

INTERNSHIP AND CAREER DEVELOPMENT *STUDENT SURVEY*

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OBJECTIVES & METHODS

Objectives:

- Gauge students' awareness and perceptions surrounding Internship and Career Development and its services
- Learn how to better serve the student body and promote Internship and Career Development's services/events

Methods:

- Series of 13 questions
- Conducted survey for 2 weeks
- Promoted via social media, flyers, and email
- Encouraged participation through prizes

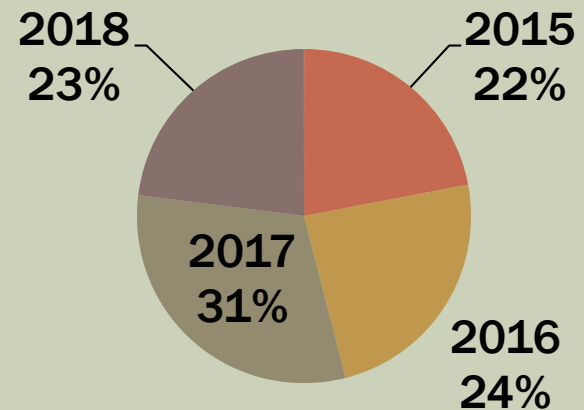
DEMOGRAPHICS



n = 275 completes

Top 5 majors:

1. Psychology
2. Public Health
3. Business Management
4. Neuroscience
5. Economics



STUDENT PERCEPTIONS

Hurdles	True	False	I don't know
It is difficult to fit time for an internship into my schedule	<u>63%</u>	27%	10%
I am nervous that I am unprepared for an internship	<u>56%</u>	38%	6%
It is difficult to find an internship in my area of study	44%	38%	18%
I think I am pretty good at networking	32.06%	<u>45.29%</u>	22.65%

Perceptions	True	False	I don't know
Agnes Scott Alumnae are very open to helping current students find internships and jobs	49%	10%	<u>41%</u>
For-credit internships required at least 10 hours of work per week for 13 weeks	44%	4%	<u>52%</u>
The Hire a Scottie jobs board is a good resource for internship and job information	43%	15%	<u>42%</u>

STUDENT AWARENESS

Do we offer this service?	Yes	No	I don't know
Strength assessments	41%	5%	<u>54%</u>
Help with LinkedIn Profile	53%	4%	<u>43%</u>
Career panels	61%	5%	<u>34%</u>
Alumnae networking	62%	6%	<u>33%</u>
Help with personal statements and graduate applications	67%	2%	<u>31%</u>
Mock Interviews	71%	1%	<u>28%</u>

GAPS IN SERVICES AND USE

How important is this service?

Have you used it?

Top 5 services students found important	Very Important	Yes
Resume/CV critique	83%	<u>52%</u>
Help with personal statements and graduate applications	81%	<u>12%</u>
Help with cover letters	81%	<u>27%</u>
One-on-one appointments	78%	<u>48%</u>
On-campus career fairs	76%	<u>27%</u>

*Percentages reflect entire survey population

WHAT STUDENTS HAVE DONE

Activity	% completed
Created a professional resume	67%
Written a cover letter	50%
Created a LinkedIn profile	42%
Applied for a summer internship	59%
Applied for an internship during academic semester	33%
Accepted an offer for an internship	39%
Completed a for-credit internship	<u>15%</u>
Applied for a summer REU (research experience for undergraduates)	9%
Completed a summer REU	<u>5%</u>

WHAT STUDENTS WANT

Alumnae relations:

“More opportunities to connect with alumnae in high positions/our potential career field (i.e. directory/binder with job/contact info). Mount Holyoke provides a service like this.”

On-campus career fairs:

“I would love to have a career fair at Agnes Scott.”

Networking:

“Increased opportunities to connect with the broader Atlanta community.”

Help with graduate schools:

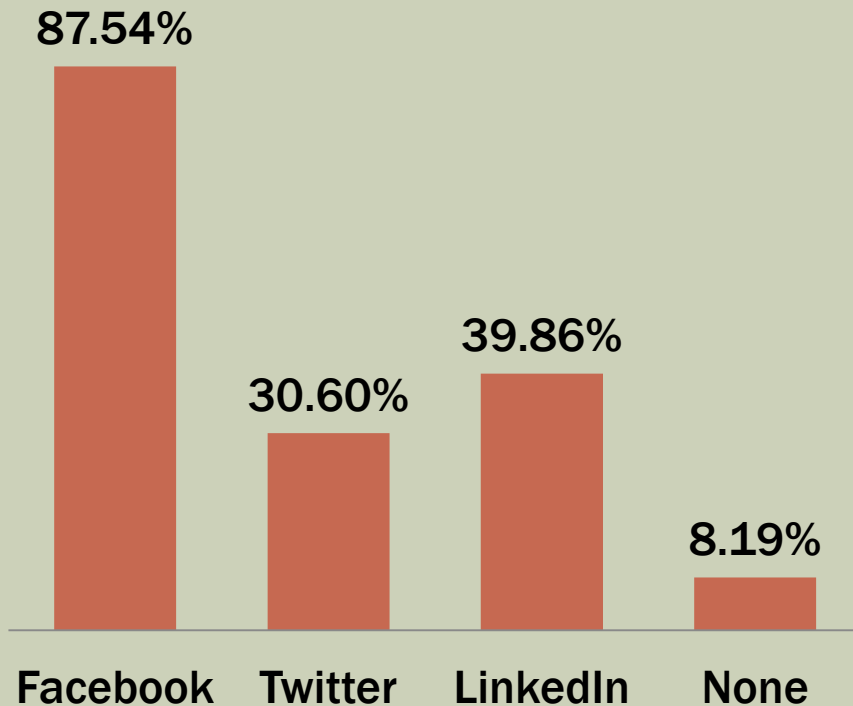
“Help finding and applying to grad school! Also, preparation for exams, such as GRE, LSAT, MCAT, etc.”

Diverse internships:

“A lot of the internships that go out are more suited for Econ/Business majors. Some diversity would be nice, not just for science majors but also for humanities.”

SOCIAL MEDIA & PROMOTION

Social Media Use



Preferences

Promotion:

1. Email
2. The Irvine
3. Facebook

■ Only 24% follow us on Facebook

CONCLUSION

Lack of awareness



Educate student body

Gaps in perceptions and use



Survey on gaps

Desire for more professional opportunities



Reevaluate services

Preferred ways of communication



Increase marketing