

NEAT Grant Program Project Final Report

SUNY Cortland

Project Title: What Career-Related Services Interest Young Alumni?

1. Describe the purpose of the grant project.

The purpose of the SUNY Cortland "What Career-Related Services Interest Young Alumni?" project was to strive toward a more collaborative relationship between our offices of Alumni Affairs and Career Services and to reach out in particular to our young alumni (defined as alumni who have graduated within the last ten years) in order to understand better the career-related services in which they would be most interested.

2. Describe the scope of the grant project, the alumni relations-related research topic area explored and the constituency group that was involved.

Our project entailed the creation, administration and analysis of a survey designed to assess the career services that young alumni would find most beneficial in their job search, application and continuation processes. Specifically, we provided young alumni with a list of potential resources that might be available to them via a coordinate, collaborative effort between the offices of Alumni Affairs and Career Services, and ask them to identify those services that they would most wish to have available.

3. Describe the process and timeline used to implement the grant project.

- a. February-March: Develop a survey instrument in conjunction with Career Services staff and Young Alumni Council
- b. March-April: Distribute survey instrument
 - a. Email
 - b. Letter
 - c. Social Media
 - d. E-Newsletter
- c. May: Analyze results and compile a list of resources most desirable to our young alumni
- d. May: Submit brief of our findings to the NEAT Grant Committee that will provide useful information for other members of the NEAT.
- e. June-July: Meet with Career Services and Young Alumni Council to implement new programs in the 2014-2015 academic year.

4. Attach separately or include in the report your survey instrument.

See attached.

5. Discuss your methodology for the process and/or survey.

When developing the survey, we decide there are three ways in which a young alumnus can attend a career focused program: from their home, in their geographical region or by returning to campus. We then determined events/programs that would be feasible for our campus to implement during the next academic year. We arranged the survey by participation area and

asked young alumni to rank each program using a Likert scale with five levels ranging from “will attend/participate” to “will not attend/participate.”

We choose to collect the following demographic fields: class year, age and profession or desired profession. This will help us to further develop our programming based on desired profession (i.e., educational fields were indicated as a top desired profession, so we may choose to host a program targeted to development in the educational field.) Class year and age will be helpful in segmenting our marketing efforts.

The office of Career Services and the SUNY Cortland Alumni Association Young Alumni Council were asked to review the survey and provide feedback. Their insights provided a more comprehensive survey instrument.

The survey was posted on our young alumni website and was emailed to 10,891 young alumni. Additionally, it was promoted in our e-newsletters and social media sites. We mailed a letter and survey to the 2,191 young alumni that we do not have an email on file for. Finally, we emailed more than 1,600 graduating students. Participants were entered into a raffle for an iPad Mini.

6. Provide a listing of the final grant budget and how grant money was allocated.

To be attached.

NEAT Survey Projected Budget (to be updated by June 6, 2014.)

Sent to the Classes of 2003-2013

Number of Records: 13082

Records with email addresses: 10891

Mail to: 2191

Approximate Postage Cost: \$1074

Approximate Mailing Cost: \$ \$300

Approximate Cost of Postage on Business Reply Envelopes: \$50

Cost of Prizes: \$400 - iPad mini

Approximate total cost: \$1824

7. Provide a brief summary of your findings.

197 young alumni completed the survey. By combining the percentages of “will attend/participate” and “likely to attend/participate” and the percentages of “not likely to attend/participate” and “will not attend/participate,” the following was observed:

The three highest percentages of “will attend/participate” or “likely to attend/participate” for online program and services are:

- Job Postings – 81%
- Database of alumni willing to answer career questions – 65%
- Resume review by alumni in my profession – 63%

The three highest percentages of “will not attend/participate” or “not likely to attend/participate” for online program and services are:

- Tweet chats with SUNY Cortland Career Services staff – 61%

- Tweet chats with alumni in my profession - 58%
- Tweet chats with alumni about graduate school - 58%

The three highest percentages of “will attend/participate” or “likely to attend/participate” for program and services in geographic regions are:

- Career networking events - 69%
- Job fair- 59%
- One-day shadowing opportunities - 44%

The three highest percentages of “will not attend/participate” or “not likely to attend/participate” for program and services in geographic regions are:

- Mock telephone interview with SUNY Cortland Career Services - 52%
- Internship opportunities - 52%
- Mock interview with SUNY Cortland Career Services - 48%

The three highest percentages of “will attend/participate” or “likely to attend/participate” for program and services at SUNY Cortland are:

- Networking event with alumni in my profession - 47%
- Career-related panel with alumni in my profession - 43%
- Job Fair - 37%

The three highest percentages of “will not attend/participate” or “not likely to attend/participate” for program and services at SUNY Cortland are:

- Mock interview with SUNY Cortland Career Services - 63%
- Workshop on graduate school - 61%
- Mock interview with alumni in my profession - 57%

8. Provide a brief summary of your conclusions.

Online offerings are the highest rated by a slight margin. Our first efforts should be aimed at advertising the job listing service we already offer to both young alumni for searching purposes and older alumni to encourage more listings. We were also excited to learn that young alumni would be highly interested in a database of alumni willing to answer career questions as we recently purchased an online alumni community tool that will give us the ability to build this directory. We will research if the software has the ability to post resumes for critiques.

Networking and job fairs ranked as the highest for regional and on campus event offerings. Regionally, we can offer this paired with shadowing opportunities. On campus, these events will be easily paired with an existing job fair.

It is evident that young alumni do not wish to utilize Twitter for career development opportunities. Mock interviews, graduate school informational sessions and internships are also not rated highly amongst our young alumni population.

9. Provide a brief summary of the impacts this project will have on the future of your alumni association/office programming.

The information will be shared with both our Young Alumni Council and Career Services office. We will look to partner with both entities to offer several new opportunities in the 2014-2015

academic year. We will first explore the possibility of developing career networking events both regionally and on campus. We will explore hosting young alumni events in conjunction with current job fairs hosted by the Career Services office. We will also look for new ways to market our online job posting service and build a career networking opportunity in our new alumni online community.

We will ask our alumni chapters (regional alumni groups) if they have interest in hosting career networking events for our young alumni. This will be a mutually beneficial partnership as the young alumni will be provided the opportunity to attend the networking event they are interested in and the chapters will have the ability to meet new alumni to develop for possible chapter involvement.

The SUNY Cortland Alumni Association thanks the National Educational Alumni Trust for this grant and the ability to enhance our young alumni offerings to develop new leadership and connections for our organization.

April 10, 2014

Dear Recent Alumni,

SUNY Cortland is looking to serve you and your friends better! As our most recent graduates (Classes of 2003-2013), we look to help you in all your post-collegiate endeavors and hope you will consider supporting the current generation of SUNY Cortland students. We have recently developed a Young Alumni Council, a group of your peers that will develop initiatives to help you connect with fellow Red Dragons.

We were in agreement that all young alumni could use professional development. Whether it is finding your first job, negotiating your benefits or honing your networking skills, each alumnus/a we spoke with has indicated they would like more offered to them from SUNY Cortland in this area.

We hope you will take a moment to complete the enclosed survey to help us learn which programs would be most valuable to you. We thank you in advance for sharing your opinions so that we know we will be developing opportunities to help you be more successful.

This survey may also be completed online at cortland.edu/ignite. Those who complete the survey by April 30 will be entered into a drawing for an iPad Mini and SUNY Cortland apparel.

Thank you for your support!

SUNY Cortland Young Alumni Council

*The SUNY Cortland Alumni Association thanks the National Education Alumni Trust
for their support in implementing this survey.*

YOUNG ALUMNI CAREER SERVICES SURVEY



Please indicate what career services programs you would find to be of most value. The SUNY Cortland Alumni Association will utilize this information to create career-based programming for our newest graduates. Upon completion of this survey, you will be entered in a drawing for an iPad mini and alumni prizes.

Class Year: _____ Age: _____ Profession or Desired Profession: _____

Program/Services	Will Attend/ Participate	Likely to Attend/ Participate	Neutral	Not Likely to Attend/ Participate	Will Not Attend/ Participate
Online					
Resume review by SUNY Cortland Career Services					
Resume review by alumni in my profession					
Job postings					
Database of alumni willing to answer my career questions					
Webinar on interviewing skills					
Webinar on networking					
Webinar on job searching					
Webinar on graduate school					
Webinar on utilizing social media to find a job					
Webinar on advancing in your career					
Strong SUNY Cortland alumni LinkedIn group					
Tweet chats with SUNY Cortland Career Services staff					
Tweet chats with alumni in my profession					
Tweet chats with alumni about graduate school					
Mock online/on Skype interview					
Pinterest board with interview wardrobe examples					
In My Area					
Internship opportunities					
One-day job shadowing opportunities					
Job fair					
Career networking events					
Graduate school seminar					
Mock telephone interview with SUNY Cortland Career Services					
Mock telephone interview with alumni in my profession					
Mock interview with SUNY Cortland Career Services					
Mock interview with alumni in my profession					
At SUNY Cortland					
Job fair					
Internship fair					
Mock interview with SUNY Cortland Career Services					
CONTINUED ON REVERSE					

Program/Services	Will Attend/ Participate	Likely to Attend/ Participate	Neutral	Not Likely to Attend/ Participate	Will Not Attend/ Participate
At SUNY Cortland (continued)					
Mock Interview with alumni in my profession					
Career-related panel with alumni in my profession					
Networking event with alumni in my profession					
Interview etiquette dinner					
Workshop on job searching					
Workshop on interviewing skills					
Workshop on graduate school					
Workshop on networking					

Please list comments or additional programs that should be considered:

Thank you for completing this survey by April 30, 2014. Please return in the enclosed envelope to:

Alumni Affairs Office
 SUNY Cortland
 Brockway Hall, Room 207
 P.O. Box 2000
 Cortland, NY 13045