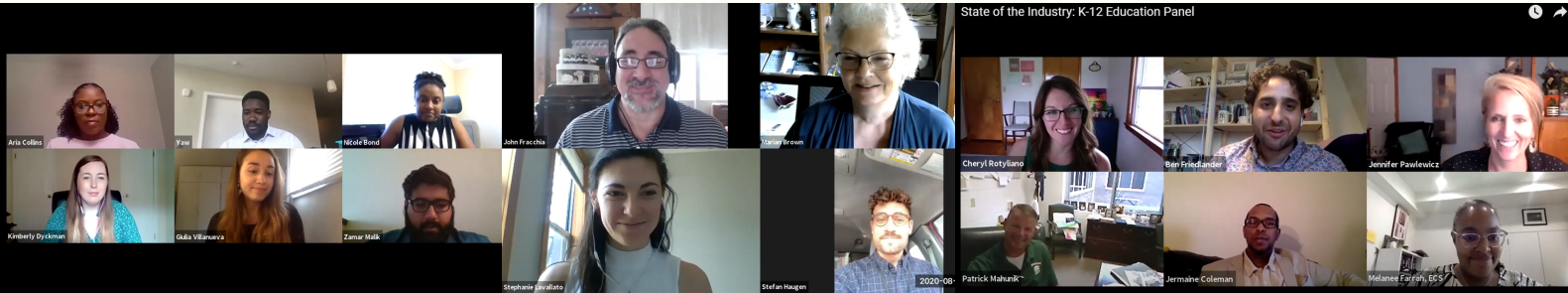


# CAREER SERVICES

## 2020-2021 Annual Report



## A Year of Change, Progress, and Teamwork

*By Cheryl Rotyiano*

Nearly everything changed about the work we do (and the world of work) this year. The Office of Career Services persevered to offer quality, proactive support and programs to the students and alumni of Ithaca College.

The complexities of the COVID-19 pandemic, the Black Lives Matter movement, and a presidential election, among others, continue to impact our work every day.

We believe every **challenge brings opportunity**. Our transition to virtual career coaching, recruiting, and networking events has been successful for student engagement and satisfaction. This is largely a result of shared vision, values, and exemplary teamwork both internally and externally.



Career Services is outstanding and exceeds my expectations every time. Wonderful, genuine staff with integrity and a true caring for the students and alumni they serve. Would give 11/10 stars if possible."

### IN THIS REPORT

#### OUR STORY THROUGH DATA

#### AGILITY IN A NEW LANDSCAPE

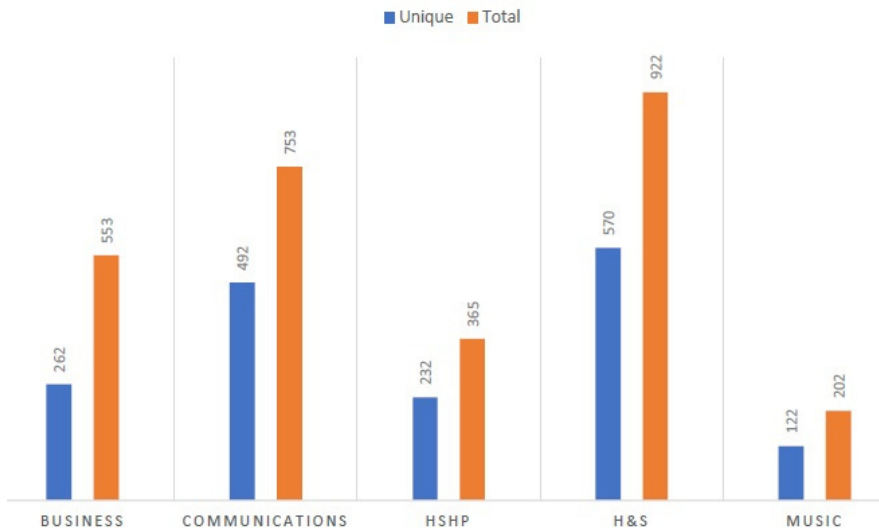
#### EQUITY & ACCESS

#### CAREER ENGAGEMENT AWARDS

#### LOOKING FORWARD

# Our Story Through Data

## ENGAGEMENT BY SCHOOL



On the left, you'll see a breakdown of engagement broken down by academic school. Since the schools are varied in size, below is the percentage of students we saw per school.

**Business 46%**

**Communications 34%**

**HSHP 24%**

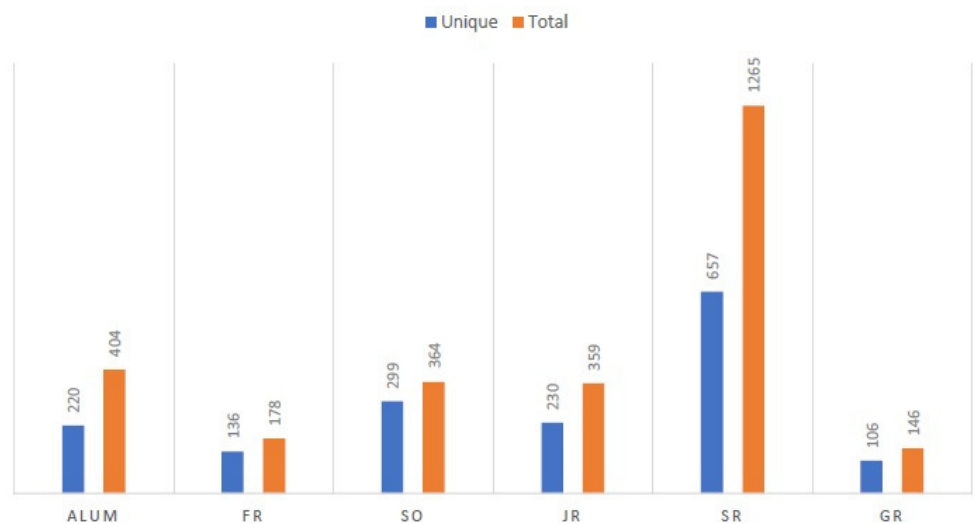
**H&S 35%**

**Music 30%**

Career Services engaged with the Class of 2021 at a higher rate than other class years, which is consistent with historical trends.

Our virtual landscape eliminated a few key engagement opportunities for our first year class, resulting in lower than usual engagement. Engaging them when we return to full in-person learning will be a key priority.

## ENGAGEMENT BY ACADEMIC YEAR ALL SCHOOLS



Total Class Sizes:

1,457

1,125

1,362

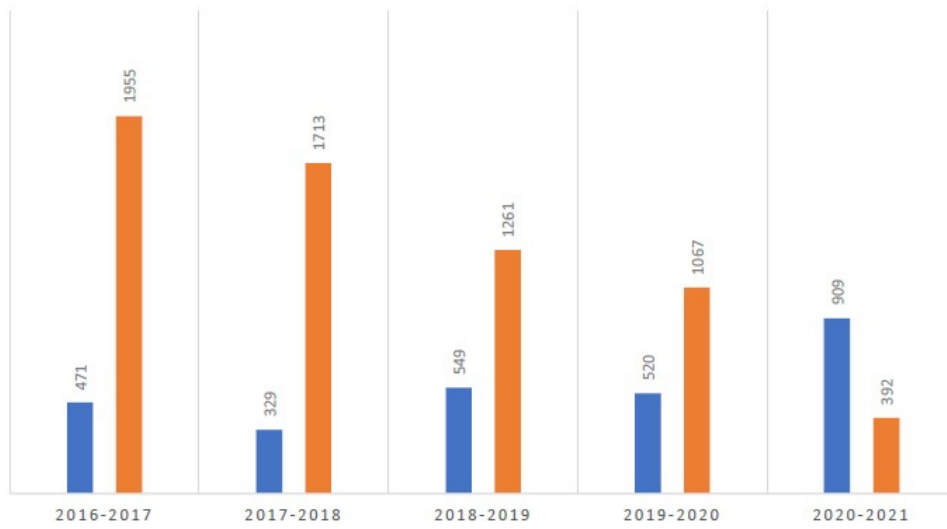
2,924



I cannot express how much I love Career Services. Thank you for your help!"

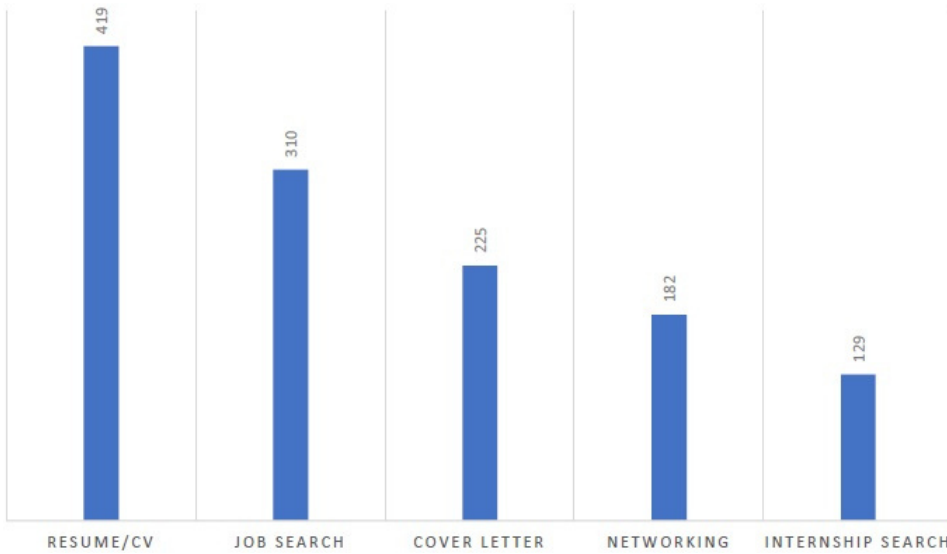
## APPOINTMENTS & CHECK-INS

■ Appts ■ Check-ins



Staff coaching appointments have continued to increase while check-ins with PCAs decreased. 20-21 was a unique virtual year, but this speaks to the need to scale our services (see Looking Forward on pg. 7)

## FREQUENCY OF TOPICS ALL SCHOOLS, ALL YEARS



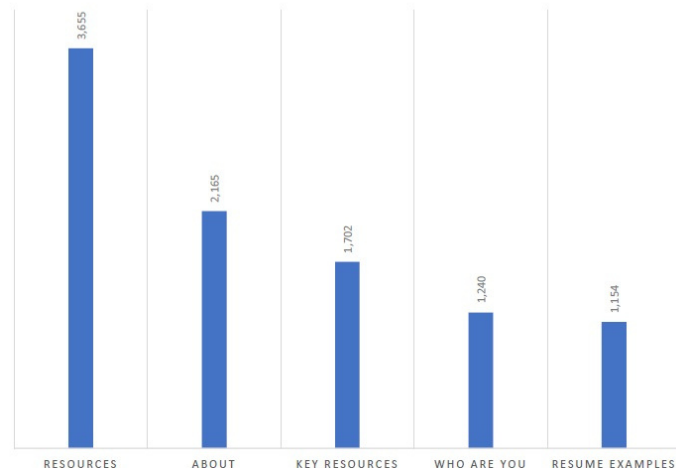
Super easy to sign up for the drop in and was quick but educational. The perfect combo

It is so evident that John genuinely cares about your success and he really took the time to explain the reasoning behind his suggestions.

## Job/Internship Applications



## WEBSITE ENGAGEMENT



# Agility in a New Landscape



During the summer of 2020, Career Services embarked on a brand new program to meet the changing needs of students:

**Micro-Internships.** Alumni-sponsored, virtual, short-term internships were available through Handshake for students to build skills at a time when many traditional internships were cancelled. The program was featured in IC News.

"I was able to manage their social media which was great for my resume. This micro-internship wouldn't have been possible without Career Services stepping up and making remote options possible."

Savannah Dames '22, IMC

Traditionally, **Network Nights** is a large in-person networking event. During COVID-19, we redesigned this event with a more inclusive lens. Not all students had access to participate in an in-person event, either due to geographic location or financial resources to travel.

337 student and alumni attendees had a total of 1538 virtual 1:1 conversations. The online platform, Glimpse, allowed attendees to select their preferences for matching; attendees could match based on industry, location, and interests.

"Thank you so much for this wonderful afternoon of networking! It was great connecting with so many Ithaca College students and alumni. Thank you!"

Arleigh Rothenberg, '06

"Thank you for being there for alumni. It was comforting to hear Cheryl say that the support is there for a lifetime. That is exactly the message we needed to hear from IC right now at this difficult time."



**259 EMPLOYERS & 115 GRADUATE SCHOOLS  
PARTICIPATED IN VIRTUAL FAIRS**

# Equity & Access

Career Services harnessed our shared energy and values of equity, inclusion, and access to put structures and processes in place that better evaluate our programs and services.

- We dedicated **45 minutes every week** dedicated to DEI topics - to both improve office operations and to grow as individuals.
- We developed an **events rubric** to ensure that we are accountable for offering programming that is inclusive, equitable, and representative of our community.
- We thoroughly researched religious holidays and **created a calendar** to use as a guide when planning our programs and services.
- Finally, we developed our first comprehensive **diversity statement**:

## Our Commitment To Building A Welcoming, Equitable, & Inclusive Community

Career Services affirms the Ithaca College Diversity Statement and commits to building and contributing to a campus community that is welcoming, equitable, and inclusive to individuals of all identities. We affirm the need to recognize, analyze, and stand against systems of inequality. Our responsibility as educators is to inspire students to explore and uphold their values, find meaning in them, and encourage forward momentum. We acknowledge that it is also our responsibility as individuals to do this work. We commit to continuously:

- Recognize that career development is unique for every person, especially those who have been impacted by systemic disadvantages, marginalization, and exclusion
- Create a safe space where students can talk freely and openly, without judgement, about their identities and circumstances
- Increase student access to opportunities and resources, which includes educating employers on existing systems and practices that are exclusionary
- Seek out and develop relationships with employers who specifically value diversity and inclusion
- Ensure diverse representation in our programs and events to reflect our community's intersecting experiences, identities, and abilities
- Ensure all efforts are made to recruit and hire diverse professional and student staff
- Actively and directly hear feedback via this online form from our community, then doing the work necessary to incorporate that feedback within the capacity of our resources



# Career Engagement Awards

Successful facilitation of career development is reliant upon successful partnerships. Each year, Career Services recognizes 5 Career Champions who excel in empowering and promoting our mission.

thank you

I love having the opportunity to connect with current students and alumni. It gives me so much joy!



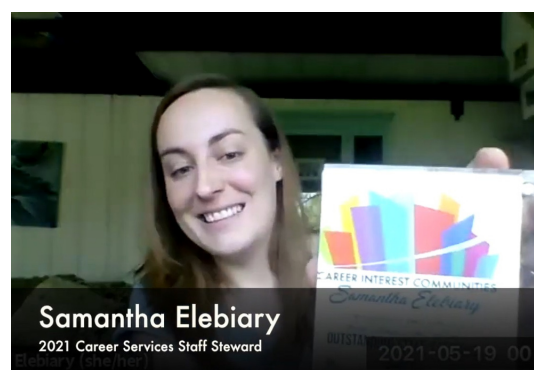
We are pleased to work collaboratively across areas. We are most grateful to be able to partner with you.



Here's to all the student employees, supervisors, and mentors who put so much work into helping students enhance their career portfolios.



I really enjoy being able to help students find their passions and find what they want to do.



The connections we foster with [student employees] is dear to our mission as a student-centered organization at Ithaca College.



# Looking Forward

The Career Services team remains committed to reinvigorating career development at Ithaca College and to building on the strategies that we successfully employed during the pandemic. We are energized and determined to leverage our creativity in the service of our students and alumni.

## EQUITY-CENTERED CAREER DEVELOPMENT

We believe career development is closely tied to social justice. With everything decision, process, program, and service we deliver, we will work toward eliminating exclusionary processes. We care about the career success of every single student and alumnx and recognize there is still work to be done to ensure equity for all. Two initiatives we'd like to see move forward are more scholarships for unpaid internships and corporate sponsorships.

## SCALABILITY

With a current staff of 4, we hope one of the first priorities for the new Director of Career Services will be to work through a scalability model. We need to reach students earlier and with more depth. We acknowledge successful career development at IC requires systemic change and a community-wide approach; we look forward to increasing academic and community partnerships to facilitate this change.

## VIRTUAL RECRUITING

IC Career Services saw increased engagement in employer sessions during 20-21. Data collected by Handshake showed that virtual recruiting eliminates barriers to access and opens more doors- especially for Black, Latinx, and neurodiverse students.

## STUDENT EMPLOYMENT

We believe all students should have the opportunity to build career-readiness skills while at IC. Opportunity for growth is plentiful in this area and with appropriate structure, student employment can transform into meaningful experiential learning.

*with gratitude and excitement for the future,*



# Get to Know Us

## Fun Facts About Our Dynamic Staff

### SUZANNE BRACHE

- Before coming to Ithaca College in 2016, Suzie worked for nearly twenty years in local nonprofits in youth development and experiential learning roles.
- She is a successful grant writer, and hopes to be a published children's book author someday.
- A strong believer in community philanthropy, Suzie serves as Vice Chair of the Community Foundation of Tompkins County's Women's Fund Advisory Committee.
- She loves to do calligraphy, and has been designing greeting cards with a friend.
- Suzie assists her partner in teaching Argentine Tango at Cornell and in the community.

### JOHN FRACCHIA

John has served in various roles on the Career Services team since 2000.

- He is a two-time graduate of Binghamton University with an MBA (Marketing) and a BA with majors in Psychology and Cinema (film).
- He is a past-Trustee of Ithaca College, who has also served on the boards of 6 non-profit organizations, four as President, and two as a founder.
- He is currently completing his second term as a Councilmember in the Town of Caroline.
- He directs and performs in an Ithaca based improv troupe that raises money for non-profit organizations.
- He has created a play, a novel, experimental film pieces and over 125 songs.

### JENNIFER PAWLEWICZ

'95 Bomber alum that currently works as a Career Engagement and Marketing Specialist.

- She has 3 sons: Anthony, Kade and Derek and 3 goldendoodles: Jack, Gracie, and Ellie.
- She has done everything from bungee jumping instructing to running a multi-million dollar company
- She has served on her local school board since 2013 and has been President for 4 years
- Jennifer loves to bake and often brings goodies to work for everyone

### CHERYL ROTYLIANO

Cheryl is currently serving as the Interim Director after working in IC Career Services for 3 years.

- She owns her own craft business, One Love Crafts.
- Before entering higher education, she worked at a military base, as a government contractor, and in fundraising/marketing.
- Cheryl thought she wanted to be a licensed clinical social worker all through college, until she did an internship that proved otherwise.
- She's quoted in a new book "Recalculating" by Lindsey Pollak.