Captain’s Log
~ Feature Article ~

Cooperative Education (CO-OP): New Fall 2015

Patrick Roberts, Assistant Director

We are excited to announce that the ECU Board of Trustees has approved the establishment of a university-wide Cooperative Education Program (CO-OP) effective Fall 2015. CO-OP is an academic program that enhances classroom studies with learning through productive work experiences in fields related to a student’s academic or career goals. It provides progressive experiences by integrating theory and practice. CO-OP is a partnership among ECU students employers, with specified responsibilities for each party.

CO-OP experiences are different from internships in that CO-OP positions are always paid. Additionally, students are required to alternate course work and supervised work experience.

Some of the benefits associated with CO-OP participation include: explore and clarify career goals, apply what has been learned in the classroom, acquire new skills, utilize state-of-the-art equipment and technology, develop professional work habits, improve human relations skills, defray educational costs, and increase future employability prospects. The program is open to all majors. Students are encouraged to explore this program early in their academic career.

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For more information on these upcoming events visit: www.ecu.edu/career
Employer participation in the 2015 Spring Career Fair topped out at 168—exceeding last year’s by 27%. The companies represented a variety of fields and industries including media, to engineering, to hospitality, construction, IT, marketing, health, education, performing arts and more. Of those companies, 70% sought specific majors and 30% were interested in speaking with students from any major. Students from 88 different majors attended the fair to network and engage with employers of interest.

STUDENT DATA
- 80% of students indicated that they engaged with employers to some degree
- 98% indicated their interaction with employers was good, very good, or excellent

EMPLOYER DATA
- 93% indicated their recruiting experience to be good, very good, or excellent
- 72% reported hiring for full time entry level

In addition, the student CO-OP work experience will be notated on official transcripts and each student will be covered under the university’s general liability insurance program. ECU Career Services will provide administrative oversight of the CO-OP program. Please direct all inquiries to CO-OP@ecu.edu or 252.328.6050.

Navigational Notes
~ Past event wrap-up and upcoming event ~

2015 Spring Career Fairs
Carol Woodruff - Career Counselor

Employer participation in the 2015 Spring Career Fair topped out at 168—exceeding last year’s by 27%. The companies represented a variety of fields and industries including media, to engineering, to hospitality, construction, IT, marketing, health, education, performing arts and more. Of those companies, 70% sought specific majors and 30% were interested in speaking with students from any major. Students from 88 different majors attended the fair to network and engage with employers of interest.

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New Locale, 2015 Fall Career Fair
Patrick Roberts - Assistant Director

October 7, 2015 from 1:00 pm - 4:00 pm

ECU Career Services will host the Fall Career Fair for all current ECU students and alumni to connect with employers for internships, CO-OPs and full time career opportunities. This year the Fall Career Fair will be held at the newly renovated Greenville Convention Center.

For the past three years, ECU Career Fairs have been held on the floor of Minges Coliseum and gave employers as well as students the opportunity to experience a hiring event on campus with the additional opportunity to incorporate the Pirate athletic facilities. However, employer interest exceeded available space and each semester career fairs sold out of employer registrations.

The Greenville Convention Center will offer an opportunity for an additional 44 employers to recruit ECU students and alumni. The new location will also offer added parking convenience for attendees.

For more information visit www.ecu.edu/career/

Check out the NEW Career Fair Video for ECU Career Services
YouTube: https://youtu.be/xfVX6h8HBs
Vimeo: https://vimeo.com/130897060
First Mate
~ Student Highlight ~

Name: Ashley McCallen
Hometown: Cary, NC
Status: Graduate, May 2015
Major: Hospitality Leadership, Concentration: Special Events

What services of ECU Career Services did you utilize? I have been meeting with Mr. Roberts since my sophomore year. One day I was like I am going to work for the Yankees but how do I do that. I knew I was going to need a lot of help. Mr. Roberts helped me create a resume that used words that popped along with a layout that would be nice to the eyes. He also helped me create a cover letter that helped convey to employers how I was passionate for the position but also was qualified. I was given tips on how to interview and create a professional network. I was guided on how to take the right steps, how to know what job opportunities would help lead me to a bigger and brighter future along with what it is I wanted to do in life. I wouldn’t have had the success I have had from my internship in Burlington, Charleston, and now MiLB without Mr. Roberts and ECU Career Services.

Tell us about your recent career accomplishment. I previously interned for The Burlington Royals, a Kansas City Royals Rookie Level Affiliate from May 2013 through August 2013 as the Groups Services Intern. Then I secured an internship with the Charleston RiverDogs, a New York Yankees Single A affiliate from March 2014 through August 2014 while talking 15 hours in school online through distance education. Through these experiences I gained a lot of contacts within the baseball industry and learned more about what career paths I should pursue.

About a month ago, I came across a posting for a Business Development Internship at Minor League Baseball Headquarters. I didn’t think I would even get a call since I was having trouble getting any calls just from Minor League teams, but they called! I went through 3 rounds of interviews with multiple different executives at their office and on graduation day, I received a phone call from the Human Resources Manager apologizing to me saying “She was sorry but I won’t be able to celebrate graduation for long with my friends because I was needed in St. Petersburg, Florida”. I cried. After spending 2,000 hours interning for 2 different Minor League teams and countless hours trying to perfect my resume, it all paid off. I couldn’t ask for a better stepping stone to receive after graduating college. I will be using my knowledge I received by my lovely hospitality professors along with my experience with Minor League Baseball to help with the planning and execution of both the Promotional Seminar and Baseball Winter Meetings. Hopefully I will be bumping elbows with some MLB Executives and fingers crossed, Derek Jeter.

What is your career goal? When I first started coming to ECU Career Services, my dream was to work for the New York Yankees. As much as I would love to be able to work for them my career goal has kind of changed. My goal would be to work up to an Assistant General Manager of a Minor League Baseball team to then one day become an owner of a Minor League Team. I was able to work for one of the best ownership groups and would love to take the knowledge I learned from them and in other avenues to continue to change the baseball experience like they have done thus far. Don’t get me wrong though; if the Yankees offered me a job, I would take that.

What advice regarding career development do you have for your fellow ECU students? Be involved. Take advantage of what your department has to offer along with the entire university. Every staff member I talked to or asked for help was very supportive. They tried to help me to their best of their abilities. They are here to help us because they want us to succeed and add to the success of ECU. If you have a dream job, go for it. Dream big but work as hard as you can to get there!

Channel Markers
~ Employer News ~

This past year employer relations at ECU saw some exciting changes. Along with a recent name change to ECU Career Services, we also expanded the opportunities to connect with employers for our students and alumni. In Spring 2015 we hosted our largest Spring Career Fair ever hosted at ECU with 168 employers attending with 72% reported hiring for full-time positions.

An employer newsletter, entitled Ready, Aim, Hired, was created and sent out three times this past semester. The newsletter updates employers on upcoming events at ECU, instructs employers on how to best recruit ECU students, and lets them see what other employers are doing on campus creating a competitive spirit in the effort to recruit our students.

Our newest endeavor is a communication for students that enlightens them on the employer happenings on campus. This is an electronic communication titled Who’s Hiring. This goes out to all students via their Career Liaisons every week. It includes upcoming career events such as career fairs, interview schedules, information sessions, networking events, etiquette dinners, and POPs (Pirates on the Porch). Also included is a featured job list of employment opportunities entered into ECU CareerNET during the past week. This is an interactive communication where students can literally view, research, register, or apply for these positions as they walk to class via their smart phones or tablets.

As a strategic maneuver, the employer relations team coordinated visits to employers in conjunction with the planned Alumni Networking Events across the region. These events not only allow the employer relations team to network with a large number of alumni representing many organizations, they also allow us to specifically target organizations in the area for site visits. Some of the organizations visited included:

- Northwestern Mutual
- McCants Communications
- Bausch & Lomb
- Citrix
- Wells Fargo Advisors
- IBM
- Tindall Corporation
- Noregon Systems

Have ideas to partner? Contact employer relations at ECU Career Services: streetc@ecu.edu.
**Points of Sail**

~ Assessment Facts and Figures ~

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### STUDENT GAINS

- **67%** of ECU students who responded to our survey reported one gain from participating in 2014-15 Career Fairs.

**GAINS** are defined as the following:

- **63.5%** Developed an Employer Relationship or Network Contact
- **54.5%** Received an Interview
- **24.5%** Received an Internship
- **16%** Received Full-Time Positions
- **2%** Received Part-Time Positions

Out of the 67%, the following gains were reported:

*Note: survey respondents chose all gains that applied.*

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### EMPLOYER GAINS

Employers reported they interviewed **308 ECU Students** from career fairs for their open positions.

Of ECU students hired from career fairs, the following types of positions were filled:

- Full-Time Position: 53%
- Internship: 32%
- Part-Time Position: 16%

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**Connect with ECU Career Services**

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Next edition of the Career Beacon will be released January 2016

Do you have suggestions for future content? Please contact Patrick Roberts at Robertsp@ecu.edu