



Eastern Illinois University

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**Career Services**  
**2006 Annual Report**

## *Letter from the Director*

Workforce globalization is having an impact on the services of career centers across the U.S. Eastern Illinois University's Career Services has not been exempted from the impact upon college recruitment due to trends toward a global workforce. The changes in recruiting at Eastern Illinois University that are reflective of globalization include increased use of technology in acquiring and managing job applicants, a stronger demand for candidates with multi-lingual skills, and a focus on early identification of underclassmen candidates.

Prospective employers of EIU graduates seek greater connectivity with our student populations and are establishing shorter decision times in relation to job offers. Their new recruitment protocols include automated online communications instead of phone calls and written correspondence. Job and internship offers are extended to students but often have a short time frame for acceptance by the student. Even a few years ago, employers would call students with offers, but now employers direct students to secure areas of their websites to access information about the status of their candidacy. Additionally, employers expect real-time access to intern and job candidates' supporting materials. Employers are demanding digitized application materials that can be imported into their recruiting systems for automated applicant flow processing. To meet that demand, all Career Services candidate files are completely digitized and transferable to employer recruiting systems through our self-service online portal in Panther Recruiting. Not only are resumes and cover letters digitized in Panther Recruiting, but so are transcripts, letters of recommendation, and portfolio materials. EIU candidates can use Career Services technology to meet employer expectations for application methodology without having to make a significant personal investment in hardware or software to digitize their materials.

This emphasis on automated recruitment processes has eliminated some contact between the employers and the candidates, and that has been of some concern for the employers. One remedy to this loss of personal contact with students has been a stronger interest among employers to engage and mentor underclassmen. Employers are interested in meeting high-potential candidates at an earlier point in their academic experience, monitoring the student's progress, and cultivating a relationship with the student prior to any application for internships or jobs.

EIU Career Services has responded to these trends by increasing employer connections to students during their formative, early years on our campus. More freshmen and sophomores are attending career events, asking questions that would provide direction to their professional development plans, and building relationships with employers. More underclassmen are engaging in job shadowing at the employers' premises and more employers are volunteering to coach students at campus career workshops. The increased attention on EIU underclassmen is welcome but it also requires that those underclassmen be prepared for a professional interaction. Our freshman and sophomore students face a greater expectation from employers for personal and professional development than was expected of their predecessors. A decade ago, it was rare for freshmen and sophomores to approach employers and it was even rarer that employers would invest their attention on an underclassman. To respond to these heightened expectations, Career Services has increased career testing and counseling for underclassmen so they can more quickly learn about their desired career paths and the concomitant skills, and then begin to interact with employers.

Another result of the global workforce trend is the increased focus by employers on candidates' foreign language skills and cultural savvy. This trend toward multi-lingual qualifications is increasing very quickly and thus freshmen and their parents are apprised of the need to maintain or build language and cultural skills in order to be competitive in the job market upon graduation.

Human development is never dull, and in this new economy the world of career counseling and development is seeing some of the most exciting changes since PC skills emerged as a job requirement. I have no doubt that our students and our university will embrace this new opportunity for development.

Linda L. Moore  
Director

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# Career Services Profile

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## Our Facilities . . .

The Career Services Office at Eastern Illinois University is a centralized career guidance and recruitment resource for Eastern Illinois University students and alumni as well as for local and international employers. The office is centrally located in the Human Services Center on South 7<sup>th</sup> Street which is a highly accessible area of campus for the students. The facilities are state-of-the-art for University Career Centers and include curb-side reserved recruiter parking, 6 interview rooms with internet and phone access, a computer lab, a plasma TV monitor, a Career Library, reception and waiting areas, private counseling offices, and two group meeting rooms.



## Our Technology . . .

Computer technology has been an integral tool for service delivery in Career Services since 1994. The technical foundation for the office resides in three distinct systems. First the Career Services extensive Internet site provides 24/7 career related information to students, employers, faculty and parents. Second, the online e-Recruiting system provides secure resume and portfolio storage and dissemination, job/internship listings, interview management, and industry information with company profile data. Finally, candidate

portfolios/credentials were digitized in 2003 by using the Onbase EDMS system. The Onbase system allows students and alumni to image and store their education credentials in a secure environment with extensive backup provisions. Additionally these imaged credentials can be imported into the students' or alumni e-Recruiting accounts for self-credentialing to the education employers. EIU is one of the few Universities that provides imaging technology to its students and alumni so that they can meet education recruiters expectations for complete electronic applications.

With the assistance of the EIU webmaster, Career Services website at <http://www.eiu.edu/~careers> was upgraded in 2006 and became compliant with online accessibility standards. A number of University Career Centers as well as an author requested permission to reprint portions of the helpful content from the website during 2006.

The Career Services Computer Lab remains a popular destination for EIU students. The lab is open to all students except during scheduled Discover testing times or career workshops. The computer hardware meets the needs of most students who utilize technology ranging from zip disks to flash drives.

Like most entities, Career Services strives to manage the high cost of technology. Therefore, software upgrades for Windows and Office products in 2005 were acquired through the key server system maintained by the EIU CATS department. This collaboration, a first in the Student Affairs division, was beneficial to both the University and Career Services as both entities sought to acquire lower pricing for software and uniformity of software throughout the campus.

# Career Services Profile

## Our Student and Alumni Services . . .

The services available to our student and alumni clientele are comprehensive and mirror the services offered at major U.S. research universities according to benchmarks included in the 2005 NACE Career Services Survey. A notable exception is our “drop-in” counseling/resume service which is a service typically found at small, private universities and not at large universities. By offering drop-in services, Career Services builds on the high touch customer service atmosphere that is unique to Eastern Illinois University. Career Services strives to build relationships with our students from their first days on campus by free snow cones and bottled water to students and families on move-in day as well as serving hot chocolate to students on cold winter days.

Another area of distinctive service includes our credential services which are offered at only 51% of university career centers, but the EIU service isn't an antiquated paper based system but instead a cutting edge online self service system. With EIU's national prominence as a provider of highly qualified teachers and administrators, Career Services continues to assist our teacher candidates by providing the right tools to reach education recruiters. Alumni find that they can continue to reach out for assistance from EIU Career Services when they are seeking a career transition, researching salary data, or learning how to use new online employment systems.

### *Services offered to all students*

- Career Assessment – Discover
- Career Counseling & Planning
- Externship Program
- Resume Preparation & Critique
- Cover Letter Preparation & Critique
- Interviewing Skills
- Mock Interviews
- Job Fairs
- On-Campus Interviews
- Online Resume & Recruitment System
- Online Job Listings
- Resume Referral
- Internship Search Strategy
- Job Search Strategy
- Credential File
- Workshops
- Graduate School Planning & Essays

## Our Employer Services . . .

Employer services include online job listings, hard copy or electronic resume referral, 24/7 online resume viewing, telemarketing assistance to secure candidates, free interview and informational session facilities, job fairs, salary survey data, faculty and academic club contact information, marketing assistance, and recruitment strategy consulting.

## Service to the Campus and Public . . .

The 2006 academic year was marked by the continuation of several campus and community partnerships. Career Services served the campus through participation in Open Houses, Transfer Days, and Orientation; collaboration with Academic Advising to address the needs of students with undecided majors; counseling support for the Gateway and TRIO programs; placement of MIPP interns; a resource for academic departments seeking employers to participate in academic department events; service on the Banner Steering Committee, ATAC sub-committee, Minority Affairs search committee and the EIU Website committee. Additionally, our office served community constituents such as regional high schools, professional associations that sought speakers to address topics on careers, job searches and recruitment practices; and businesses that sought data about salary trends.

# Career Services Profile

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## Our People . . .

Our profile would not be complete without describing the heart of the organization – the staff. All innovation, efficiencies, and customer service goals are achieved through their efforts, perseverance, and desire to serve others.

*Holly Andrews* – the credentials coordinator, member of the Education job fair team, departmental administrator of the OnBase system, and Panther Fair presenter.

*Kelli Brosam* – Education Career Counselor with oversight of service to education candidates, member of IASCUS and a 2005-2006 IASCUS Board of Directors member, member of the National Association of Colleges and Employers, member of AAEE.

*Jan Stevens* – receptionist, member of the Career Network Day team and Panther Fair presenter.

*Debbie Endsley* - the campus interview coordinator, office manager, webmaster for the Vice-President for Student Affairs, Greek Life office, and Career Services web sites, member of the Career Network Day team and the EIU website committee; EIU Debut, Panther Fair, Open House presenter, and member of the Midwest Association of Colleges and Employers and the National Association of Colleges and Employers.

*Bobbi Kingery* – Arts, Sciences, and Humanities Career Counselor; member of the Career Network Day team; 2006 Tri-County Middle School Career Fair presenter in Robinson, IL; EIU Minority Internship Program selection committee; member of the Minority Affairs Search Committee, Principal EIU Debut presenter for Career Services and member of the National Association of Colleges and Employers.

*Linda Moore* – the Career Services Director and Counselor for Business and Applied Sciences clients; member of the National Association of Colleges and Employers; member of the Society of Human Resources Management; member of the College Relations Committee for the Chicago Society of Human Resources Professionals, Secretary of the OnBase Higher Education Vertical Group, EIU Banner Steering Committee, ATAC subcommittee, and Co-Chair of the Student Affairs Technology Committee. Linda received the 2006 Outstanding Volunteer Award from the Chicago Society of Human Resources Professionals.

*Diane Smith* - education support specialist – designed education recruitment webpages and Multicultural pages for the Career Services web site; conducted orientations on the use of our Panther e-recruiting system; designed media for the MidAmerica Teacher Recruitment Consortium; served on the Education job fair team; and designed original artwork for campus marketing media for Career Services and the Counseling Center

## Professional Memberships and Associations

The Career Services Office is a member of the following organizations:

- National Association of Colleges and Employers
- Midwest Association of Colleges and Employers
- American Association of Experiential Education
- Illinois Association of School, College and University Staffing (IASCUS)
- Midwest Teacher Placement Consortium
- Society for Human Resources Management
- Society for Human Resource Professionals – (Chicago SHRM chapter)

# Executive Summary

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EIU graduates were successful in the 2005-2006 job market. Within 5 months of graduation, 90% of EIU graduates had obtained professional employment. The 2005 employment rate reflects the continuing trend of an improving job market for college graduates.

Salary offers to the class of 2006 retained the sharp increases seen in 2005 salary offers, however employers did not significantly increase salaries again in 2006. The education field, however, did see significant salary increases to beginning teachers in a variety of curricula. In 2005 only a few education fields that historically have an undersupply of candidates, such as special education, experienced increases in salary offers. In 2006, other fields such as social sciences, physical education, health studies, history and early childhood education received higher salary offers compared to past years.

EIU continued to be an attractive resource for special education, elementary education, foreign language, math education, music education, PE teacher certification, CDS, English education, Principals, Accounting, Communications, Finance, Information Systems, Management, Marketing, Social Services and Health Care employers who provided over 24,349 online job listings during 2006. This was a 10% increase over the number of 2005 listings.

The On-Campus Interview program sustained the 30% growth in recruitment from 2005 and added another 3% increase in campus interviewing during 2006.

Career Services continued to exceed national benchmarks in student appointments, workshop attendance, and credentials processing. More than 55% of the EIU 2005-2006 graduating class registered with Career Services or made an appointment which is consistent with participation rates at other U.S. universities, according to NACE surveys. EIU Career Services staffing levels remained below the national benchmarks, particularly in professional positions.

The full annual report details campus recruitment activities and career developmental services to students and alumni. Salary and employment data is provided, whenever possible, by college, major, and degree. Comparisons to previous annual reports and to national benchmark data are also included so as to provide a frame of reference regarding college recruitment at the EIU campus.

## REPORT METHODOLOGY

Data reflecting student, alumni and employer usage of EIU Career Services during the previous year is analyzed each fall semester. Data from employers is gathered throughout the year by surveying each employer that recruits on campus. Student and alumni data is collected throughout the year, particularly through surveys at graduation, periodic phone surveys, and email surveys. Each student who did not indicate employment upon graduation did receive two phone calls to their home address in order to solicit employment related data and to offer assistance. It should be noted that some respondents declined to answer all survey questions, particularly salary related questions.

# Career Development Services

## Student/Alumni Appointments

Career Services offers a wide variety of FREE career and personal development assistance to EIU students, beginning with their freshman orientation and continuing through graduation. EIU alumni are also eligible for full services. Individual appointments are provided by three Master's level counselors who are assigned to serve students from specific academic Colleges. This approach allows the counselors to provide major specialized career direction to the student or alumnus. Typical topics covered at individual appointments include:

- Types of jobs or internships for certain majors
- Career choices that fulfill personal values, skills and abilities
- Company research, interview preparation, and salary negotiation
- Crafting individualized cover letters and resumes
- Managing dual career searches in a single family unit
- Navigating a mid-life career change
- Use of campus involvement and academic research to enhance development

Follow-up appointments and online assistance are typically utilized by the counselors to continue progress on the student or alumnus career plan.

### Student/Alumni Appointments - 2006

|   |             |
|---|-------------|
| Resume/Cover Letter Critiques           | 914         |
| Career Counseling/Job Search Assistance | 535         |
| Mock Interviews                         | 98          |
| Discover                                | 324         |
| Discover Follow-up                      | 234         |
| Orientation                             | 359         |
| Externships                             | 73          |
| <b>Totals</b>                           | <b>2537</b> |

Resume and job correspondence assistance was the principle reason for users to seek assistance from Career Services. Student use of the Discover assessment program increased by 70% from previous years. This demand for career direction counseling is directly related to the public concern over getting value from a college degree.

2006 appointment loads increased more than 10% over 2005 and 2004 levels even though counselor staffing levels were reduced in the spring semester due to medical leaves. When compared to our peer Career Centers, student/alumni appointments at EIU exceed the national average which ranges from 1010 to 1468 (source: 2004 NACE Career Services Survey and 2000 NACE Career Services Benchmark Survey). The trend for increased student/alumni use of Career Services can be seen throughout this report.

## Special Outreach Activities

### ***Ask An Expert Series: Resume Critiques & Mock Interviews***

Often students want to seek resume advice from a person in their field as well as gain skills in explaining their resume content to a specialist. In 2006, Career Services garnered the assistance of six different recruiters who met with 50 students to provide technical resume advice. Also, eight recruiters interviewed 40 students and provided valuable feedback for improvement. This service is particularly helpful for students who have attended Career Services interview training but yet want to have a "dress rehearsal" with an unknown professional.

### ***Cool Off on the Quad***

This welcome event was continued for a third year. Several campus departments joined Career Services in providing informational tables and hospitality centers on the South and North Quads on move-in day. The Career Services hospitality tent contained corporate-provided favors as well as Career Services handouts. Furthermore, families were invited to tour Career Services where they could enjoy free snow cones.

### ***Career Services On the Road***

This program consists of a career kiosk in an academic building for a day. It is an excellent opportunity to raise visibility and network with faculty and students. Career Services held 17 such events in Lumpkin Hall, Klehm Hall, Coleman Hall, University Union, Physical Science, Life Science and Buzzard Hall during 2006.

# Career Development Services

## Presentations/Workshops

Career counselors provide information to students, alumni and faculty through on and off campus presentations, thereby providing assistance to those who may not be able to schedule an individual appointment. Furthermore, workshops are an essential tool in providing career information to the students since counselor staffing levels would not permit one-on one service for all students requesting attention.

Career Services set a record for the number of students participating in Career Workshops during 2006. Depending on the types of programming that have been planned, workshop attendance during the past decade ranged from 2,000 to 4,800 students.

The dining etiquette workshop continued to be a popular activity for EIU students. This event "sells-out" well in advance for the opportunity to dine with recruiters on a gourmet six course meal using a 9 piece place setting.

The Freshmen Orientation "Early-Bird" program for students and parents continued to be a popular program despite the 7:00 a.m. start time. Parents and students learned about hot careers, personal development, how to pick a major, job shadowing, and what career development steps should occur during each year of matriculation.

Other popular presentations include those lead by various industry professionals and sponsored by Career Services or co-sponsored with a Recognized Student Organization. An important component of career development programming is to increase the believability of the Career Services message by utilizing professionals to deliver specific career development messages.

| Presentation Topic   | Presentations/ Workshops Completed | Students/ Alumni Attended |
|--|------------------------------------|---------------------------|
| <b>Resume Writing</b>  | 29                                 | 807                       |
| <b>Resume Blitz</b> (quick resume critiques prior to Career Fairs) | 8                                  | 262                       |
| <b>Interviewing Techniques</b>                                     | 19                                 | 456                       |
| <b>Job Search Methods</b>  | 10                                 | 345                       |
| <b>Career Fair Preparation</b>                                     | 10                                 | 280                       |
| <b>Career Services Overview</b>                                    | 34                                 | 772                       |
| <b>Dining Etiquette</b>  | 2                                  | 55                        |
| <b>Mock Interviews with Employers</b>                              | 2                                  | 70                        |
| <b>Career Development/ Planning/Choosing a Major</b>               | 6                                  | 1121                      |
| <b>Student Teacher Presentations</b>                               | 8                                  | 367                       |
| <b>Freshmen Orientation (Summer)</b>                               | 42                                 | 514                       |
| <b>Open House/Transfer Day</b>                                     | 8                                  | 250                       |
| <b>TOTALS</b>  | <b>178</b>                         | <b>5,299</b>              |

## Career Development Series Workshops

Special workshops sponsored by Career Services with guest recruiter speakers held during the Fall 2006 semester.

| Workshop   | Students Attended |
|--|-------------------|
| <b>Interview Success – What you Should Ask During an Interview</b><br><i>Presented by Mark Santiago of Chicago Office Technology Group; co-sponsored by SHRM</i> | 50                |
| <b>What Makes a Candidate Stand Out</b><br><i>Presented by Bob Berdelle of Enterprise Rent-A-Car</i>   | 25                |
| <b>Critical Issues Facing the Accounting Industry</b><br><i>Presented by Jeff Dowd of Reznick Group; co-sponsored by Beta Alpha Psi</i>                          | 40                |
| <b>6 Sigma: What it is and why you need to know about it</b><br><i>Presented by Brad Burgett of Caterpillar</i>  | 50                |
| <b>Leadership &amp; Teamwork</b><br><i>Presented by Bob Glover of Cardinal Health</i>  | 200               |

# Career Development Services

## Externship Program

An externship is a one-day job shadowing experience designed to help an underclassman obtain an accurate understanding about the daily routine, skills, and demands of a particular career. Early identification of a career allows students to select the best classes, extra-curricular pursuits, and internships throughout their college years that provide the skill sets required for specific fields. Additionally, externships build a professional network that can be used by the student to obtain an internship or job in their desired field.

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### Majors Participating in Externship Program

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Accounting  
 Biological Sciences  
 Communication Studies  
 Family & Consumer Sciences  
 Finance  
 General Studies  
 History  
 Journalism  
 Management  
 Marketing  
 Math  
 Physical Education  
 Political Science  
 Psychology  
 Sociology  
 Undeclared

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Seventy-eight students were placed in externships during 2006, nearly the same placement level as occurred in 2005. The externship program is staffed by a graduate assistant.

All levels of students have demonstrated an interest in discovering their career interest or beginning a network in their chosen field. Most freshmen and sophomores become engaged in the program due to information provided by Career Services at Freshman Orientation. Often parental urging is a part of the motivation for developing career knowledge. Upperclassmen typically engage in the program to establish professional networks and to enhance their professional knowledge in their chosen field.

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### Class Levels Utilizing Externship Program

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|            |    |
|------------|----|
| Freshmen   | 27 |
| Sophomores | 25 |
| Juniors    | 15 |
| Seniors    | 11 |

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### Sample of Externship Placements for 2005-2006

Charleston Police Department  
 Chicago Rehabilitation Specialists  
 Circle City Classic  
 C-K Public Relations Firm  
 Creative Vision Interior Design  
 Duramed Pharmaceuticals  
 Eastern Illinois University – External Relations  
 Eastern Illinois University – Training Department  
 Enterprise Rent-A-Car  
 Forensics Science Lab  
 Heartland Human Services  
 Journal Gazette/Times Courier  
 Leo Burnett Advertising Agency  
 Lutheran Social Services  
 Prudential Financial  
 Sarah Bush Lincoln Health Center  
 Stepping Stones Recovery Center  
 University of Illinois Public Relations  
 Women in Transition  
 Yorkville High School

# Recruitment Activities

## Career Fairs

Career fairs remained an integral part of the recruitment strategy for those employers who were engaged in collegiate hiring during 2006 and the improving economy forced more employers to return to career fair recruiting in order to meet their projected staffing needs. According to the Job Outlook 2004 report, employers rated career fair attendance as a 3.9 on a scale of 5.0 for level of importance in their recruitment strategies. Only internships, co-ops, and campus interviews rated higher than career fairs in the employer's strategies. Employers rated career fairs as a more desirable recruitment strategy than company web site postings (3.4), commercial internet job boards (2.7), and newspaper ads (2.5).

Career Services sponsored five career fairs during 2005-2006. All E.I.U. students were encouraged to attend these free events to network with employers regarding current positions, internships and career path options.

| CAREER FAIR  | # of Employers Participated | # of Candidates Participated |
|--|-----------------------------|------------------------------|
| <b>Fall Career Network Day</b><br>(9/22/05)        | 94                          | 592                          |
| <b>Multi-Cultural Career Expo</b><br>(10/20/05)    | 23                          | 67                           |
| <b>Fall Educator's Job Fair</b><br>(11/9/05)       | 47                          | 363                          |
| <b>Spring Career Network Day</b><br>(2/8/06)       | 114                         | 543                          |
| <b>Mid-America Educators' Job Fair</b><br>(3/1/06) | 129                         | 416                          |
| <b>TOTALS</b>                                      | <b>407</b>                  | <b>1,981</b>                 |

## Employer Survey Results

*All employers attending EIU sponsored career fairs were provided with an evaluation form that solicited ratings on several factors including facilities, student candidates and Career Services support.*

Employer feedback showed satisfaction with the recently renovated University Union Ballrooms.

Career Services support for the career fair events exceeded expectations, particularly in the areas of organization and hospitality. Often campus based student organizations assist with greeting employers, unloading their parcels, and helping the employer representatives with the logistics of the event and the campus.

Student candidates were found to meet or exceed expectations in their professional appearance, interview skills, quality of their resumes and educational knowledge. Employers stressed that students should conduct extensive company research before interviewing with a company or meeting with company representatives at a career fair.

### Student Candidate Ratings

|                         | Excellent | Good | Fair |
|-------------------------|-----------|------|------|
| Professional Attire     | 36%       | 59%  | 5%   |
| Interview Skills        | 26%       | 68%  | 6%   |
| Resume Content & Format | 49%       | 49%  | 2%   |
| Educational Knowledge   | 31%       | 67%  | 2%   |

# Recruitment Activities

## On-Campus Interview Program

Career Services conducts on-campus interviews during the fall and spring semesters. E.I.U. students *who are registered with Career Services* are eligible to compete for and obtain interviews with the participating employers. The principal advantage of campus interviews for the students is that interviews can typically be completed without missing classes plus the student does not incur the cost of traveling to the employer site in order to complete an interview.

Campus interviews were the **third** most common source of new hires for employers seeking college graduates, according to a summer 2004 NACE survey. At EIU, campus interviewing increased by 30% during 2005, as employers increased staff levels in an improving economic climate.

|               | Employers<br>Conducting<br>Interviews | Students<br>Interviewed | Informational<br>Tables | Informational<br>Sessions |
|---------------|---------------------------------------|-------------------------|-------------------------|---------------------------|
| Fall 2005     | 45                                    | 337                     | 13                      | 10                        |
| Spring 2006   | 41                                    | 291                     | 24                      | 12                        |
| <b>TOTALS</b> | <b>86</b>                             | <b>628</b>              | <b>37</b>               | <b>22</b>                 |

|   |
|---|
| <p><b><i>New Employers<br/>Recruiting at EIU</i></b></p> <p>Konica Minolta<br/>Maurices</p> |
|---|

Employer feedback indicates that campus interviews are a viable form of recruiting and provides an opportunity for employers to “brand” their image on target campuses. Employer commitment to this recruiting paradigm has been shown through the growth of campus interview programs at EIU since the mid 1990’s despite the rise of technology as a tool in recruitment. Both employers and candidates indicate a preference for meeting each other face-to-face in order to ascertain whether there is a common interest and match of skills or responsibilities.

## Employer Survey Results

*All employers conducting campus interviews were provided with an evaluation form that solicited ratings on facilities, student candidates and Career Services support.*

The response from employers regarding the interview facilities, mainly the Career Services office, exceeded expectations overall. Employers were more than satisfied with the professional appearance of the facility, size of the interview rooms and phone and internet access. Career Services support for the On-Campus Interview program also exceeded expectations, particularly in the areas of parking, hospitality and flexibility in providing service.

Student candidates met expectations in all areas of the campus interview process. Employers recruiting at EIU continue to be impressed with the candidates’ interviewing skills, appearance, academic preparation, resumes and interpersonal skills. Survey results showed that candidate preparation for interviews met expectations however there was considerable room for improvement in company and industry knowledge.

### ***Student Candidate Ratings***

|                                 | Exceeds<br>Expectations | Meets<br>Expectations | Needs<br>Improvement |
|---------------------------------|-------------------------|-----------------------|----------------------|
| Professional Attire/Appearance  | 35%                     | <b>65%</b>            |                      |
| Quality of Resume               | 20%                     | <b>75%</b>            | 5%                   |
| Quality of Academic Preparation | 30%                     | <b>65%</b>            | 5%                   |
| Social/Interpersonal Skills     | 30%                     | <b>70%</b>            |                      |
| Level of Preparation            | 35%                     | <b>45%</b>            | 20%                  |

# Recruitment Activities

## Resume Views/Referrals

Career Services provides employers online access to resumes from our database. To be viewed by an employer, candidates must be registered with Career Services and submit their resume electronically into the database. When the employer's hiring criteria matches a candidate's qualifications, the resume is downloaded by the employer.

In the event an employer does not use technology to screen resumes, Career Services staff sends candidates' resumes from the e-Recruiting database to the employer via mail or fax. Approximately one-third of the employers still request manual transmission of resumes through these means.

Resume views increased during 2006 both in terms of the number of employers using e-recruiting to find candidates and in terms of the number of candidate resumes downloaded. Approximately 40% more employers used the online viewing of resumes compared to employer views in 2004 and 2005. Additionally, the number of resumes downloaded or referred increased by 80% compared to 2004 and 2005. This increase demonstrates the changing face of recruitment where employers are increasing using low-cost and time efficient methods of acquiring resumes only from candidates that meet their qualification.

| Industry                         | # of Employers Viewing/Requesting Referrals | Total Resumes Viewed/Referred |
|----------------------------------|---|-------------------------------|
| Accounting                       | 16  | 395                           |
| Communications/<br>Media         | 6   | 137                           |
| Consulting                       | 4   | 34                            |
| Consumer Products/Retail         | 19  | 740                           |
| Education                        | 58  | 1255                          |
| Engineering                      | 6   | 137                           |
| Financial Services               | 22  | 1943                          |
| Food and<br>Beverage/Hospitality | 11  | 251                           |
| Government                       | 2   | 83                            |
| Healthcare                       | 3   | 23                            |
| Human Resources/<br>Staffing     | 5   | 187                           |
| Information Technology           | 24  | 419                           |
| Insurance                        | 6   | 278                           |
| Logistics                        | 15  | 66                            |
| Manufacturing                    | 18  | 586                           |
| Social Services                  | 3   | 34                            |
| <b>TOTALS</b>                    | <b>218</b>                                  | <b>6568</b>                   |

## Credential File Service

A credential file service is available to all students and alumni who are *registered* with Career Services. The credential file is an official student record, which contains a resume, letters of recommendation, transcripts and student teaching evaluations, if applicable. These files are maintained in electronic format by Career Services in both the OnBase and e-Recruiting systems. Credentials are available to prospective employers upon request by a student or alumnus, or the student/alumnus may email the credentials to an employer from their e-Recruiting account. Credential files are principally used by employers conducting on-campus interviews and employers in the education industry.

|                       | Credentials Mailed or Faxed |
|-----------------------|-----------------------------|
| Non- Education Majors | 25                          |
| Education Majors      | 1472                        |
| <b>Total</b>          | <b>1497</b>                 |

Credential services are offered by half of the U.S. University Career Centers. Those centers process an average 1274 credential requests per year (source: 2004 NACE Career Services Survey). EIU significantly exceeds the national average, in part due to our University's prominence in teacher education.

Due to changes in the education industry selection techniques, the importance of having a paper based credential file has significantly declined over the past years. Credentials and teacher portfolios are only requested for final candidates and even then, the school districts want those materials to be in a digital format. EIU Career Services has responded to these changes by providing the digital technology for students and school districts while maintaining a limited paper based credential referral system for those schools who have not yet adopted electronic applicant tracking systems.

# Recruitment Activities

## Online Job Postings

Career Services electronically publishes vacancies to be viewed by E.I.U. students and alumni, categorized in the following areas: Business, Industry, & Government, and K-12 Teaching and Administrative. The trend for economical recruiting paradigms that attract active job seekers is reflected in the growth of online job listings. In the past four years, online job listings at EIU have grown 43% from 17,000 listings to the current 24,349 listings. Education listings focused on opportunities for special education, math, science, principals, superintendents, foreign language, English, elementary education, music, PE and coaching. Business and government listings focused on internships, marketing, management, health care, information systems, accounting and media. Although information systems recruiting has not yet returned to the high demand levels of the late 1990's, job listings for that field have increased 120% since 2003.

### 2006 Online Job Postings

|                                 |                |
|---------------------------------|----------------|
| K-12 Teaching & Administrative  | 15, 260        |
| Business, Industry & Government | 9,089          |
| <b>Total Vacancies:</b>         | <b>24, 349</b> |

### K-12 Education Vacancy Listings

|                              |      |
|------------------------------|------|
| Art                          | 267  |
| Business Education           | 450  |
| Drivers Education            | 57   |
| Chemistry                    | 104  |
| Coaching                     | 358  |
| Early Childhood Education    | 472  |
| Elementary Education         | 1223 |
| English/Language Arts        | 762  |
| Family & Consumer Science    | 172  |
| Foreign Language             | 769  |
| Guidance & Counseling        | 360  |
| Health Studies               | 187  |
| History                      | 124  |
| Library (Media Services)     | 222  |
| Mathematics                  | 805  |
| Middle School                | 252  |
| Music                        | 586  |
| Physical Education           | 749  |
| Physics                      | 19   |
| Principal                    | 940  |
| Reading                      | 301  |
| School Psychology            | 433  |
| Science                      | 727  |
| Social Science               | 477  |
| Social Worker                | 173  |
| Special Education            | 2258 |
| Speech Pathology & Audiology | 726  |
| Superintendent               | 741  |
| Technology Education         | 237  |
| Theatre Arts                 | 58   |
| Other (non-related majors)   | 251  |

### Business, Industry & Government Vacancy Listings

|                                    |     |
|------------------------------------|-----|
| Accounting                         | 722 |
| Arts & Entertainment               | 66  |
| Communications/Media               | 645 |
| Criminal Justice/Law Enforcement   | 312 |
| Customer Service/Support Services  | 245 |
| Engineering                        | 147 |
| Financial Services/Banking         | 551 |
| General Labor                      | 52  |
| Government (all levels)            | 236 |
| Hospitality/Hotel/Food Service     | 157 |
| Information Systems/Management     | 610 |
| International                      | 21  |
| Internships                        | 946 |
| Management (Retail/Administrative) | 724 |
| Manufacturing                      | 265 |
| Marketing/Advertising/Sales        | 987 |
| Medical/Health Care                | 801 |
| Recreation/Fitness                 | 120 |
| Science/Research/Development       | 369 |
| Social Service/Human Services      | 553 |
| Summer Jobs                        | 357 |
| Other                              | 203 |

# Recruitment Activities

## Employers Recruiting at EIU

Below is a summary of recruiting relationships established by Career Services and employers from all areas of education, business, industry, government, etc. for the academic year 2005-2006.

|  |   |                                       |
|--|---|---------------------------------------|
| Abbott Laboratories                    | Fripp Island Resort                       | Nexstar Broadcasting                  |
| Accenture Technology Solutions         | Frito-Lay                                 | North American Lighting               |
| Advocate Health Care                   | Galesburg C.U.S.D. #205, IL               | North Chicago C.U.S.D. #187, IL       |
| Aerotek                                | General Electric                          | Northwestern Mutual Financial Network |
| AFLAC                                  | Gordon Fleisch Company                    | Office Max                            |
| Aldi, Inc.                             | Grand Prairie Services                    | Orlando Magic                         |
| Allendale Association                  | Guardian West                             | Oswego C.U.S.D. #308, IL              |
| Alton C.U.S.D. #1, IL                  | Hawaii Department of Education            | Peace Corps                           |
| Amcore Bank NA                         | Hazelwood School District, MO             | Pearson Education                     |
| Ameren Corporation                     | Henderson County Schools, KY              | Pepsi Mid-America                     |
| Amerihost Management, Inc.             | Heritage Behavioral Health Center         | Pella Windows & Doors                 |
| Ameriprise Financial Services          | Hertz                                     | Peoria Public School District 150, IL |
| Applied Systems, Inc.                  | Hobbico                                   | Plastipak Packaging                   |
| Aramark                                | Horace Mann Insurance                     | PricewaterhouseCoopers                |
| Archer Daniels Midland                 | House of Blues Hotel                      | Progressive Insurance                 |
| Alaron Trading Corporation             | Houston Independent School Dist, TX       | Prudential Insurance                  |
| Atlanta Public Schools, GA             | Human Kinetics                            | Quincy Public Schools, IL             |
| Ball-Chatham School District, IL       | Hyatt Hotels                              | Regions Bank                          |
| Bank of America                        | Hydro Gear                                | Reznick Group                         |
| Bisco Industries                       | Illinois Dept. of Child & Family Services | R.R. Donnelly & Sons, Inc.            |
| Bloomington Public Schools, IL         | Illinois Dept. of Corrections             | Ryerson Tull                          |
| BKD LLP                                | Illinois Dept. of Natural Resources       | San Diego School District, CA         |
| Boeing Company                         | Illinois Dept. of Public Aid              | Sangamon Area Special Ed District, IL |
| Bradford & Galt, Inc.                  | Illinois Dept. of Transportation          | Sarah Bush Lincoln Health Center      |
| Brevard Public Schools, FL             | Illinois EPA                              | Sarasota County School Board, FL      |
| Bromenn Healthcare                     | Illinois State Board of Education         | SBC Communications                    |
| Cabot Corporation                      | Illinois State Police                     | Shaw Industries                       |
| Campbells Soup, Co.                    | Indianapolis Public Schools, IN           | Sherwin-Williams Co.                  |
| Capitol Radio Group                    | Intel Corporation                         | Sigma-Aldrich                         |
| Caterpillar, Inc.                      | Jewel-Osco                                | Sikich Group                          |
| Catholic Charities                     | JIRSA Construction Company                | Sodexo                                |
| CCAR Industries                        | Johnson & Johnson Healthcare Group        | Social Security Administration        |
| CEAD Council                           | Karmak                                    | SRI Technologies                      |
| Central States Funds                   | Kathcon Development                       | State Farm Insurance                  |
| Charleston C.U.S.D. #1                 | Kemper CPA Group                          | Steak 'n Shake                        |
| Champaign C.U.S.D. #4, IL              | Kroger Company                            | St. Paul Companies                    |
| Chicago Police Department              | Land's End                                | Sylvan Learning Center                |
| Chicago Public Schools                 | Levi, Ray & Shoup, Inc.                   | Talbots                               |
| C.H. Robinson Company                  | Little Friends, Inc.                      | Target                                |
| Cintas                                 | Make-A-Wish Foundation                    | Tate and Lyle                         |
| City of Chicago                        | Marriott Tan-Tar-A Resort                 | The Centers for Disease Control - CDC |
| City of St. Louis                      | MassMutual                                | Thrivent Financial Services           |
| Clark County School District, NV       | Mattoon C.U.S.D. #2, IL                   | Transparent Container                 |
| Clear Channel Chicago                  | McGladrey & Pullen, LLP                   | Urbana School District #116, IL       |
| Clifton Gunderson, LLC                 | Memphis City Schools, TN                  | United McGill Corporation             |
| Danville C.C.S.D. #118, IL             | Menards                                   | US Cellular Corporation               |
| Davey Tree Expert Company              | Merchandise Mart Properties               | U.S. Army                             |
| DuPage County Public Health            | Merck & Company                           | U.S. Bank                             |
| Edward Jones                           | MetLife                                   | U.S. Customs & Border Protection      |
| Elgin School District U-46, IL         | Metropolitan Family Services              | U.S. Dept. of Agriculture             |
| El Paso Independent School Dist, TX    | Midwest Communications                    | U.S. Marines                          |
| Enterprise Rent-A-Car                  | Minolta                                   | U.S. Secret Service                   |
| Exel                                   | Missouri State Highway Patrol             | Verizon Wireless                      |
| Fastenal Company                       | Morgan Stanley                            | Von Maur                              |
| Federal Bureau of Investigations - FBI | Morton Buildings, Inc.                    | Wake County Public Schools, NC        |
| Federal Deposit Insurance Corporation  | Mt. Pulaski Unit District 23, IL          | Walgreens                             |
| Federal Express                        | Mueller Distributing Company              | Walt Disney World                     |
| F.H. Paschen, S.N. Nielsen             | Museum of Contemporary Art                | Wells Fargo Financial                 |
| Field Museum                           | National Baseball Hall of Fame            | West & Company                        |
| First Investors                        | National Cancer Institute                 | Westin Hotels                         |
| First American Bank                    | National City                             | Woodbury Financial Services           |
| First Mid Illinois Bancshares          | National Mental Health Association        | Zeneca Pharmaceuticals                |

# Employment Report

## All Bachelor's Level Majors – Employment Rate

| Major   | Total Graduates | Total Served | Information Received | Employed/Not Seeking | Placement % |
|---|-----------------|--------------|----------------------|----------------------|-------------|
| Accounting                                    | 48              | 43           | 28                   | 25                   | 89%         |
| Administrative Information Systems            | 1               | 0            |                      |                      |             |
| African American Studies                      | 3               | 2            |                      |                      |             |
| Art   | 37              | 15           | 8                    | 8                    | 100%        |
| Art with Teacher Certification                | 13              | 5            | 4                    | 4                    | 100%        |
| Biological Science                            | 75              | 29           | 18                   | 18                   | 100%        |
| Biological Science with Teacher Certification | 1               | 1            | 1                    | 1                    | 100%        |
| Business Administration                       | 2               | 0            |                      |                      |             |
| Career & Organizational Studies               | 29              | 3            | 1                    | 1                    | 100%        |
| Career & Technical Education                  | 17              | 15           | 7                    | 7                    | 100%        |
| Chemistry                                     | 11              | 5            | 5                    | 5                    | 100%        |
| Clinical Laboratory Science                   | 4               | 0            |                      |                      |             |
| Communication Disorders & Sciences            | 37              | 13           | 13                   | 13                   | 100%        |
| Communication Studies                         | 99              | 41           | 18                   | 15                   | 83%         |
| Computer Information Systems                  | 32              | 25           | 15                   | 12                   | 80%         |
| Computer Management                           | 1               | 1            | 1                    | 1                    | 100%        |
| Early Childhood Education                     | 26              | 16           | 11                   | 10                   | 91%         |
| Economics                                     | 27              | 14           | 11                   | 10                   | 91%         |
| Elementary Education                          | 297             | 198          | 89                   | 77                   | 87%         |
| Engineering Cooperative                       | 2               | 0            |                      |                      |             |
| English                                       | 51              | 26           | 12                   | 10                   | 83%         |
| English with Teacher Certification            | 26              | 20           | 13                   | 12                   | 92%         |
| Environmental Biology                         | 1               | 0            |                      |                      |             |
| Family & Consumer Science                     | 174             | 90           | 42                   | 39                   | 93%         |
| Finance                                       | 62              | 46           | 22                   | 21                   | 95%         |
| Foreign Language                              | 12              | 9            | 1                    | 0                    |             |
| Foreign Language w/ Teacher Cert.             | 12              | 8            | 5                    | 5                    | 100%        |
| General Studies                               | 161             | 21           | 12                   | 11                   | 92%         |
| Geography                                     | 17              | 9            | 6                    | 5                    | 83%         |
| Geology                                       | 6               | 2            | 1                    | 1                    | 100%        |

# Employment Report

## All Bachelor's Level Majors – Employment Rate, Continued

| Major   | Total Graduates | Total Served | Information Received | Employed/Not Seeking | Placement % |
|---|-----------------|--------------|----------------------|----------------------|-------------|
| Health Studies                                | 34              | 15           | 8                    | 8                    | 100%        |
| Health Studies with Teacher Certification     | 5               | 2            | 1                    | 1                    | 100%        |
| History                                       | 27              | 12           | 8                    | 4                    | 50%         |
| History with Teacher Certification            | 25              | 24           | 18                   | 16                   | 89%         |
| Industrial Technology                         | 48              | 28           | 16                   | 15                   | 94%         |
| Journalism                                    | 48              | 19           | 7                    | 5                    | 71%         |
| Management                                    | 92              | 52           | 30                   | 28                   | 93%         |
| Marketing                                     | 65              | 49           | 29                   | 27                   | 93%         |
| Mathematics                                   | 3               | 2            | 2                    | 1                    | 50%         |
| Mathematics with Teacher Certification        | 15              | 12           | 6                    | 6                    | 100%        |
| Math & Computer Science                       | 2               | 2            | 2                    | 1                    | 50%         |
| Music   | 4               | 1            | 1                    | 1                    | 100%        |
| Music with Teacher Certification              | 4               | 3            | 3                    | 1                    | 33%         |
| Philosophy                                    | 6               | 0            |                      |                      |             |
| Physical Education                            | 51              | 48           | 27                   | 23                   | 85%         |
| Physical Education with Teacher Certification | 64              | 42           | 22                   | 19                   | 86%         |
| Physics                                       | 3               | 1            | 0                    | 0                    |             |
| Political Science                             | 47              | 22           | 13                   | 11                   | 85%         |
| Psychology                                    | 136             | 71           | 48                   | 45                   | 94%         |
| Recreational Administration                   | 27              | 9            | 6                    | 5                    | 83%         |
| Science with Teacher Certification            | 18              | 10           | 7                    | 7                    | 100%        |
| Social Science                                | 10              | 8            | 3                    | 3                    | 100%        |
| Sociology                                     | 78              | 38           | 20                   | 18                   | 90%         |
| Special Education                             | 50              | 38           | 26                   | 26                   | 100%        |
| Speech Communication                          | 43              | 41           | 21                   | 19                   | 90%         |
| Theatre Arts                                  | 4               | 4            | 3                    | 3                    | 100%        |
| Technology Education                          | 1               | 0            |                      |                      |             |
| Zoology                                       | 1               | 0            |                      |                      |             |
| <b>TOTALS</b>                                 | <b>2195</b>     | <b>1210</b>  | <b>671</b>           | <b>604</b>           | <b>90%</b>  |

# Teacher Certification Majors

## Bachelor's Level – Employment Report

| Major                 | Total Served | % Served   |
|-----------------------|--------------|------------|
| Art                   | 5            | 38%        |
| Biological Science    | 1            | 100%       |
| Career & Technical Ed | 15           | 88%        |
| Early Childhood Ed    | 16           | 62%        |
| Elementary Education  | 198          | 67%        |
| English               | 20           | 77%        |
| Foreign Language      | 8            | 67%        |
| Health Studies        | 2            | 40%        |
| History               | 24           | 96%        |
| Mathematics           | 12           | 80%        |
| Music                 | 3            | 75%        |
| Physical Education    | 42           | 66%        |
| Science               | 10           | 56%        |
| Social Science        | 8            | 80%        |
| Special Education     | 38           | 76%        |
| Technology Education  | 0            |            |
| <b>TOTAL</b>          | <b>402</b>   | <b>69%</b> |

Nearly 70% of the graduating teacher candidates sought the assistance of Career Services in order to access job listings, utilize the resume referral program, to develop resumes and interview skills, gain guidance with job search strategies, and/or to establish an online credential file.

The following table depicts the employment data for the 2004-2005 teacher candidates. Teaching remained a high employment field with a 2006 employment rate of 90%. **Teachers in the fields of special education, science, CDS, Career & Technical Education, Foreign Language Education and Math Education showed the strongest employment rates in 2006.**

| Major                 | Information Received | HS        | MS        | Pre-K/ Elem | Unit      | Employed Non-Education | Graduate School | Unemployed |
|-----------------------|----------------------|-----------|-----------|-------------|-----------|------------------------|-----------------|------------|
| Art.                  | 4                    | 1         |           | 1           | 1         | 1                      |                 |            |
| Biological Science    | 1                    | 1         |           |             |           |                        |                 |            |
| Career & Technical Ed | 7                    | 5         |           |             |           | 1                      | 1               |            |
| Early Childhood Ed    | 11                   |           |           | 9           |           | 1                      |                 | 1          |
| Elementary Education  | 89                   | 1         | 10        | 52          | 1         | 4                      | 9               | 12         |
| English               | 13                   | 9         |           |             |           |                        | 3               | 1          |
| Foreign Language      | 5                    | 4         | 1         |             |           |                        |                 |            |
| Health Studies        | 1                    | 1         |           |             |           |                        |                 |            |
| History               | 18                   | 10        | 2         |             |           |                        | 4               | 2          |
| Mathematics           | 6                    | 3         | 3         |             |           |                        |                 |            |
| Music                 | 3                    |           |           | 1           |           |                        |                 | 2          |
| Physical Education    | 22                   | 9         |           | 2           |           |                        | 8               | 3          |
| Science               | 7                    | 6         |           |             |           |                        | 1               |            |
| Social Science        | 3                    |           | 2         |             |           |                        | 1               |            |
| Special Education     | 26                   | 4         | 7         | 5           | 9         |                        | 1               |            |
| <b>TOTAL</b>          | <b>216</b>           | <b>54</b> | <b>25</b> | <b>70</b>   | <b>11</b> | <b>7</b>               | <b>28</b>       | <b>21</b>  |

# Teacher Certification Majors

## Bachelor's Level – Salary Report

| Major                 | Reported Salary Data | Low Salary | High Salary | Average  |
|-----------------------|----------------------|------------|-------------|----------|
| Art                   | 2                    | \$28,000   | \$30,000    | \$29,000 |
| Career & Technical Ed | 2                    | \$30,000   | \$30,000    | \$30,000 |
| Early Childhood Ed    | 5                    | \$22,000   | \$34,000    | \$30,400 |
| Elementary Education  | 41                   | \$18,000   | \$42,000    | \$28,900 |
| English               | 5                    | \$29,000   | \$45,000    | \$35,400 |
| Foreign Language      | 5                    | \$28,000   | \$40,000    | \$36,000 |
| Health Studies        | 1                    | \$38,000   | \$38,000    | \$38,000 |
| History               | 6                    | \$23,000   | \$38,000    | \$32,200 |
| Mathematics           | 5                    | \$30,000   | \$40,000    | \$34,100 |
| Music                 | 1                    | \$28,000   | \$28,000    | \$28,000 |
| Physical Education    | 7                    | \$32,000   | \$46,000    | \$39,300 |
| Science               | 6                    | \$27,000   | \$40,000    | \$33,500 |
| Social Science        | 2                    | \$28,500   | \$33,000    | \$30,750 |
| Special Education     | 18                   | \$27,000   | \$40,000    | \$33,250 |

After several years of stagnant salaries, beginning teacher salaries, in fields other than science or special education, improved by an average of \$2,000.

## Master's Level & Specialist's Level – Employment Report

| Major  | Total Served | % Served   |
|--|--------------|------------|
| Educational Administration (M.S. in Ed.)       | 19           | 14%        |
| Educational Administration (Specialist in Ed.) | 6            | 17%        |
| Elementary Education                           | 5            | 14%        |
| Guidance & Counseling                          | 1            | 33%        |
| Special Education                              | 0            |            |
| <b>TOTAL</b>                                   | <b>31</b>    | <b>15%</b> |

| Major  | Information Received | Employed/ Not Seeking | Unemployed |
|--|----------------------|-----------------------|------------|
| Educational Administration (M.S. in Ed.)       | 11                   | 9                     | 2          |
| Educational Administration (Specialist in Ed.) | 1                    | 1                     |            |
| Elementary Education                           | 3                    | 2                     | 1          |
| Guidance & Counseling                          | 1                    | 1                     |            |
| Special Education                              | 0                    |                       |            |
| <b>TOTAL</b>                                   | <b>16</b>            | <b>13</b>             | <b>3</b>   |

## Master's Level – Salary Report

| Major                                 | Reported Salary Data | Low Salary | High Salary | Average  |
|---------------------------------------|----------------------|------------|-------------|----------|
| Educational Administration (MS in Ed) | 7                    | \$24,500   | \$52,000    | \$37,600 |
| Elementary Education                  | 1                    | \$30,000   | \$30,000    | \$30,000 |
| Guidance & Counseling                 | 1                    | \$40,000   | \$40,000    | \$40,000 |

# College of Arts & Humanities

## Bachelor's Level – Employment Report

(Non-Teacher Cert)

| Major                    | Total Served | % Served   |
|--------------------------|--------------|------------|
| African-American Studies | 2            | 66%        |
| Art                      | 15           | 41%        |
| Communication Studies    | 41           | 41%        |
| English                  | 26           | 51%        |
| Foreign Languages        | 9            | 75%        |
| History                  | 12           | 44%        |
| Journalism               | 19           | 40%        |
| Music                    | 1            | 25%        |
| Philosophy               | 0            | 0%         |
| Speech Communication     | 41           | 95%        |
| Theatre Arts             | 4            | 100%       |
| <b>TOTAL</b>             | <b>170</b>   | <b>51%</b> |

Communication Studies, English and Journalism students constitute the largest groups of a growing number of College of Arts and Humanities students that utilize Career Services. Arts & Humanities students usage of Career Services increased 5% from 2005 usage levels.

The following table depicts the employment data for the 2005-2006 candidates from the College of Arts & Humanities. *Employed/Not Seeking includes those attending Graduate or Professional School.*

| Major                    | Information Received | Employed/ Not Seeking | Unemployed |
|--------------------------|----------------------|-----------------------|------------|
| African-American Studies | 0                    |                       |            |
| Art                      | 8                    | 8                     |            |
| Communication Studies    | 18                   | 15                    | 3          |
| English                  | 12                   | 10                    | 2          |
| Foreign Languages        | 1                    |                       | 1          |
| History                  | 8                    | 4                     | 4          |
| Journalism               | 7                    | 5                     | 2          |
| Music                    | 1                    | 1                     |            |
| Philosophy               | 0                    |                       |            |
| Speech Communication     | 21                   | 19                    | 2          |
| Theatre Arts             | 3                    | 3                     |            |
| <b>TOTAL</b>             | <b>79</b>            | <b>65</b>             | <b>14</b>  |

## Bachelor's Level – Salary Report

(Non-Teacher Cert)

| Major                 | Reported Salary Data | Low Salary | High Salary | Average  |
|-----------------------|----------------------|------------|-------------|----------|
| Art                   | 5                    | \$23,500   | \$35,000    | \$28,700 |
| Communication Studies | 9                    | \$20,000   | \$60,000    | \$32,700 |
| English               | 3                    | \$20,000   | \$38,000    | \$28,300 |
| Journalism            | 4                    | \$22,000   | \$45,000    | \$33,500 |
| Speech Communication  | 9                    | \$27,000   | \$55,000    | \$36,500 |

Average salaries reported by employed College of Arts & Humanities graduates in 2006 remained similar to 2005 starting salaries.

# College of Arts & Humanities

## Master's Level – Employment Report

(Non-Teacher Cert)

| Major                 | Total Served | % Served   |
|-----------------------|--------------|------------|
| Art                   | 3            | 33%        |
| Communication Studies | 6            | 50%        |
| English               | 3            | 27%        |
| History               | 6            | 55%        |
| <b>TOTAL</b>          | <b>18</b>    | <b>42%</b> |

The number of Master's level College of Arts & Humanities students using Career Services has increased 7% from 2005. These students typically deferred their job search and are now seeking assistance with their job search strategy.

| Major                 | Information Received | Employed/ Not Seeking | Unemployed |
|-----------------------|----------------------|-----------------------|------------|
| Art                   | 1                    | 1                     |            |
| Communication Studies | 0                    |                       |            |
| English               | 2                    | 2                     |            |
| History               | 1                    | 1                     |            |
| <b>TOTAL</b>          | <b>4</b>             | <b>4</b>              |            |

## Master's Level – Salary Report

(Non-Teacher Cert)

| Major   | Reported Salary Data | Low Salary | High Salary | Average  |
|---------|----------------------|------------|-------------|----------|
| English | 2                    | \$28,000   | \$43,000    | \$35,500 |
| History | 1                    | \$37,000   | \$37,000    | \$37,000 |

Insufficient data exists to draw comparisons to salaries recorded in previous annual reports for Master's level candidates.

# College of Education & Professional Studies

## Bachelor's Level – Employment Report

(Non-Teacher Cert)

| Major                       | Total Served | % Served   |
|-----------------------------|--------------|------------|
| Health Studies              | 15           | 44%        |
| Physical Education          | 48           | 94%        |
| Recreational Administration | 9            | 33%        |
| <b>TOTAL</b>                | <b>72</b>    | <b>64%</b> |

College of Education and Professional Studies non-teaching majors have remained highly engaged with Career Services for many years with over 60% of the senior class being served.

The following table depicts the employment data for the 2005-2006 candidates from the College of Education and Professional Studies. *Employed/Not Seeking includes those attending Graduate or Professional School.*

| Major                       | Information Received | Employed/ Not Seeking | Unemployed |
|-----------------------------|----------------------|-----------------------|------------|
| Health Studies              | 8                    | 8                     |            |
| Physical Education          | 27                   | 23                    | 4          |
| Recreational Administration | 6                    | 5                     | 1          |
| <b>TOTAL</b>                | <b>41</b>            | <b>36</b>             | <b>5</b>   |

## Bachelor's Level –Salary Report

(Non-Teacher Cert)

| Major              | Reported Salary Data | Low Salary | High Salary | Average  |
|--------------------|----------------------|------------|-------------|----------|
| Health Studies     | 3                    | \$25,000   | \$35,000    | \$30,000 |
| Physical Education | 4                    | \$22,000   | \$33,000    | \$28,250 |

Salaries for 2006 College of Education and Professional Studies non-teacher certification majors increased nearly 5% compared to 2005 average salaries.

# College of Education & Professional Studies

## Master's Level – Employment Report

(Non-Teacher Cert)

| Major                   | Total Served | % Served   |
|-------------------------|--------------|------------|
| College Student Affairs | 5            | 45%        |
| Counseling              | 9            | 31%        |
| Physical Education      | 18           | 50%        |
| <b>TOTAL</b>            | <b>32</b>    | <b>42%</b> |

Master's level College of Education and Professional Studies graduates are following the campus trend of increased interaction with Career Services. An additional 10% of the Master's candidates in non-teacher certification programs in COEPS sought assistance from Career Services.

| Major                   | Information Received | Employed/ Not Seeking | Unemployed |
|-------------------------|----------------------|-----------------------|------------|
| College Student Affairs | 2                    | 2                     |            |
| Counseling              | 4                    | 2                     | 2          |
| Physical Education      | 4                    | 4                     |            |
| <b>TOTAL</b>            | <b>10</b>            | <b>8</b>              | <b>2</b>   |

## Master's Level – Salary Report

(Non-Teacher Cert)

| Major                   | Reported Salary Data | Low Salary | High Salary | Average  |
|-------------------------|----------------------|------------|-------------|----------|
| College Student Affairs | 2                    | \$38,000   | \$41,000    | \$39,500 |
| Counseling              | 1                    | \$43,000   | \$43,000    | \$43,000 |
| Physical Education      | 3                    | \$28,000   | \$55,000    | \$39,300 |

Salary offers for 2006 COEPS non-teaching graduate students showed a strong increase from the 2005. Athletic training and cardiac rehabilitation graduates in the physical education program had strong salary growth in 2005 but then received little salary growth in 2006.

# College of Sciences

## Bachelor's Level – Employment Report

(Non-Teacher Cert)

| Major                              | Total Served | % Served   |
|------------------------------------|--------------|------------|
| Biological Sciences                | 29           | 39%        |
| Chemistry                          | 5            | 45%        |
| Clinical Laboratory Science        | 0            |            |
| Communication Disorders & Sciences | 13           | 35%        |
| Economics                          | 14           | 52%        |
| Environmental Biology              | 0            |            |
| Geography                          | 9            | 53%        |
| Geology                            | 2            | 33%        |
| Mathematics                        | 2            | 67%        |
| Math & Computer Science            | 2            | 100%       |
| Physics                            | 1            | 33%        |
| Political Science                  | 22           | 47%        |
| Psychology                         | 71           | 52%        |
| Sociology                          | 38           | 49%        |
| Zoology                            | 0            |            |
| <b>TOTAL</b>                       | <b>208</b>   | <b>46%</b> |

Service to students in the College of Sciences has steadily grown during the past five years and increased 4% again in 2006. Students seek direction for specific career fields, resume assistance, mock interviews, graduate school selection, and graduate school application strategies. COS graduates found a strong job market for all majors in the College.

The following table depicts the employment data for the 2005-2006 candidates from the College of Sciences. *Employed/Not Seeking includes those attending Graduate or Professional School.*

| Major                              | Information Received | Employed/ Not Seeking | Unemployed |
|------------------------------------|----------------------|-----------------------|------------|
| Biological Sciences                | 18                   | 18                    |            |
| Chemistry                          | 5                    | 5                     |            |
| Clinical Laboratory Science        | 0                    |                       |            |
| Communication Disorders & Sciences | 13                   | 13                    |            |
| Economics                          | 11                   | 10                    | 1          |
| Geography                          | 6                    | 5                     | 1          |
| Geology                            | 1                    | 1                     |            |
| Mathematics                        | 2                    | 1                     | 1          |
| Math & Computer Science            | 2                    | 1                     | 1          |
| Physics                            | 0                    |                       |            |
| Political Science                  | 13                   | 11                    | 2          |
| Psychology                         | 48                   | 45                    | 3          |
| Sociology                          | 20                   | 18                    | 2          |
| Zoology                            | 0                    |                       |            |
| <b>TOTAL</b>                       | <b>139</b>           | <b>128</b>            | <b>11</b>  |

## Bachelor's Level –Salary Report

(Non-Teacher Cert)

| Major               | Reported Salary Data | Low Salary | High Salary | Average  |
|---------------------|----------------------|------------|-------------|----------|
| Biological Sciences | 3                    | \$22,000   | \$40,000    | \$32,300 |
| Chemistry           | 2                    | \$30,000   | \$35,000    | \$32,500 |
| Economics           | 5                    | \$30,000   | \$65,000    | \$42,400 |
| Geography           | 3                    | \$28,000   | \$42,000    | \$36,000 |
| Political Science   | 2                    | \$43,000   | \$63,000    | \$53,000 |
| Psychology          | 12                   | \$17,000   | \$38,000    | \$27,000 |
| Sociology           | 6                    | \$33,000   | \$60,000    | \$43,000 |

Salaries for 2006 College of Sciences graduates increased for all fields except for Psychology. Graduates in Biological Sciences, Chemistry, Economics and Sociology showed very strong salary growth.

# College of Sciences

## Master's & Specialist's Levels – Employment Report

(Non-Teacher Cert)

| Major                              | Total Served | % Served   |
|------------------------------------|--------------|------------|
| Biological Sciences                | 2            | 22%        |
| Clinical Psychology                | 1            | 17%        |
| Communication Disorders & Sciences | 5            | 25%        |
| Economics                          | 5            | 83%        |
| Mathematics                        | 4            | 57%        |
| Natural Science                    | 0            |            |
| Political Science                  | 5            | 50%        |
| School Psychology                  | 8            | 62%        |
| <b>TOTAL</b>                       | <b>30</b>    | <b>38%</b> |

2006 COS Master's candidates also increased their use of Career Services compared to 2005 and found a strong job market for all majors.

| Major                              | Information Received | Employed/ Not Seeking | Unemployed |
|------------------------------------|----------------------|-----------------------|------------|
| Biological Science                 | 0                    |                       |            |
| Clinical Psychology                | 1                    | 1                     |            |
| Communication Disorders & Sciences | 3                    | 3                     |            |
| Economics                          | 3                    | 3                     |            |
| Mathematics                        | 2                    | 2                     |            |
| Political Science                  | 1                    | 1                     |            |
| School Psychology                  | 5                    | 5                     |            |
| <b>TOTAL</b>                       | <b>15</b>            | <b>15</b>             |            |

## Master's Level – Salary Report

(Non-Teacher Cert)

| Major                              | Reported Salary Data | Low Salary | High Salary | Average  |
|------------------------------------|----------------------|------------|-------------|----------|
| Communication Disorders & Sciences | 2                    | \$38,000   | \$44,000    | \$41,000 |
| Economics                          | 2                    | \$40,000   | \$46,000    | \$43,000 |
| Mathematics                        | 2                    | \$29,000   | \$60,000    | \$44,500 |

Insufficient data exists for reliable salary comparisons to previous years.

# Lumpkin College of Business & Applied Sciences

## Bachelor's Level – Employment Report

(Non-Teacher Cert)

| Major                           | Total Served | % Served   |
|---------------------------------|--------------|------------|
| Accounting                      | 43           | 90%        |
| Administrative Info Systems     | 0            |            |
| Business Administration         | 0            |            |
| Career & Organizational Studies | 3            | 10%        |
| Computer Information Systems    | 25           | 78%        |
| Computer Management             | 1            | 100%       |
| Engineering Cooperative         | 0            |            |
| Family & Consumer Science       | 90           | 52%        |
| Finance                         | 46           | 74%        |
| Industrial Technology           | 28           | 58%        |
| Management                      | 52           | 57%        |
| Marketing                       | 49           | 75%        |
| <b>TOTAL</b>                    | <b>337</b>   | <b>61%</b> |

LCBAS undergraduates have a 2006 employment rate that exceeds the University and National placement rates. All majors enjoyed a strong job market which was good news for majors such as CIS, Management, Finance and Industrial Technology. Accounting was the most sought after major by employers and continues to hold a spot on the National list Top 10 Recruited majors.

The following table depicts the employment data for the 2005-2006 candidates from the Lumpkin College of Business and Applied Sciences. *Employed/Not Seeking includes those attending Graduate or Professional School.*

| Major                           | Information Received | Employed/ Not Seeking | Unemployed |
|---------------------------------|----------------------|-----------------------|------------|
| Accounting                      | 28                   | 25                    | 3          |
| Administrative Info Systems     | 0                    |                       |            |
| Business Administration         | 0                    |                       |            |
| Career & Organizational Studies | 1                    | 1                     |            |
| Computer Information Systems    | 15                   | 12                    | 3          |
| Computer Management             | 1                    | 1                     |            |
| Family & Consumer Science       | 42                   | 39                    | 3          |
| Finance                         | 22                   | 21                    | 1          |
| Industrial Technology           | 16                   | 15                    | 1          |
| Management                      | 30                   | 28                    | 2          |
| Marketing                       | 29                   | 27                    | 2          |
| <b>TOTAL</b>                    | <b>184</b>           | <b>169</b>            | <b>15</b>  |

## Bachelor's Level –Salary Report

(Non-Teacher Cert)

| Major                     | Reported Salary Data | Low Salary | High Salary | Average  |
|---------------------------|----------------------|------------|-------------|----------|
| Accounting                | 10                   | \$25,000   | \$55,000    | \$39,600 |
| Computer Info Systems     | 6                    | \$30,000   | \$52,000    | \$39,500 |
| Family & Consumer Science | 17                   | \$20,000   | \$40,000    | \$32,300 |
| Finance                   | 14                   | \$30,000   | \$55,000    | \$38,300 |
| Industrial Technology     | 10                   | \$28,000   | \$55,000    | \$39,400 |
| Management                | 18                   | \$26,000   | \$45,000    | \$33,500 |
| Marketing                 | 14                   | \$24,000   | \$63,000    | \$34,900 |

2006 salaries showed minor growth over the strong salary increases in the 2005 job market. Majors showing salary growth near 10% were limited to FCS, Industrial Technology and Finance.

# Lumpkin College of Business & Applied Sciences

## Master's Level – Employment Report

(Non-Teacher Cert)

| Major                     | Total Served | % Served   |
|---------------------------|--------------|------------|
| Family & Consumer Science | 12           | 29%        |
| Gerontology               | 4            | 57%        |
| MBA                       | 28           | 56%        |
| Technology                | 17           | 35%        |
| <b>TOTAL</b>              | <b>61</b>    | <b>42%</b> |

Service to LCBAS Graduate students doubled in 2004 and 2005 and then leveled out for 2006. Graduate level candidates in the MBA program and social services faced a very strong job market and increasing starting salary offers.

| Major                     | Information Received | Employed/ Not Seeking | Unemployed |
|---------------------------|----------------------|-----------------------|------------|
| Family & Consumer Science | 6                    | 5                     | 1          |
| Gerontology               | 2                    | 1                     | 1          |
| MBA                       | 13                   | 9                     | 4          |
| Technology                | 6                    | 6                     |            |
| <b>TOTAL</b>              | <b>27</b>            | <b>21</b>             | <b>6</b>   |

## Master's Level – Salary Report

(Non-Teacher Cert)

| Major                     | Reported Salary Data | Low Salary | High Salary | Average  |
|---------------------------|----------------------|------------|-------------|----------|
| Family & Consumer Science | 2                    | \$34,000   | \$42,000    | \$38,000 |
| Gerontology               | 1                    | \$28,500   | \$28,500    | \$28,500 |
| MBA                       | 5                    | \$35,000   | \$45,000    | \$41,400 |
| Technology                | 2                    | \$27,000   | \$40,000    | \$33,500 |

Data is insufficient for reliable salary comparisons in most graduate programs except the MBA program. MBA average salaries were 9% higher than 2005 starting salary offers.

# School of Adult & Continuing Education

## Bachelor's Level – Employment Report

(Non-Teacher Cert)

| Major           | Total Served | % Served |
|-----------------|--------------|----------|
| General Studies | 21           | 13%      |

Service to non-traditional students in the General Studies program has doubled during the past 5 years. By the nature of this program, most students already have jobs although some students are seeking better positions. For those students who seek better positions, Career Services assists with re-defining their approach to marketing their skills.

The following table depicts the employment data for the 2005-2006 candidates from the General Studies program. *Employed/Not Seeking includes those attending Graduate or Professional School.*

| Major           | Information Received | Employed/ Not Seeking | Unemployed |
|-----------------|----------------------|-----------------------|------------|
| General Studies | 12                   | 11                    | 1          |

## Bachelor's Level –Salary Report

(Non-Teacher Cert)

| Major           | Reported Salary Data | Low Salary | High Salary | Average  |
|-----------------|----------------------|------------|-------------|----------|
| General Studies | 5                    | \$24,000   | \$40,000    | \$31,400 |

General Studies students received salary offers during 2006 that were consistent with other degree candidates and were more than 10% higher than previous years starting salaries.

# Top Fields of 2006

## EIU Majors in High Demand

The popular majors at EIU were also the popular majors sought by employers on a national scale. For example, our small nursing program elicited consistent requests for candidates. The burgeoning growth in teacher recruitment was reflected by requests for math, science, school psychologists, teachers with Spanish skills, school social workers and special education candidates. Education recruitment for principals continued to grow in 2006 with the increase of retirements in this profession.

As the economy gained momentum, the focus on sales and profitability continued the requests for marketing and communication studies majors. Turnover in social service positions continued to provide entry level jobs for psychology, FCS and sociology candidates. Industrial Technology saw a rise in interest for production managers and the Management majors rose to the Top 10 list of Majors for College Recruitment.

Accounting  
 Career & Technical Education  
 Chemistry  
 Computer Information Systems  
 Communication Disorders & Sciences  
 Educational Administration  
 Finance  
 Foreign Language with Teacher Certification  
 Industrial Technology (Construction)  
 Management  
 Marketing  
 Math & Computer Science  
 Math with Teacher Certification  
 Nursing  
 Psychology  
 School Psychology  
 Science with Teacher Certification  
 Social Science  
 Sociology  
 Special Education

## Average Salaries of Top Fields

| <b>MAJOR</b>  | <b>AVERAGE SALARY</b> |
|---|-----------------------|
| Accounting  | \$39,600              |
| Career & Technical Education                        | \$30,000              |
| Chemistry   | \$32,500              |
| Computer Information Systems                        | \$39,500              |
| Communication Disorders & Sciences (Master's Level) | \$41,000              |
| Educational Administration                          | \$37,600              |
| Finance   | \$38,300              |
| Foreign Language with Teacher Certification         | \$36,000              |
| Industrial Technology                               | \$39,400              |
| Management  | \$33,500              |
| Marketing   | \$34,900              |
| Math & Computer Science                             | n/a                   |
| Math with Teacher Certification                     | \$34,100              |
| Nursing   | n/a                   |
| Psychology  | \$27,000              |
| School Psychology                                   | n/a                   |
| Science with Teacher Certification                  | \$33,500              |
| Social Science                                      | \$30,750              |
| Sociology   | \$43,000              |
| Special Education                                   | \$33,250              |

The salaries of the popular majors at EIU for the 2005-2006 year are reflected in this table.