreach (Stray Cats), Lancaster and Pickerington Campuses Outreach (Gender Equality Solidarity Society)
- Collaborated with Allen Student Advising Center to better serve and engage first-generation college students
- Provided information about CLDC resources at International Student Resource Fair
• Identified resources related to international student job search process and made available through the Ohio University Career Tools database
• Created professional development session for CLDC staff designed to provide specific resources for working with international students, and increase empathy and understanding for the international student experience
• Presented 15 minute CLDC overviews for all LINKS students
• Initiated a professional development opportunity for all OHIO Promise Scholars to complete the 21st Century Leadership Series during their time at OHIO
  o The first cohort of Promise Scholars (380 students) completed the I am Right. You are Wrong. Workshop
• CLDC coaches sent personalized emails to 929 students that receive OMSAR scholarships inviting them to meet with a specific career coach
• Offered 10 minute drop-in “Pop-Up” career coaching appointments one Wednesday per month in the Office of Multicultural Student Access and Retention during spring semester
• All CLDC staff participated in a professional development session regarding multicultural leadership theory
• CLDC staff regularly sent outreach emails promoting CLDC services and events to liaison contacts
• All CLDC staff met with the Student Success Advisors in January to share services and facilitate introductions
• Presented to all University College advisors in January 2016 about Career Tools
• Presented a session on first year student career development to advisors during “Growth Day” in March 2016
• Presented at the University Academic Advising Council March 2016 meeting about Career Tools
• Provided two CLDC overview sessions combined with pop-up career coaching opportunities during October’s celebration of the Americans with Disabilities Act (ADA) 25th anniversary
• CLDC staff facilitated the workshop “Personality and Involvement on Campus” for students served by Student Accessibility Services during the month-long ADA celebration
• Developed a professional development menu for Student Accessibility Services student employees to utilize CLDC services to support their own development (at the request of Student Accessibility Services professional staff who wanted to have their students use our services)
CLDC Professional Development
Professional development is facilitated year-round in the CLDC, with hour-long bi-weekly sessions happening throughout the calendar year. All professional staff are included in the planning and presenting process, with the opportunity to recommend ideas for topics and to facilitate sessions.

Highlights:
- Theme for 2015-2016 was cultural competency, with many sessions led by our special populations liaisons
- Topics related to the theme this year included: Intro to Multicultural Competency, SafeZone, Veterans and Student Service Members, International Student Support, Multicultural Leadership Development, First Generation Students, and Supporting Adult Learners
- Professional development for student ambassadors occurred weekly with topics specific to the varied roles of the student ambassador
- A self-guided multicultural competency training was launched in spring 2016 for all student employees who did not participate in the fall 2015 multicultural training for student ambassadors

ER Steering Committee
The CLDC places collaboration with academic units as a priority and regularly meets with individuals who engage with employers across campus. The OHIO Employer Relations (ER) Team includes the internal CLDC ER team as well as representation from The Scripps College of Communication, Russ College of Engineering and Technology, College of Business, and the Ralph and Luci Schey Sales Centre. This committee continued a unified campus approach to recruiting employers by maintaining efforts in one centralized system for the benefit of both students and employers. The Bobcat CareerLink (BCL) system is used by students and alumni for internship, co-op, and job opportunities. Employers that utilize the system post jobs, search resume books, schedule on-campus recruiting dates, information sessions, and register for career fairs.
This year marked the 33rd Annual Leadership Awards Gala, a large scale, campus-wide event, sponsored by the Division of Student Affairs. The event was created to recognize outstanding student leaders at Ohio University. 16 awards were given to over 40 student leaders who represented different organizations, minority groups, and a variety of colleges and majors.

**Highlights:**

- Ownership of awards and application processes outside of the Division of Student Affairs was given to the following units: LGBT Center, Women’s Center, International Student and Faculty Services, and Diversity and Inclusion
- Resumes continued to be a requirement upon submission of an application or nomination for any award given by the Division of Student Affairs
- A committee of DOSA professional staff, including Baker Event Services and the CLDC, split the event logistics into separate but collaborative entities, including website information, marketing, application processes, and social media
Mock Interview Program
The mock interview program, which assists participants with developing their interview skills, serves both current students and alumni. The program offers both generic and custom mock interviews and can be conducted in person, through Skype, and by phone.

Highlights:
- 497 mock interviews facilitated by CLDC staff
- 917 students completed a mock interview using InterviewStream, an online interview preparation system
- Developed a “general” mock interview option to allow a mock interview requirement to be easily incorporated into courses
- Conducted a mock interview assessment
Marketing

The CLDC Marketing Team collaborates to produce communication surrounding career and leadership development as well as advertising services and events put on by the CLDC. The CLDC Marketing Team utilizes Hootsuite to maximize organization and efficiency of all social media marketing through Twitter and Facebook. The Social Media Intern has found the most successful campaigns highlight student pride for Ohio University, particularly posts that emphasize being a part of the Bobcat Family. One goal of this year’s social media strategies was to identify, establish, and enhance the tone of the CLDC social media voice. The focus was to emphasize professionalism with fun, entertaining, humorous, and dynamic posts using GIFs, imagery, TEDtalks, and Spotify playlists.

The marketing team, particularly the Social Media Intern, has focused much of their time and effort on enhancing the CLDC blog (https://ohiocldc.wordpress.com/). The purpose of the CLDC WordPress blog is to create content for students and alumni that is reflective of CLDC, DOSA, and Ohio University values. It allows the marketing team to customize the message about opportunities, resources, and services available to students that will enhance their experience at OHIO and prepare them to be global leaders. Each week, there are two posts, Student Spotlights (Tuesdays) and general blogposts (Thursdays). For the weekly Student Spotlights, the CLDC seeks out students who have demonstrated engagement at OHIO or have unique perspectives on their professional development in college. Often those students are found through our own student interactions.

Highlights:

- Developed 19 promotional projects for CLDC services, events, and outreach efforts both in-house and in collaboration with the DOSA Design and Marketing Team
- Collaborated on two videos featuring CLDC services: Career Courses, produced by the DOSA Design and Marketing Team; College of Arts & Sciences Mascot Sees a Career Coach, produced by the College of Arts & Sciences
- Produced 95 articles for the CLDC blog and grew followership to 7000+ views and 4400+ visitors (ohiocldc.wordpress.com)
- Collaborated with Compass on eight articles featuring CLDC services, events, and programming
- CLDC resources and events were featured in the DOSA Newsletter four times (August, September, February, March)

WordPress:

- There have been 112 posts on the blog total
- Blog received 438 views per month in 2015 vs. receives 612 views per month in 2016
- Blog had 276 visitors per month in 2015 vs. 375.14 visitors per month in 2016
- The most viewed blog this year received 260 views on a Thanksgiving blog called “Why we are Thankful for OU”

Twitter:

- Started the academic year with 1,603 and grew to 1,908 by the end of the year
- Earned 1,200 impressions per day in 2015 VS. 1,600 impressions per day on Twitter in 2016.
- Received 3 retweets per day on average
- Receive on average
- Received 4 favorites per day on average
- Our audience’s top interests include: comedy, news and general info, music, business, politics, current events, pop, and technology news

Facebook:

- 575 page “likes” (followers)
- Posts reached an average of 72 people each week
Website:
The CLDC website underwent significant behind the scenes work throughout the 2015-2016 academic year. Updated templates were created in CommonSpot by OIT. In addition to a new template, the CLDC created an updated navigation plan, rewrote all web content to better align with CLDC language, and created graphics for the website. Creation of the new pages was ongoing throughout the academic year. The pages will be finalized before the end of the 2015-2016 fiscal year. Google Analytics was used to determine a navigation plan and priorities for the CLDC home page. For instance, analytics indicated that CLDC events were a priority for students so a graphic and navigation were added to the main webpage.

Highlights

- 37,317 page views (August 24, 2015 – April 28, 2016)
- 27,927 unique page views (August 24, 2015 – April 28, 2016)
- 8,087 page views during the first month of fall semester (August 24, 2015 – September 28, 2015)
- 1,932 page views during fall’s Career and Internship Fair week (September 21, 2015 – September 25, 2015)
- 1,439 page views during spring’s Career and Internship Fair week (February 15, 2016 – February 19, 2016)
- 3,761 unique page views during final month of spring semester (April 1, 2016 – April 29, 2016)
Regional Campuses
The CLDC continued to provide outreach and resources to the liaisons, staff, and students at Ohio University’s Chillicothe, Eastern, Lancaster, Southern, and Zanesville campuses. The priority this year was to provide convenient professional development opportunities for regional students, and to continue to provide resources to support career services staff on the regional campuses.

Highlights:
- Collaborated with the Alumni Association to host “Professional Development Day” events on the Lancaster, Eastern, Zanesville, and Chillicothe campuses. Students who attended the events had the opportunity to earn the Professional Leadership Certificate by completing three one-hour Professional Leadership Series workshops and participating in phone or Skype career coaching and mock interview appointments following the event. Students also had the opportunity to have a headshot taken by a professional photographer at the event.
- The CLDC hosted a day-long meeting in the fall for the regional liaisons to meet CLDC staff, receive updates on CLDC services and resources, and receive training around career coaching and providing career development services and resources to regional campus students.
- Collaborated with faculty from the Lancaster campus to promote Great Lakes internship opportunities to Athens campus students from the Fairfield County area.
- Facilitated several CLDC workshops for regional campus classes using the Ohio University Learning Network.

Pepsi Community Leadership Scholarship Programming (Pepsi Scholars)
The Pepsi Scholars program is a scholarship program for first-year leaders designed to encourage a student’s leadership development to effect positive change in themselves, others, and society during their time at Ohio University and beyond. Pepsi Scholars meet on a weekly basis to discuss topics and engage in activities that focus on leadership and team building. These students are a part of a yearlong adventure that covers 4 phases of leadership development – establish, empower, effect, and evolve.

After restructuring the program, creating new marketing materials, and constructing a more in-depth and personal application, the CLDC received over 50 qualified applicants for the 2016 cohort. Twelve first-year scholars were chosen and spent the spring 2016 semester learning about themselves, each other, and developing a sense of community within their group.

Highlights:
- Scholarship requirements were evolved to restrict the cohort to first-year students only in an effort to maximize the developmental nature of the program.
- All 12 Pepsi Scholars completed three 21st Century Leadership workshops, participated in leadership coaching, and earned the 21st Century Leadership certificate.
- Scholars participated in the Outdoor Pursuits teambuilding seminar in partnership with Campus Recreation.
- All 12 Scholars attended a full day spring retreat in Hocking Hills where they completed the True Colors workshop and participated in team building activities.
Bobcat Student Orientation (BSO)
The CLDC furthered our partnership with Bobcat Student Orientation (BSO) programs throughout the year to provide awareness of CLDC services and resources to incoming and relocating students and their families. Over 4,000 students participated in BSO. This year, the CLDC was able to make positive connections with both students and parents through an informal coffee hour hosted in the career resource center.

Highlights:
- Provided outreach at BSO through interacting with students and parents at our resource table at check-in. Engaged with students through a “spin-to-win” game which encouraged them to follow the CLDC on Twitter and answer career-related questions using Twitter. The CLDC gained 318 new Twitter followers as a result of this outreach during BSO.
- Designed an infographic promoting CLDC services and resources that was published in the OHIO Guide that every first-year student received at orientation
- Interacted with hundreds of parents and students that visited the CLDC for coffee throughout the course of BSO
- Developed two session proposals that were accepted for BSO 2016 including a parent-employer session and a transfer student session
- Provided an overview of CLDC services and resources during fall and spring OPIE academic orientations

University College: UC 1000 Outreach
The CLDC continued collaboration with University College to provide an updated values exploration and clarification lesson plan that was given to all instructors in the UC 1000 course and also provided as an option to UC 1900 instructors. CLDC staff attended UC 1000 instructor training in May 2015 to provide updates and share information about the CLDC visit. All UC 1000 groups were scheduled to visit the CLDC for a one-hour presentation based on Holland personality types, values, and involvement as ways to explore career planning. UC 1900 instructors were also given the option to participate in the personality workshops and office tours or to have a CLDC staff member visit their class to give a 15 minute CLDC overview presentation.

Highlights:
- Student ambassadors facilitated workshops and tours based on Holland Personality Theory as a guide for campus involvement and academic exploration for 76 UC 1000/1900 classes
- Lesson plan and presentation materials were created for approximately 60 UC 1000 instructors to facilitate a values sorting activity and lesson with all UC 1000 students, and UC 1900 instructors who chose to use the materials. The lesson provided the opportunity for students to clarify their values and identify their core values, in addition to reflecting on how these values formed and how they influence their career interests.
- Student ambassadors facilitated 15 minute CLDC overview workshops for 35 sections of UC 1900
- Attended May 2016 UC 1000/1900 instructor training to share information about changes to the CLDC visit for fall 2016 and to provide an overview of Career Tools
Prepare for the Fair
During the week prior to the fall and spring Career and Internship Fairs, the CLDC hosted four workshops:
-Dress for Success, sponsored by Kohl’s Department Stores: Learn to dress professionally on a budget, while highlighting individual personality
-Bragging Rights: Creating the perfect resume and cover letter from the Professional Leadership Series
-Hunting and Gathering: Job searching and interviewing from the Professional Leadership Series
-Who Are You and Why Should I Care?: Leadership branding for networking success from the Professional Leadership Series

Highlights:
- Facilitated Mock Interview Day with professional recruiters and managers leading mock interviews
- Introduced free professional headshots as an offering to students
Corporate Partnership Program
In an effort to engage employers at a higher level the CLDC Employer Relations Team launched an updated Corporate Partnership Program. The Corporate Partnership Program seeks to provide increased outreach/marketing to students by leveraging our services. With the updated program, employers now have the opportunity to take advantage of more tangible items.

**Highlights:**
- During the Spring 2016 Career & Internship Fair Top Employers were selected to get a glimpse of the updated CP Program
  - Utilized the Employer Relations rubric to identify employers who had a strong relationship with the CLDC
- Employers received CLDC-facilitated branding through CLDC workshops, social media, and web content

ER Events Calendar
The Career & Leadership Development Center Employer Relations Team sought to update our services to employer partners through the expansion of our Employer Events Calendar. The updated calendar includes more intimate networking events that focus on special populations like non-profits, alumni connections, media and communications, etc.

**Highlights:**
- Collaboration with the Alumni Association, Scripps College of Communication, and the campus community
Career & Leadership Development Center

Special Accomplishments

Program to Aid Career Exploration (PACE)
The CLDC hosted five PACE interns during the year including three during the academic year and two during summer 2015. Interns focused on the following areas: social media, event planning, graphic design, and summer career coaching. All interns had regular supervision support from their supervisor, in addition to training individual to their job needs.

**Highlights:**
- Our two Summer Career Coaching Interns were trained to facilitate drop in appointments with students and alumni, in addition to providing extensive outreach on behalf of the CLDC at BSO 2015. The summer interns also assisted with cataloging our library into an online system and they supported our CLDC social media efforts.
- Our Graphic Design Intern created digital and print media, as well as photography and video featuring CLDC resources and events. Among the many projects were graphics for the updated CLDC website.
- Our Social Media Intern published over 100 blog posts via Wordpress, developed over 300 new followers for Twitter, and developed a clear tone for CLDC social media that blends information and entertainment.
- Our Special Events Intern developed a comprehensive event planning and communication system through Trello, created an events inventory, and produced templates for all event communication.

Onboarding

Formalized onboarding processes were developed this year to ensure all new staff welcomed in the coming academic terms will receive a similar experience. Tools were created for supervisors to know what needs to be done for new staff before, during, and after the new employee’s transition to the CLDC. Additionally, the CLDC worked with the Division of Student Affairs to launch a standard onboarding process for all student employees in the division. This onboarding effort will begin in the 2016-2017 school year.

**Highlights:**
- Checklist created for the Business and Technology Manager position
- A general checklist was developed for all administrative positions to help supervisors know what needs to be done in advance and during a staff member’s transition to the CLDC
- Onboarding protocol was developed with the Division of Student Affairs for all student employees beginning in the 2016-2017 academic year. The onboarding process will be complemented by enhanced professional development for student employees featuring badging related to 8 core leadership skills.
Career Tools
Ohio University Career Tools launched as our one-stop-shop resource that can be used in any coaching or mock interview interaction.

**Highlights:**
- The Allen Student Advising Center is incorporating a link to Career Tools to have all students utilize the My Next Move tool when meeting with an advisor to discuss major exploration. This change will impact +100 student appointments every year in the Center.
- Career Tools will be prominently featured in our new CLDC website layout
- Career Tools features a plethora of resources related to career exploration, graduate school, job search, special populations’ needs, and industry areas
- Career Tools functions like Google, with more popular resources being driven to the top of students’ search results

Customer Service Team
With two new members, the Customer Service Team continued efforts to train and assess professional and student staff.

**Highlights:**
- All new staff were trained on customer service using the values and priorities obtained using assessment results from the previous year
- Created and implemented an updated survey to hear directly from students utilizing CLDC services
Ohio University Career Closet
The formation of the Ohio University Career Closet is to provide any Ohio University student with professional attire for interviews, career fairs, formal events and any career-related functions. In the fall of 2015, the Career & Leadership Development Center, in collaboration with the Alumni Association, developed policies and procedures in regards to donations, distribution, and storage of the Ohio University Career Closet.

Veterans
Outreach to veterans and student service members continued to be a priority in 2015-2016. CLDC staff met regularly with leadership from the Veterans and Military Student Services Center and provided steady outreach through targeted emails during the year. The goal of this collaboration was to enhance CLDC services and resources to be specific to the unique needs of veterans, student service members, and military-connected students.

Highlights:
• Met twice per semester with Dave Edwards and Terry St. Peter to provide updates regarding CLDC events, services, and partnership opportunities
• Learning community course for veterans and dependents was held in the Amanda J. Cunningham Leadership Center
• Facilitated a “Bragging Rights” workshop and 15 minute CLDC overview for students in the Veterans and Dependents Learning Community
• All CLDC staff participated in a professional development session facilitated by the Veterans and Military Student Service Members liaison team and Dave Edwards regarding the Veteran/Student Service member population on Ohio University’s campus, the unique career development needs of this population, and resources for veteran and military students.