



## **EMPLOYER ACTIVITIES REPORT 2008-2009**

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June 30, 2009

# OVERVIEW

Sophisticated web technology (UNLV CareerLink) and a successful funding model relying on employer sponsorship/advertising have enabled Career Services to provide all services, with the exception of career fairs, at no cost to employers or to UNLV enrolled students for up to three months after graduation. In addition, our services are free to all UNLV Alumni, with the exception of UNLV CareerLink, which is free to UNLV Alumni Association members who are UNLV graduates, thanks to the association's sponsorship of our system. Career Services strives to provide "One-Stop Shopping" for these services to both students and employers through our CareerLink.

**PERIOD OF REPORT:** June 1, 2008 – May 31, 2009.

## **CAREER SERVICES WEBSITE (hire.unlv.edu)**

The website look and navigation layout is supportive in providing easy access to CareerLink and information about our services for students, alumni, employers, faculty, and parents. Slight improvements were made during the year.

## **ON-CAMPUS RECRUITING (OCR)**

On-campus recruitment activities for Fall 2008 and Spring 2009 on UNLV CareerLink showed a significant decrease in employer visits and schedules from last year. The numbers of unique employers fell to 106 (from 106, a 33% drop), visits to 81 (from 148, a 45% drop), interview schedules to 123 (from 222, a 46% drop), and tactual interviews to 592 (from 843, a 30% drop). Career Services coordinated and sponsored a total of 123 on-campus employer events (Information Sessions Marketing Tables) for the academic year, up from 91 last year (a 35% increase), mainly due to increased visits by military recruiters.

Employer On-Campus Recruiting surveys reveal that overall, UNLV interview candidates met or exceeded most employer expectations in Resume and Candidate Credentials. Compared to last year, our students were rated better in four areas but worse in five areas. For the first section of the survey, importance of various skills and attributes when screening student credentials, UNLV interview candidates met or exceeded most employer expectations/, with ratings from good to very good. For the second section of the survey, importance of career and interview preparation areas when interviewing candidates, candidates did not meet employer expectations in any of the categories, but were still rated good to very good. This indicates the high standards employers expect from or students and graduates. For the third section of the survey, which rated recruiting services and campus relations, the three services directly provided by Career Services were rated excellent to exceptional.

## **UNLV CAREERLINK**

Career Services utilized the online recruiting system NACElink, operated by the nonprofit organization National Association of Colleges and Employers (NACE) in conjunction with the Symplicity Corporation. In our third year of use, UNLV CareerLink (local brand name) was used to manage Job Postings, On-Campus Recruiting, career fairs and other events, Information Sessions, Marketing Tables, Resume Books, and our student and employer contact databases. There are currently more than 900 schools that use all or part of the NACElink system.

Career Services continued our agreement with the UNLV Alumni Association to provide free UNLV CareerLink access to Alumni Association members who were UNLV graduates, in exchange for sponsorship of our system.

As of the end of May 2009, we hosted 3913 active (used within last 6 months) student and alumni accounts; in addition, at the end of May 2009 there were 4321 "Soft-Blocked" accounts. Soft-Blocked accounts are those not used in the previous 6 months, and are not included in the Resume Books; students/alumni can still log on any time, which removes the soft-block. There were 3993 new accounts created within the last year. Since its inception three years ago, 11,896 students and alumni have utilized UNLV CareerLink. Student accounts are deactivated three months after graduation, in accordance with UNLV Career Services policy. Graduates are referred to join the UNLV Alumni Association for a new free account.

There were 6244 registered employers organizations (compared to 5513 last year, a 13% increase) with 7403 contacts (compared to 6652 contacts last year, an 11% increase). Organizations and Contacts are constantly purged when we can no longer contact them by phone or email. Since its inception, employers have posted 19,218 positions for which UNLV students and alumni could apply. Of those, 10,424 were posted directly through UNLV CareerLink, while the other 8794 were posted for a fee through other schools that are part of the NACElink system.

### **CAREER FAIRS & MIXERS**

Career Services hosted four career fairs open to all majors and industries throughout the school year: Fall Marketplace, UNLV Career Day (Spring), Internship/Summer Job Fair (Spring), and Diversity Student/Employer Panel & Mixer (Spring).

Employer attendance at the events dropped due to the economy, while student attendance significantly increased, for the same reason. Fall Marketplace 2008 (which replaced Hospitality & Business Marketplace (HBM) based on the need for a second large career fair in the Fall semester) had 110 organizations attend, up from 105 at HBM last year, a 5% increase. UNLV Career Day 2009 had 118 organizations attend, compared with 183 the previous year, a 36% decrease. Internship/Summer Job Fair 2009 had 29 employers, down from 56 last year, a 48% decrease. Diversity Student/Employer Panel & Mixer 2009 had 28 employers attend, up from 25 last year, a 12% increase.

# ON-CAMPUS RECRUITING

National employer surveys, such as those conducted by the National Association of Colleges and Employers (NACE), continue to cite on-campus recruiting as one of the most effective methods for quality staffing. According to NACE, On-Campus Recruiting (OCR), whereby facilities are made available for recruiters and interviews for career-track positions are coordinated by the Career Services office, is rated second only to internship and co-operative education programs as the best method for attracting new talent to an organization. Career fair events rank a close third.

The university, its students, graduates and alumni benefit from OCR on several levels. First, it saves students significant time and energy in the job search process by bringing employers to campus. Second, students and graduates are most likely to receive career-track position offers and competitive salaries because the OCR companies have committed resources and personnel to their recruiting efforts and are interested in showing a return on this investment. Most companies choose to initiate a long term recruiting relationship with UNLV and seek to develop a mutually beneficial partnership with the institution. Third, corporate contributions to an institution can flow out of strong employer relationships to further research and teaching endeavors. Lastly, alumni who are successful with prominent employers reflect upon the quality of the institution and promote the reputation of the institution to future constituents. For these reasons, developing strong OCR relationships has continued to be a high priority for Career Services.

In cases where OCR cannot be arranged or does not appropriately address the immediacy of the company needs, Career Services provides other convenient free alternatives such as online job and internship posting, searchable online Resume Books, on-campus Information Sessions and Marketing Tables, as well as fee-based career fairs. All of our services are designed to ultimately connect employers with UNLV talent, and establish successful employment relationships with the campus community.

Career Services conducted hiring surveys of employers who attended On-Campus Recruiting; see the Employer Recruitment Surveys section for results.

**UNLV hosted 81 organization visits on campus during the 2008-2009 academic year for the purpose of interviewing students and alumni as part of On-Campus Recruiting**

## **ON-CAMPUS RECRUITING**

A breakdown of 2008-2009 employer OCR activity on UNLV CareerLink ([hire.unlv.edu](http://hire.unlv.edu)) follows. All figures used do not take into account any interviews conducted off-campus or "on-the-spot" at our events & career fairs. We hosted 81 employers on campus (compared to 148 the previous year, a 45% decrease). The number of unique employers also fell compared to last year: 71 versus 106, a 33% drop), as did interview schedules (123 versus 222, down 46%) and interviews held (592 versus 843, down 30%).

Of the 123 interviews schedules held, 37 (30%) were open to any major. The rest of the schedules had screening criteria requiring a certain major. Of those 86 interview schedules, 48 (56%) included at least one College of Business major, 28 (33%) included at least one College

of Hotel Administration major, and 15 (17%) included at least one College of Engineering major. These three majors also dominated last year's interview schedules.

**For interview schedules that screened for majors:  
 56% included Business majors (who made up 17% of the graduating class),  
 33% included Hospitality majors (who made up 12% of the graduating class), and  
 17% included Engineering majors (who made up 5% of the graduating class)**

A breakdown of **colleges and majors required by employers conducting OCR** using screening criteria shows the disciplines most commonly requested by employers at UNLV (does not take into consideration the OCR schedules that are open to any major). Within the College, the majors specifically requested most often are shown by percentage of that college only:

<b>College of Business: 48 Schedules</b> Accounting = 67% MBA = 21% MIS = 13%	<b>College of Urban Affairs: 11 Schedules</b>
	<b>College of Liberal Arts: 7 Schedules</b>
<b>College of Hotel Admin: 28 Schedules</b> Foodservice Management = 21% Hospitality Management = 21% Beverage Management = 18%	<b>College of Education: 5 Schedules</b>
	<b>College of Fine Arts: 5 Schedules</b>
<b>College of Engineering: 15 Schedules</b> Construction Management = 33% Electrical & Computer Eng = 33% Electrical Eng = 33% Mechanical Eng = 33%	<b>College of Sciences: 5 Schedules</b>
	<b>University College: 5 Schedules</b>
	<b>School of Allied Health Sciences: 4 Schedules</b>

## **ON-CAMPUS EVENTS**

Employers are invited to use campus facilities when seeking to recruit UNLV students and alumni. Career Services sponsors Information Sessions and Marketing Tables for direct-hire employers, which defrays the normal room fees charged to non-campus users by the Student Union. Career Services also covers all audiovisual equipment fees. Each employer is responsible for catering fees, if desired. Career Services coordinates the events and promotes them online using UNLV CareerLink and our website. Career Services coordinated and sponsored **123 on-campus employer events** for the academic year, a **35% increase** over the previous year; many of these were Marketing Tables for the US military.

**Information Sessions** are normally planned in conjunction with On-Campus Recruiting and held the evening before the interviews are conducted. Employer organizations are encouraged to utilize these events to enhance the process of educating students about organizations and their career opportunities, as well as facilitate a more informed interview process for UNLV candidates. Information Sessions are open to all students and alumni, and are advertised as **mandatory** for scheduled interviewees. Career Services facilitated **36 Information Sessions** (a 12% decrease over the previous year). As in previous years some of the organizations hosting Information Sessions experienced difficulty with student attendance. This is possibly due to the nature of our student body as a working/commuter campus, and the fact that we do not enforce attendance in any way.

**Marketing Tables** are more informal, used to attract walk-by traffic to an employer’s hiring opportunities. These events are held on counter-spaces on the first floor of the Student Union near the Food Court. They are most popular with employers seeking part-time and/or seasonal work, as well as with the military. They can also be very useful to employers needing to hire someone quickly. Career Services sponsored **87 Marketing Tables** (a 74% increase over the previous year).

**Career Services coordinated 36 employer Information Sessions  
and 87 Marketing Tables on campus**

### **EMPLOYER SATISFACTION SURVEYS**

Our On-Campus Recruiting Survey is a measure of employer satisfaction with UNLV students and graduates, and the employer services provided by Career Services and the campus. It is voluntary, and is provided to employers at the start of their interview day. This survey assists Career Services in evaluating its service to employers as well as helping to understand the skills and assets that are important to employers directly recruiting UNLV students and graduates for full- and part-time career-track positions and internships.

The employer survey was completed and **returned by ten employers** (12% of the 81 total employer visits. Of those returns, 6 (60%) were businesses, two (20%) were government agencies, and one each (10%) were hospitality and engineering companies. Employers evaluated our campus and students in three main areas:

- Part I: Candidate Selection – Resume & Candidate Credentials**
- Part II: Candidate Selection – Career & Interview Preparation**
- Part III: Career Services – Recruiting Services & Campus Relations**

The IMPORTANCE RATING SCALE below was used by employers to rate the importance of “**Resume & Candidate Credentials**”, and “**Career & Interview Preparation**”:

**IMPORTANCE RATING SCALE:**

- 7 = Critical to hiring for my company**
- 6 = Very Important**
- 5 = Necessary to be considered**
- 4 = Important**
- 3 = Somewhat important**
- 2 = Of limited importance**
- 1 = Not applicable or not important to my company**

The UNLV STUDENT RATING SCALE was used by employers to rate the students they interviewed for “**Resume & Candidate Credentials**”, and “**Career & Interview Preparation**”. It was also used to rate Career Services and the university in general for “**Recruiting Services & Campus Relations**”:

**UNLV STUDENT RATING SCALE:**

- |                        |                              |
|------------------------|------------------------------|
| <b>7 = Exceptional</b> | <b>3 = Adequate</b>          |
| <b>6 = Excellent</b>   | <b>2 = Fair</b>              |
| <b>5 = Very Good</b>   | <b>1 = Needs improvement</b> |
| <b>4 = Good</b>        |                              |

**PART I: CANDIDATE SELECTION – RESUME & CANDIDATE CREDENTIALS**

The first section of the survey asked recruiters to rate the importance of various skills and attributes when screening student credentials. In addition to the “Importance” rating, employers were asked to rate the performance of the UNLV student candidates on these skills and attributes. This information assists Career Services in analyzing the extent to which UNLV students are meeting employer expectations in addition to the overall performance ratings of our graduates.

Employer On-Campus Recruiting surveys completed revealed that overall, **UNLV interview candidates met or exceeded most employer expectations** in Resume and Candidate Credentials. Compared to last year, our students were rated better in four areas (“Student Leadership” showed the greatest increase) but worse in five areas (“Supervisory experience on the job” showed the greatest drop).

**The survey results suggest that the majority of UNLV candidates met or exceeded MOST employer expectations through their resume and candidate credentials**

Overall, employers rated their perception of UNLV student candidates **good to very good** (“4.43”) on the 7-point rating scale when combining all attributes; this was slightly higher than last year. The rating was above the employers’ average rating for importance of all attributes (“4.27”).

The following are the top four attributes rated most important by all employers when screening resumes and candidate credentials; these are the same top four as from last year’s survey:

<b>ATTRIBUTE</b>	<b>IMPORTANCE</b>
Written Communication Skills	5.6
Technical Skills	5.0
Grade Point Average 3.0 or Higher	5.0
Career Objective	4.8

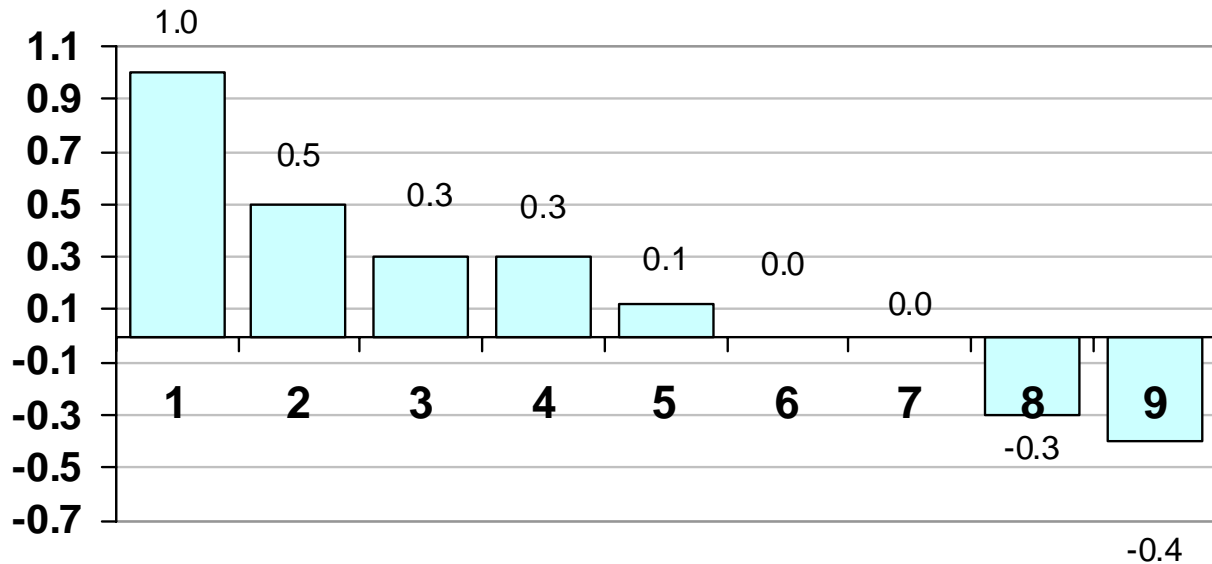
The charts below compare how the employers felt the importance of resumes and credential attributes versus how they rated our UNLV students’ attributes rated.

**Chart A.** The first chart shows the average difference between importance and observations (where a negative difference is not good). Our students were rated lowest for Written Communication Skills, which was rated by employers as the most important attribute:

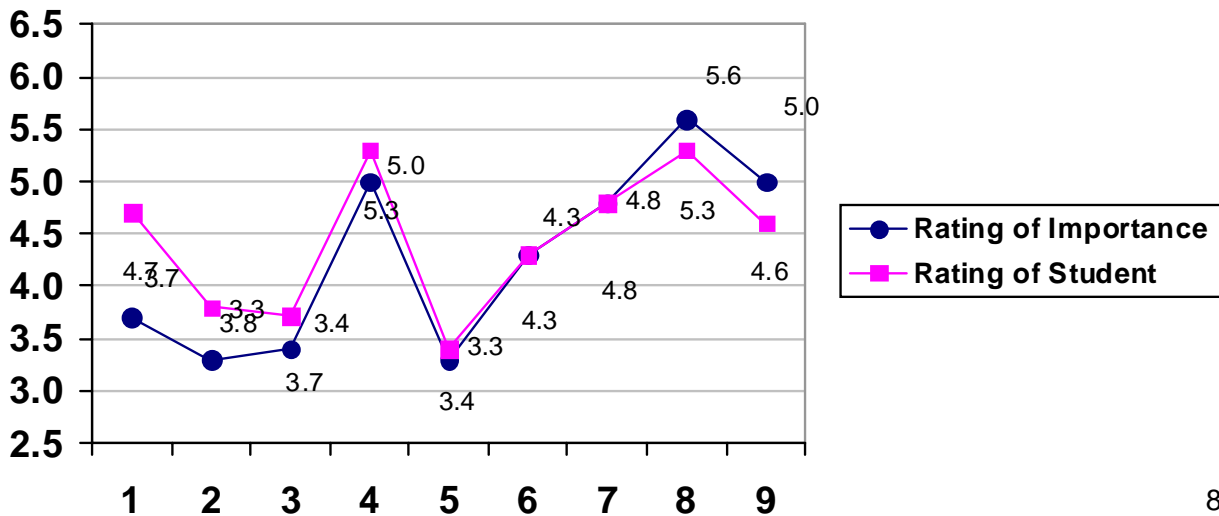
### RATED RESUME & CANDIDATE CREDENTIAL ATTRIBUTES

1. Amount of Career-Related Work Experience
2. Internship and/or co-op experience
3. Special Skills/Training
4. Grade Point Average above 3.0
5. Supervisory Experience on the Job
6. Student Leadership
7. Career Objective
8. Written Communication Skills
9. Technical Skills

**Chart A. Overall Difference Between Employer Ratings of Importance vs. Employer Ratings of Students for Nine Resume/Credential Attributes**



**Chart B. Actual Overall Employer Ratings of Importance vs. Employer Rating of Student for 9 Resume/Credential Attributes**



Both of the charts above reveal **UNLV candidates overall met or exceeded employer expectations in 7 of the 9 categories** of the Resume and Candidate Credentials screening process. Ratings for students for 7 of 9 categories were rated “Good” or higher. In the category showing the greatest negative difference, Technical Skills, students actually were rated Good (“4.6”), but employers believed the importance of written communication skills was even higher (“5.0”). Employers also strongly believe that Written Communication Skills are “necessary to be considered” (“5.6” importance vs. “5.3” student rating). These statistics are similar to results from the last three years.

**PART II: CANDIDATE SELECTION – CAREER & INTERVIEW PREPARATION**

The second section of the survey asked recruiters to rate the importance of career and interview preparation areas when interviewing candidates. In addition to the “Importance” rating, employers were asked to rate the performance of the UNLV student candidates in these areas. This information assists Career Services in analyzing the extent to which UNLV students are meeting employer expectations in addition to the overall performance ratings of our graduates.

Candidate ratings did not meet employer expectations in any of the thirteen categories in Career and Interview Preparation (for the second year in a row). “Analytical/problem solving skills” was the lowest rated “.

The overall average rating employers gave the majority of UNLV students was good to very good (“4.7”). However, the ratings were lower than employer expectations when compared to the average rating for importance of attributes, which was “Necessary to be considered” (“5.4”).

**The survey results suggest that the majority of UNLV candidates did not meet employer expectations through the interview process**

The following are the top four areas (out of thirteen) that employers rated as “Necessary to be considered” or “Very Important” to employers (the top one is the same for the last three years):

<b>ATTRIBUTE</b>	<b>IMPORTANCE</b>
Effective communication/interpersonal skills	6.1
Orientation towards teamwork	6.0
Professional Demeanor and appearance	5.9
Analytical/problem solving skills	5.9

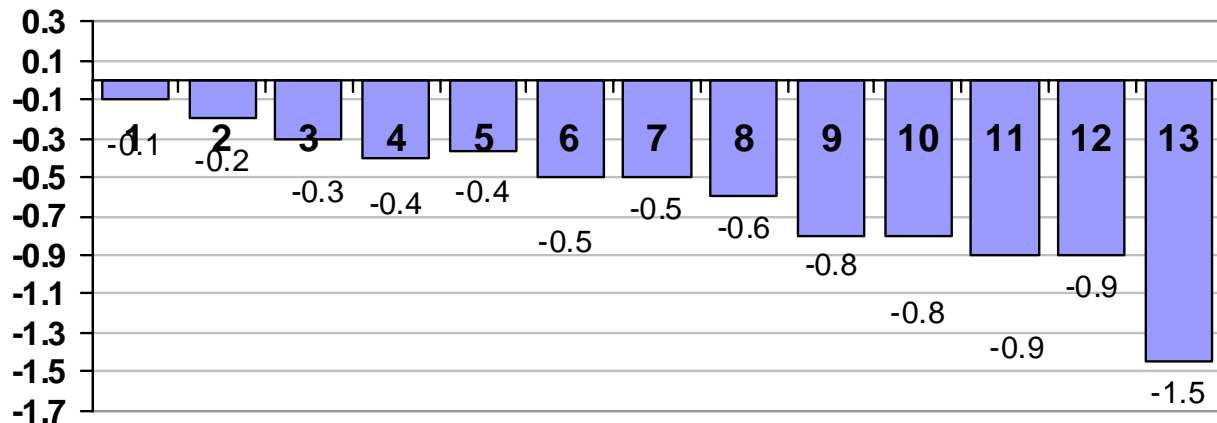
The charts below compare how the employers rated the importance of career and interview preparation areas versus how they rated UNLV students on their performance.

**Chart C.** The first chart shows the average difference between Importance and Ratings (where a negative difference is not good):

**RATED CAREER & INTERVIEW PREPARATION AREAS:**

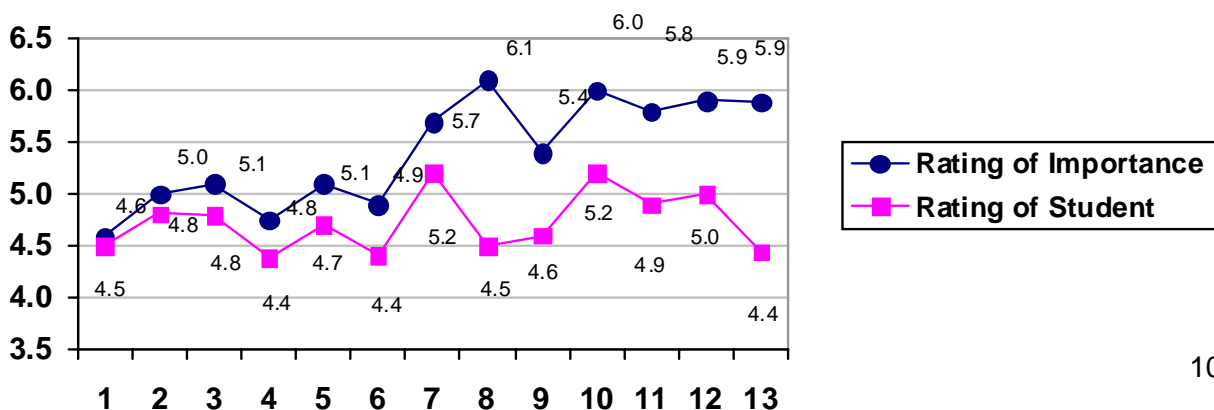
1. Realistic expectations about the world of work
2. Ability to apply academic learning to company
3. Ability to articulate career goals
4. Flexibility with regard to position/location
5. Leadership/management potential
6. Ability to apply previous work experience to company needs
7. Enthusiasm for work in the field
8. Effective communication/interpersonal skills
9. Satisfactory knowledge about your company
10. Orientation towards teamwork
11. Appropriate level of maturity and work ethic
12. Professional demeanor and appearance
13. Analytical/problem solving skills

**Chart C. Overall Difference Between Employer Ratings of Importance vs. Student Performance for Thirteen Career and Interview Attributes**



**Chart D.** The following chart depicts the actual overall ratings for importance versus UNLV students' ratings:

**Chart D. Actual Employer Importance vs. Student Performance Ratings for Thirteen Career & Interview Attributes**



**UNLV candidates did not exceed the level of employer expectation in any area** during the interview process, even though ratings for students in all categories were “Good” to “Very Good”.

**The survey found UNLV candidates overall met employer expectations through their resume & candidate credentials, but fell below expectations in career & interview preparation**

**PART III: CAREER SERVICES – RECRUITING SERVICES & CAMPUS RELATIONS**

This section of the survey asked recruiters to rate how career Services and the UNLV campus performed in the areas of recruiting services and campus relations. This information assists Career Services in improving services to recruiters, and could be used by the campus to identify areas needing attention.

The three services from this survey that are directly provided to employers by Career Services were rated excellent to exceptional, higher than last year. The **overall average rating received by Career Services was “6.4”, between “Excellent” and “Exceptional”**, reflecting the quality of recruiting services provided by the CS staff. Of the other five areas, “Availability and Responsiveness of Faculty and Staff from the Desired College and Departments” was rated “6.0” (up from previous year). The lowest rated area (4.8) continued to be “Degree of interest in your organization”, which was also the lowest last year, but still in the high “Good” range. It is very hard for some types of employers to attract interest on campus; Career Services works hard each semester promoting every OCR employer to our students and alumni.

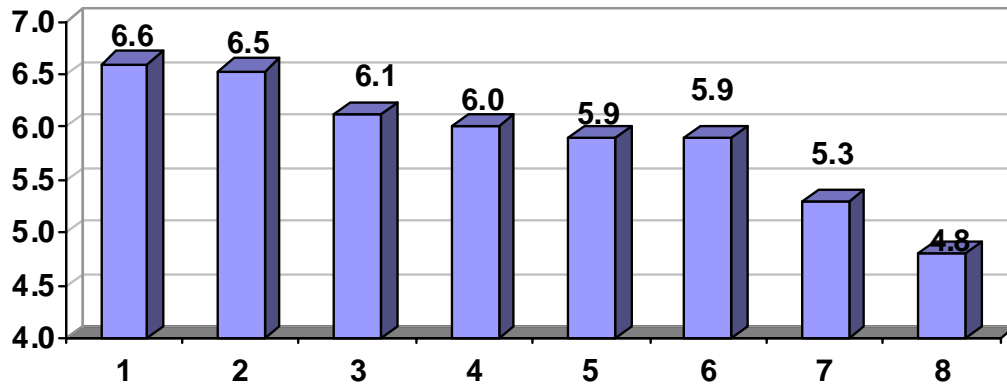
**Chart E.** The following chart depicts the overall ratings received for recruiting services and campus relations:

- CAREER SERVICES AREAS RATED:**
- 1 Degree of courtesy received from CS staff
  - 2 Ease of scheduling interview rooms and facilities
  - 3 Overall quality of facilities for interviewing and company presentations
  - 4 Availability and responsiveness of faculty and staff from desired colleges
  - 5 Desired ethnic diversity representation of candidates
  - 6 Availability of useful information regarding students
  - 7 If recruit at other universities, how UNLV compares
  - 8 Degree of student interest in your organization

**CAREER SERVICES AREAS RATING SCALE:**

7 = Exceptional	3 = Adequate
6 = Excellent	2 = Fair
5 = Very Good	1 = Needs improvement
4 = Good	

**Chart E. Employer Ratings of Service to Recruiters**



Of all the ratings in this section, **the highest rating was “Degree of courtesy you received from CS staff, and the lowest rating concerned the “Degree of student interest in your organization”**. Note that the extent to which an organization’s interview schedule fills is often the employer’s gauge for “Degree of student interest in your organization”. No significant difference was identified when breaking down responses by industry type. The low rating for “Desired ethnic diversity representation of candidates” may be influenced by the fact that some employers restrict interview sign-up to US citizens and those with permanent visas.

**ON-CAMPUS RECRUITERS 2008 - 2009**

**71 Unique On-Campus Recruiting Employers**

Abercrombie & Fitch	McGladrey & Pullen, LLP
ADP (Automatic Data Processing)	MGM Mirage
Air Force Audit Agency	Micron Technology
Air Force Personnel Ctr	National Nuclear Security Admin
American Pharmaceutical Sales Assoc	Nestle Professional
Ameriprise Financial Advisors	Nevada Army National Guard
ARAMARK	Palm Restaurants
BDO Seidman	Peninsula Beverly Hills
Bettis Lab	Piercy Bowler Taylor & Kern
Bradshaw, Smith & Co	Plutos
Capital Group Companies	PricewaterhouseCoopers
Central Intelligence Agency	Professional Service Industries (PSI)
Deloitte & Touche	Prudential
Domino's Pizza	Rich, Wightman & Co CPAs
Dragon Hill Lodge	Rosewood Hotels & Resorts
Enterprise Rent-A-Car	Staples
Ernst & Young	Starwood Hotels & Resorts
Fairmont Hotels & Resorts	State Public Interest Research Gp
Fisher Investments	TAC
Fund for the Public Interest	Twin Mountain Construction II
Harrah's Entertainment	Union Pacific Railroad
Houldsworth, Russo & Co	US Air Force Civilian Careers
Hyatt Hotels and Resorts	US Marshals Service
JCPenney	USDA Forest Service
Kafoury, Armstrong & Co	Verizon Wireless
Kor Group	Walt Disney World
Marriott International	Wells Fargo Financial
Mass Electric Construction Co	White Lodging Services
Maxim Healthcare Services	Wolseley North America

**TOP 15 ON-CAMPUS RECRUITERS 2008 - 2009**

A total of 592 On-Campus Recruiting interviews were facilitated by UNLV Career Services during the academic year. These figures do not take into consideration any interviews conducted off-campus or “on-the-spot” (like Walt Disney World) at our career fairs and events. The top 15 recruiters in order were:

<b>EMPLOYER</b>	<b>INTERVIEWS</b>
McGladrey & Pullen	<b>60</b>
Marriott International	<b>50</b>
Deloitte & Touche	<b>45</b>
Starwood Hotels	<b>37</b>
Fairmont Hotels & Resorts	<b>35</b>
PricewaterhouseCoopers	<b>31</b>
Hyatt Hotels & Resorts	<b>30</b>
Harrah's Entertainment	<b>24</b>
Ernst & Young	<b>23</b>
White Lodge Services	<b>21</b>
BDO Seidman	<b>20</b>
TAC	<b>17</b>
Bettis Labs	<b>16</b>
Rosewood Hotels & Resorts	<b>15</b>
Kor Group	<b>13</b>

# UNLV CAREERLINK

Career Services utilized the online recruiting system NACElink, operated by the nonprofit organization National Association of Colleges and Employers (NACE) in conjunction with the Symplicity Corporation. UNLV CareerLink, our local brand name, is available to students, alumni, employers and managers 24 hours a day, 7 days a week through our website at [hire.unlv.edu](http://hire.unlv.edu). Career Services utilizes CareerLink to manage job and internship postings, On-Campus Recruiting scheduling, career fairs and other events management, Information Sessions, Marketing Tables, Resume Books, Resume Builder, Career Counseling records, an employer database, and a student/alumni database.

There are currently over 900+ schools that use all or part of the system. NACElink has many advantages over commercial recruiting systems, including being owned and operated by a nonprofit organization (NACE), so it is not subject to acquisitions by competitors, and its cost to schools is based on real expenses, not profits. It allows UNLV Career Services to work directly with employers rather than through third parties; provide free job & internship postings to employers (especially important for attracting and keeping small local employers recruiting at UNLV), brand the system with our own name, operate on a one-year renewable contract, and keep data private and secure.

## **STUDENT / ALUMNI DATABASE**

All registered UNLV students have access to the system via the internet free of charge (thanks to employer partnerships) until three months after graduation. The Student IDs of all registered UNLV students are obtained from the Registrar's office) and "seeded" into UNLV CareerLink multiple times a year to ensure easy first-time access. Students can log in using their ID number as their username and password (can change password after logging in). Student accounts are blocked/disabled (and archived) after the three month period, but can be reactivated any time with no loss of data in case the student returns to school.

UNLV Alumni Association members who are UNLV graduates are granted a new account and free access, thanks to sponsorship of UNLV CareerLink by that association. The Alumni Association provides the list of current active membership IDs to Career Services, which then "seeds" the IDs into UNLV CareerLink. Alumni then log in using their Alumni Association member number as their username and password (can change password after logging in).

Upon their first login, students/alumni are required to complete their Profile and Academic information, including five fields which Employers can use to screen for On-Campus Recruiting and Job Postings: Major, Degree, Overall GPA, Residency status, and Graduation Date.

Students/Alumni have the option to upload resumes, cover letters, transcripts and other documents to use when applying for positions through UNLV CareerLink. Student can use a new system feature, "Resume Builder", to create their resumes and cover letters for uploading into UNLV CareerLink. A resume must be in the system in order for a student/alumnus to apply for OCR and most job postings. When a student/alumnus uploads their first resume (identified as "Primary" in the system), it is automatically included in Resume Books, which are accessible by within the system by approved direct-hire employers. Students/alumni can manage their resumes at any time, changing the Primary designation to a different resume, opting out of Resume Books, or returning their primary resume to Resume Books. Students and alumni are cautioned that UNLV CareerLink is not a "resume depository", and they should keep originals of all their documents separately.

During the last year there were **8234 student and alumnus accounts**, of which **3913 were active** within the last six months. Of the active accounts, 93 (2%) were alumni. Student accounts are “soft blocked” if the account is “inactive” for 6 months, removing the resume from Resume Books; when the student/alumnus logs in again, the block is lifted and the account is “active” again.

### **EMPLOYER DATABASE**

Employers may register directly on the UNLV CareerLink site, or through NACElink or any of the other member schools. Career Services grants specific services to each employer, based on various factors. The services are: Profile; Job & Internship Posting; On-Campus Recruiting (OCR); Resume Books; Information Sessions; Marketing Tables; Career Fairs; Experiential Learning (Internships); and Professional Network (Mentoring). Generally only direct-hire employers seeking students/alumni for full-time and/or internship positions are provided access to all of our services. All approved employers are at least granted access to Job Postings. The accounts of employers who post positions to UNLV through other schools’ NACElink accounts (by paying a fee) are “seeded” into our system, with the services we wish to grant them.

Employers register as “Contacts” with their email address as their username (this is their account’s unique identifier; it cannot be used more than once in the NACElink system). When approved and granted services, the employer contact receives a system-generated password via email; they may change the password after logging in. An organization can have many Contacts, each with their own account and ability to access the system and use the services granted. Career Services edits, deletes, and/or merges inactive Contact accounts as needed each month to maintain an accurate employer database.

During the last year there were **6203 registered organizations** (compared to 5524 a year ago, a 12% increase), with **7413 Contacts** (compared to 6668 contacts a year ago, an 11% increase). These numbers reflect accounts that were deleted or merged.

### **JOB & INTERNSHIP POSTINGS**

All employers (including staffing agencies) may post any legitimate job and internship positions on UNLV CareerLink for free. Posted positions go into a Job Holding Bin, where they are reviewed and manually released by a CareerLink Manager (Career Services staff member) before students can view them. UNLV CareerLink is the one-stop shopping site for all employers seeking UNLV students/alumni, no matter what type of position, on or off campus. Employers can select any of these position types (searchable by students/alumni) when posting: Paid, Unpaid, Commission, Full Time, Part Time, Internship, Co-Op, Externship, FWS, Graduate Assistant, On-Campus Part-Time, Fellowship. Temporary, Project, Regular, Spring, Summer, Fall, Winter, Volunteer.

Employers can pay NACElink a fee to post positions to multiple schools through our or any other NACElink school site. In this way, an employer logging onto another NACElink school can post a position for UNLV students to see without ever using the UNLV Career Services website.

During the last year, employers posted **3855 active positions** (down from 5903 last year, a 35% decrease). Since its inception on July 1, 2006, employers posted 19,204 positions for which UNLV students and alumni could apply. Of those:

- **10,411** were **posted locally** through UNLV CareerLink for UNLV students only.
- **8793** were **posted for a fee** through other schools that are part of NACElink like us.

- **382** were **posted by UNLV-associated offices** for Federal Work-Study (FWS), on-campus part-time (non-FWS), and Graduate Assistant positions.

### **RESUME BOOKS**

Career Services encourages students and alumni searching for jobs or internships to upload resumes to UNLV CareerLink in order to utilize the full potential of the system. The first resume uploaded is immediately published in applicable Resume Books, based on the person's Profile. Students/Alumni have the option to remove their resume from Resume Books temporarily or permanently, and should do so if not currently job seeking.

Career Services grants access to Resume Books to employer contacts who directly hire for their organizations and are searching to fill full-time and/or internship positions. Contacts can use already created Resume Books (one for each college, as well as some specialties) or do their own detailed searches on the entire database of resumes. Employers can then contact the student/alumnus directly based on the information provided in the resume (employers do not get access to the student/alumnus Profile, only the resume). This tool is especially useful for employers who do not want to advertise their positions, but want to prospect the UNLV candidate pool.

During the last year there were **1774 active student/alumnus accounts with at least one uploaded resume**. Of those, **1553 (88%) participate in Resume Books**.

### **COUNSELING:**

Career Services' counselors use the Counseling module of CareerLink to record and track their appointments. A total of **1987 appointments were recorded** (compared to 1822 last year).

### **EXPERIENTIAL LEARNING:**

The Career Services' Internship Coordinator helped facilitate **172 student internships** (up from 96 last year, a 79% increase) with our employers and students using the UNLV CareerLink module. The system was used to evaluate each other and the internship experience itself.

### **ON-CAMPUS RECRUITING, INFORMATION SESSIONS, & MARKETING TABLES:**

Please see the previous section.

# CAREER FAIRS

Career Services hosted two major annual career fairs for all majors and industries: Fall Marketplace 2008 and UNLV Career Day 2009 (Spring). Three other targeted career fairs were held as well: Internship/Summer Job Fair 2009 (Spring), Diversity Employer/Student Mixer/Panel 2009 (Spring), and Tourism & Events Planning Mixer (Spring). Employer sponsorships are solicited for all but the Tourism & Events Planning mixer. Some employers who attended a career fair also participated in On-Campus Recruiting.

Career Services conducted hiring surveys of employers who attended On-Campus Recruiting and/or a career fair in Fall 2008 or Spring 2009 - please see the Employer Recruitment Surveys section for results.

## Fall Marketplace 2008

The first annual Fall Marketplace was held October 7, 2008, in the Thomas & Mack Center on campus. It replaced Hospitality & Business Marketplace, which had been held each Fall semester for the past nine years, because of the perceived need for a second career fair for all majors and industries. Standard registration was \$300, with four Sponsorship options: Level 1 - \$2500, Level 2 - \$2000, Level 3 - \$1500, and Level 4 - \$750. There were four employer sections to choose from: Business; Engineering/Technical; Government/Health Sciences/Non-Profit/Other; and Hospitality.

The UNLV Air Force ROTC unit supported our event in exchange for a sponsorship of \$250. Their hard work enabled us to efficiently and quickly set up and tear down the event.

### **EMPLOYER ATTENDEES**

We hosted **110 organizations**. Of those: 40 were located in the Business section; 18 in Engineering/Technical; 18 in Government/Health Sciences/Non-Profit/Other; and 35 in the Hospitality section. There were a total of **17 Sponsors**, as follows:

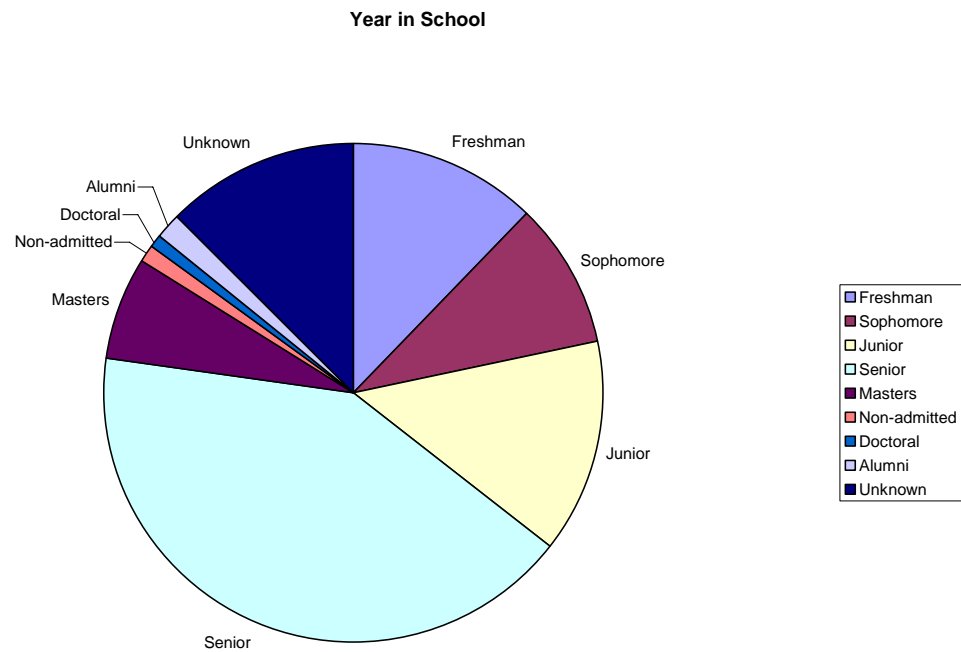
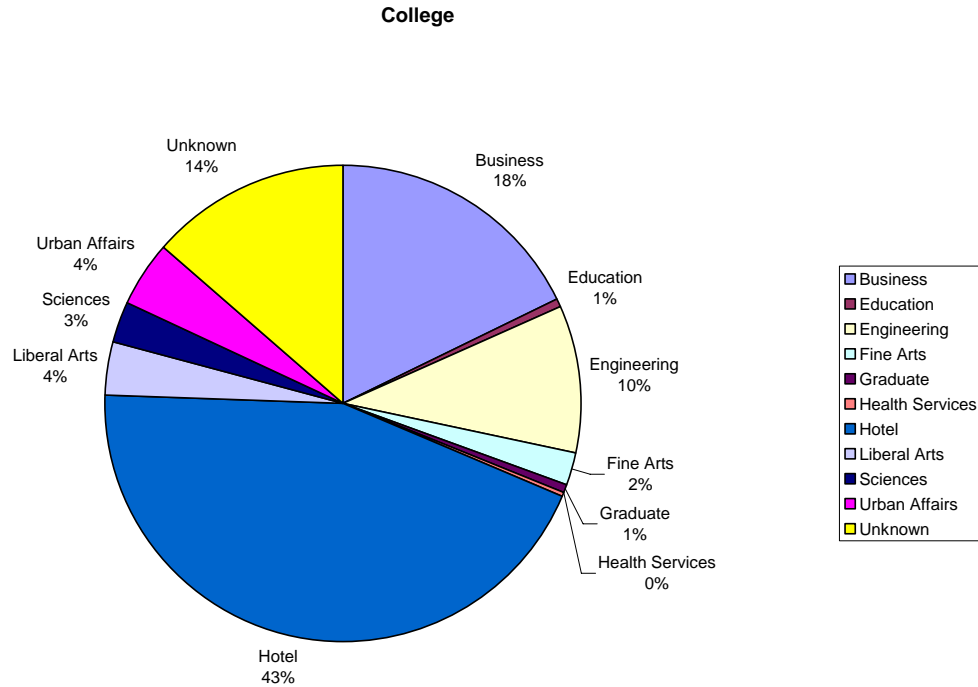
- **Level 1 Sponsors:** Greenspun Media Group and Vegas.com; Harrah's Entertainment.
- **Level 2 Sponsor:** Bally Technologies; Wal-Mart; Wynn Las Vegas.
- **Level 3 Sponsors:** Hill International; Nevada Power; Oakwood Worldwide; Venetian and Palazzo; Verizon Wireless.
- **Level 4 Sponsors:** C.H. Robinson Worldwide; JCPenney; Kentucky Fried Chicken; Mass. Electric Construction Company; Panda Restaurant Group; Pioneer Military Lending; Varian Medical Systems, Security & Inspection Products.

Of the thirty-four attendees who returned employer surveys (31% of attendees): thirty-one (91%) had an overall positive impression of the event; all thirty-four said the structure was productive and accommodating to their needs; twenty-two (65%) were satisfied with student turnout; and twenty-four (70%) reported they interacted with at least 26 students.

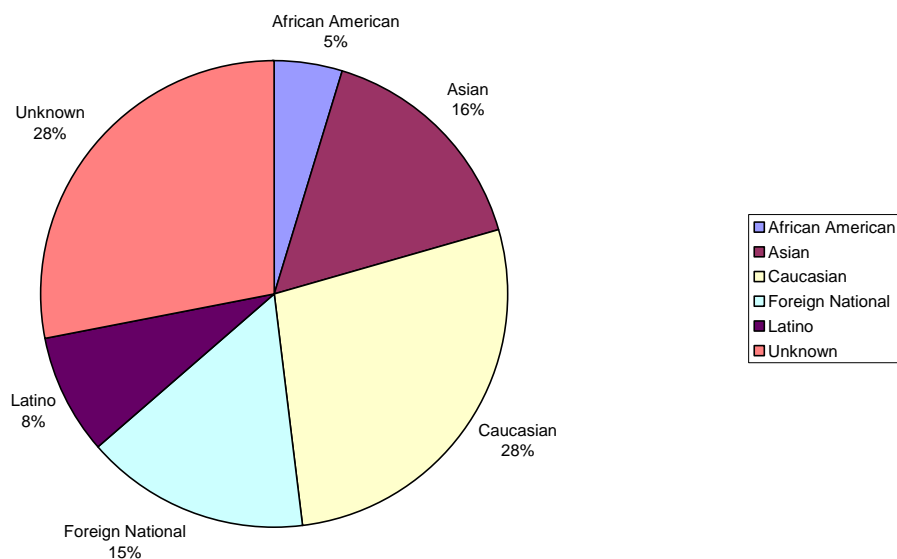
Twenty of the organizations that attended FM 2008 also conducted On-Campus Recruiting during Fall 2008.

## **STUDENT / ALUMNI ATTENDEES**

The event was attended by **926 students and alumni**, as measured using Rebel Card Readers, manual sign-ins, and estimates. The following is an analysis of participant data from the Rebel Card Readers:



### Ethnicity



**The first annual Fall Marketplace 2009 attracted 110 employers and 900+ students and alumni!**

### Fall Marketplace 2008 Attending Organizations: 110

Abercrombie & Fitch	Kraft Foods
Acelero Learning	Las Vegas Metropolitan Police Dept
Aero Automatic Sprinkler Co	Lazboy Furniture Galleries
American National Insurance Co	Limitedbrands
Ameriprise Financial	Madison Metropolitan School Dist
ARAMARK	Mammoth Mountain Ski Area
Avero, LLC	Marriott International
AXA Advisors	Mass Electric Construction Co
Bally Technologies	Mattress Firm
Bandon Dunes Golf Resort	McGladrey & Pullen
Bechtel Infrastructure Corp	MGM Mirage
Becker Professional Review	MICROS Systems
Beneficial Financial Group	Nevada HAND
Briad Group - TGI FRiDAY'S	NV Energy (formerly Nevada Power)
C.H. Robinson Worldwide	Oakwood Worldwide
Capital Group Companies	Panda Restaurant Gp
City of North Las Vegas	Paragon Consulting Services
Civilian Logistics Career Mgmt Office	Peace Corps (SF Regional Office)
Clark County Human Resources	Peninsula Beverly Hills

Clark County School District	Pioneer Military Lending
Clark County Water Reclamation Dist	Planet Hollywood Resort & Casino
Compass Group, NAD	Production Resource Group
Country Insurance & Financial Svcs	Rehrig Pacific Company
Cox Communications	Rosewood Hotels & Resorts
Credit One Bank	Sage Hospitality Resources
Disney World	Securtias Security Services USA
Ecolab	Sherwin-Williams
Edward Jones Investments	Signature Alert
Eli Lilly and Company	Sodexo @ UNLV
Enterprise Rent-A-Car	Southwest Gas Corporation
F&G Hospitality Consulting	Sprint Together With Nextel
Fairmont Hotels & Resorts	Starwood Hotels & Resorts
First Defense Security	State Farm Insurance
Four Seasons Hotel Las Vegas	Target Corporation
Frito Lay	Tetra Tech RTW
Gallo Wine Co	Tishman Construction & Realty Corp
Gaming Laboratories International	Union Pacific Railroad
Gant Aspen, Destination Hotels & Resorts	US Army
GEICO	US Army Medical Recruiting
Golf Courses at Incline Village	US Bureau of Reclamation, Lower CO Region
Greenspun Media Group and Vegas.Com	US Department of Agriculture
Harrah's Entertainment	US Marine Corps
Hill International	Varian Medical Systems, Security & Insp Products
Hilton Grand Vacations Co	Vector Marketing
Hyatt Hotels and Resorts	Venetian & Palazzo Resort~Hotel~Casino
IGT	Verizon Wireless
INROADS/Arizona	Waddell & Reed
InterContinental Hotels Gp	Walgreens
Internal Revenue Service	Wal-Mart
J. Alexander's Corp	Wealth Consulting Group/New England Fin
JCPenney	Wells Fargo Financial
JET-Japan Exchange & Teaching Program	White Lodging Services
Johnson Controls	Wolseley's North American Div
Kentucky Fried Chicken	Wyndham Vacation Resorts
Kiewit New Mexico Co	Wynn Las Vegas
Kor Hotel Group	

## UNLV Career Day 2009

UNLV Career Day was held on Wednesday, February 26, 2009, in the Thomas & Mack Center on the UNLV campus from 10:00am to 3:00pm. The goal of Career Day is to provide a campus-wide career fair and employer networking event to educate students about career opportunities and provide internships and career position opportunities to enhance career development and professional success after graduation. The campus-wide event invites employers from all industries, and is always well received by students and employers as a way to network directly with each other in a setting less formal than On-Campus Recruiting interviews. Career Day provides our students an educational forum for exploring majors, as well as developing internship opportunities and/or seeking full time career positions. Through face-to-face contact and networking, employers often use Career Day events as a quick and effective method to screen candidates for later interviews.

Standard registration was \$350, with four Sponsorship options: Level 1 - \$2500, Level 2 - \$2000, Level 3 - \$1500, and Level 4 - \$750. There were four employer sections to choose from: Business; Engineering/Technical; Government/Health Sciences/Non-Profit/Other; and Hospitality.

CSUN (Consolidated Students of the University of Nevada) co-sponsored the event with Career Services. The UNLV Army ROTC unit supported our event in exchange for a sponsorship of \$250. Their hard work enabled us to efficiently and quickly set up and tear down the event.

### **EMPLOYER ATTENDEES**

Career Services hosted **118 employer organizations** on campus (320 recruiters), compared with 183 last year (a 55% drop). Of the attendees: 46 were located in the Business section; 21 in Engineering/Technical; 27 in Government/Health Sciences/Non-Profit/Other; and 24 in the Hospitality section.

There were a total of **24 Sponsors**, as follows:

- **Level 1 Sponsors:** Four Seasons Hotels & Resorts; Greenspun Media Group; Harrah's Entertainment.
- **Level 2 Sponsor:** Bally Technologies; Wal-Mart.
- **Level 3 Sponsors:** Aristocrat Technologies; CityCenter Las Vegas; Enterprise Rent-A-Car; Farmers Insurance; GES Exposition Services; Las Vegas Valley Water District; US Bureau of Reclamation (Lower CO Region); Verizon Wireless.
- **Level 4 Sponsors:** Acciona Solar Power; Bettis Lab; Domino's Pizza; International Game Technology; JT3; Mass. Electric Construction Company; National Security Technologies; NV Army National Guard; Northwestern Mutual Financial Network; US Army; Varian Medical Systems, Security & Inspection Products.

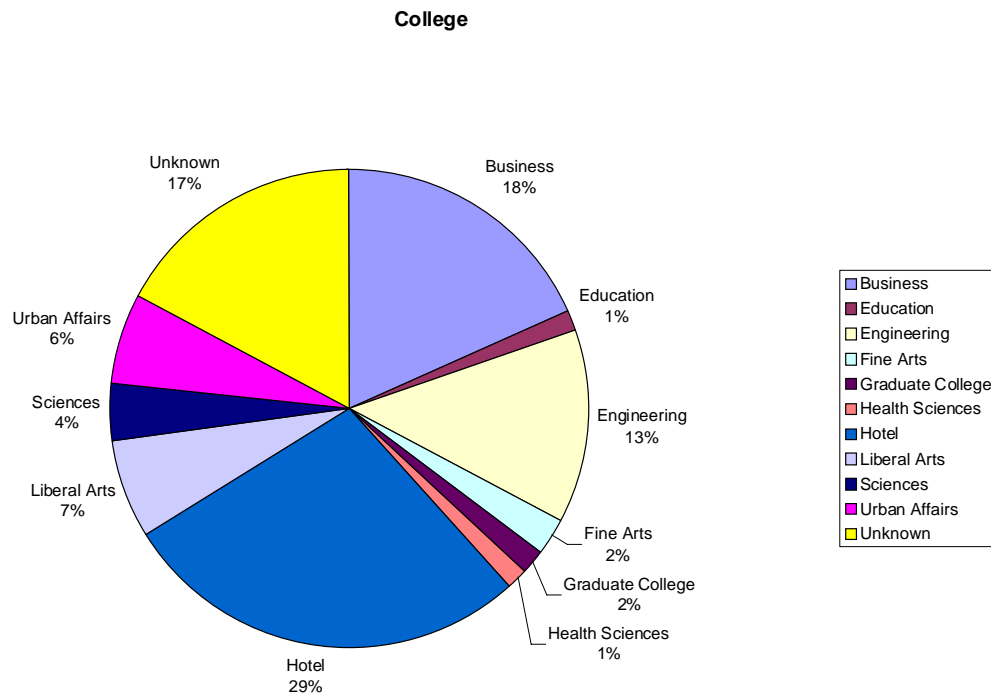
Of the forty-two attendees who returned employer surveys (36% of attendees): thirty-nine (95%) had an overall positive impression of the event; forty (98%) said the structure was productive and accommodating to their needs; thirty-seven (90%) were satisfied with student turnout; and thirty-seven (90%) reported they interacted with at least 26 students.

Seventeen of the organizations that attended CD 2009 also conducted On-Campus Recruiting during Spring 2009.

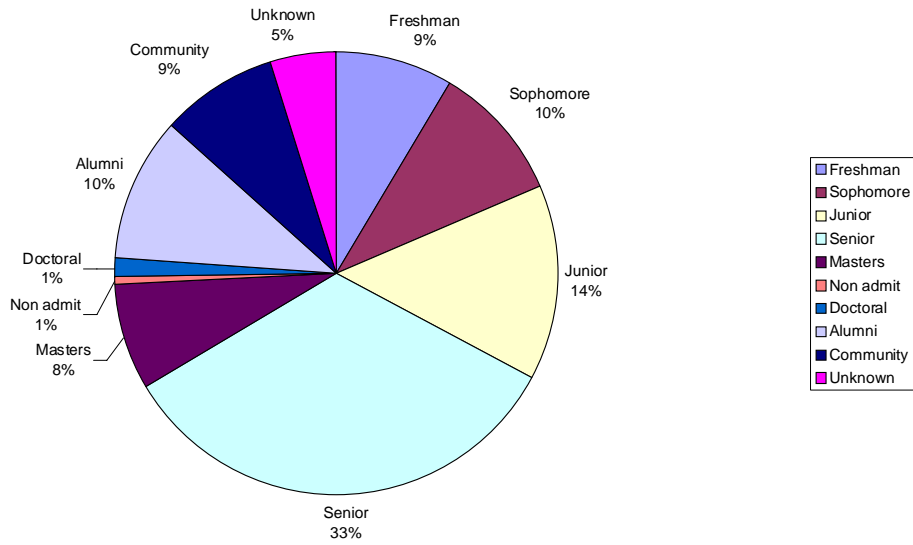
**Career Day 2009 attracted  
 46 employers seeking mainly Business majors,  
 21 seeking Engineering/Technical majors,  
 27 seeking Government/Non-Profit/Health Sciences/Other majors,  
 and 24 employers seeking Hospitality majors**

**STUDENT / ALUMNI ATTENDEES**

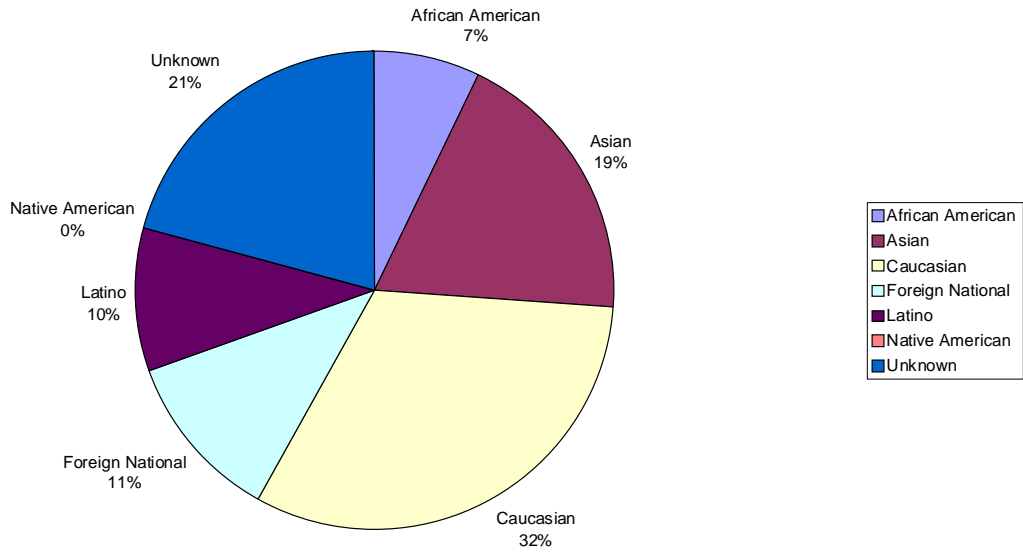
The event was attended by **2000+ students and alumni**, as measured using Rebel Card Readers, manual sign-ins, and estimates. This was up from last year's estimate of 1460 (a 37% increase), despite increased and enthusiastic marketing to student and alumni. The following is an analysis of participant data from the Rebel Card Readers:



### Class Standing



### Ethnicity



**Career Day 2009 Attending Organizations: 118**

Abercrombie & Fitch	Maxim Healthcare Services
Acciona Solar Power	Merlin Entertainments Gp
ADP (Automatic Data Processing)	Myriad Genetics
AFLAC	National Security Technologies
Albertsons Stores	Nemacolin Woodlands Resort
Allegiant Air, LLC	Nevada Army National Guard
AlliedTPro	Nevada Department of Transportation
American National Insurance Co	North Las Vegas Police Dept
Ameriprise Financial	Northwestern Mutual Financial Network
APX Alarm Security Solutions	NV Energy (formerly Nevada Power)
Aristocrat Technologies	Opportunity Village ARC
AXA Advisors	Pacifica Hotel Company
Bally Technologies	Palm Restaurants
Becker Professional Review	Panda Express
Beneficial Financial Gp	Peace Corps (SF Regional Office)
Bettis Lab	Piercy Bowler Taylor & Kern
Buckle	Potlatch Corp
C.H. Robinson Worldwide	Princess Tours
Central Intelligence Agency	Procter & Gamble Paper Products Co
City of North Las Vegas HR	Prudential
CityCenter Las Vegas	Rolf Jensen & Associates
Clark County Water Reclamation Dist	Schirmer Engineering
Clark Pest Control	Shaw Environmental and Infrastructure
Club Med	Sherwin-Williams
Communities In Schools	Sierra Sciences LLC
Cox Communications	Social Security Administration
Destination Kohler	Sodexo @ UNLV
Disney Worldwide Services	Southern Utah University
Domino's Pizza	Sprint
Ecolab	State of Nevada - Gaming Control Board
Edward Jones Investments	State of Nevada, Dept of Personnel
Eli Lilly and Co	Target Corporation
Enterprise Rent-A-Car	Tharaldson Lodging
F&G Hospitality Consulting	Transportation Security Admin
Fairmont Hotels & Resorts	TRIRIGA
Farmers Insurance	Troon Golf LLC
Federal Air Marshal Service	Univ of Southern Nevada - MBA Prog
Four Seasons Hotels and Resorts	US Air Force Civilian Careers
Frito Lay	US ARMY
Gallo Wine Co.	US Army Medical Recruiting
Gaming Laboratories International	US Border Patrol
GEICO	US Bureau of Reclamation
GES Exposition Services	US Department of Agriculture
GlaxoSmithKline	US Department of Homeland Security
Great Basin Institute	US Dept of State
Greenspun Media Group	US Forest Service

HACU National Internship Prog	US Marine Corps
Harrah's Entertainment	VA Southern NV Healthcare System
Horace Mann Companies	Varian Medical Systems
Hyatt Hotels and Resorts	Verizon Wireless
Innovative Sensor Technology	Waddell & Reed
Internal Revenue Service	Walgreens
International Game Technology	Wal-Mart
J. Alexander's Corporation	Wealth Consulting Group
JACOBS	Wells Fargo Financial
Johnson Controls	Wells Fargo Services Company
JT3	Wolseley's North American Div
Las Vegas Valley Water Dist	Wyndham Vacation Resorts
Mass Electric Construction Co	Yellowstone National Park Lodges

## Internship/Summer Job Fair 2009

Career Services hosted the third annual Internship/Summer Job Fair on March 26, 2009, in the Student Union Ballroom. The goal of the event is to bring employers looking to hire for internships and/or summer jobs on campus to meet our students.

### **EMPLOYER ATTENDEES**

Career Services **hosted 27 organizations** (down from 56 last year, a 52% decrease). Of the organizations that attended the event, four conducted On-Campus Recruiting during the Spring semester. This was the first year to offer Sponsorship for \$500, and we had two: Harrah's Entertainment, and the NV Army National Guard (who couldn't make it to the event).

### **STUDENT ATTENDEES**

There were **643 students** who attended (up from 519 last year, a 24% increase).

## Internship/Summer Job Fair 2009 Attending Organizations: 27

American National Insurance Co	Morris Visitor Publications
APX Alarm Security Solutions	Multi-Pure Corporation
Backyard Grille	Nevada Senate Democrats
Cirque du Soleil	Northwestern Mutual Financial Network
David Saxe Productions	Panda Express
Domino's Pizza	Signature Alert
Dragon Hill Lodge	Southern Wine and Spirits
Enterprise Rent-A-Car	Target Corporation
ExamOne	UNLV Political Science Dept
Federal Energy Regulatory Comm	UNLV Summer Term
Great Basin Institute	US Senator Harry Reid
Harrah's Entertainment	VA Southern NV Healthcare System
INROADS/Arizona	Walgreens
Macy's Las Vegas	Wirtz Beverage Nevada
McGladrey & Pullen	

# EMPLOYER/STUDENT MIXERS

Career Services hosted two mixers during Spring 2009. The purpose of the mixers is to educate UNLV students preparing for their professions in an increasingly diverse world of work. The events are designed to introduce students to professional role models, leaders and key employing organizations.

## Tourism & Events Planning Mixer 2009

UNLV Career Services and College of Hotel Administration Career Services hosted the third Tourism & Events Planning Employer/Student Mixer on Thursday, April 30, 2009, in the UNLV Student Union Ballroom. The event was by invitation only to employers and students.

### EMPLOYER ATTENDEES

We had **28 employers** attend (one more than last year).

### STUDENT ATTENDEES

We estimated **121 students attended** (40 more than last year, a 50% increase).

## Tourism & Events Planning Mixer 2009 Attending Organizations: 28

AdVenture Vegas	LVCVA
ARAMARK	MGM Grand Hotel and Casino
Bally's Hotel and Casino	Monte Carlo Hotel and Casino
Bellagio	New York New York Hotel and Casino
Blaine Personnel	Paris Hotel and Casino
Caesar's Palace	PRA Destination Management
Circus Circus	PRG
ConvExx	Priority Staffing
Dakota Events	Royal Flush Enterprises
Experient	Soirees Catering
GES	The Mirage Hotel and Casino
Harrah's Hotel and Casino	TI Hotel and Casino
J. Gatsby	Vegas 4 Locals
Las Vegas Valley Water District	

## Diversity Employer/Student Mixer 2009

UNLV Career Services hosted the second annual Diversity Employer/Student Mixer on Tuesday, April 14, 2008, in the UNLV Foundations Building. This panel and mixer event is designed to introduce students to professional role models, leaders and key employing organizations that embrace diversity in their work place environments and facilitate employment opportunities.

### **EMPLOYER ATTENDEES**

We hosted **28 employers** (3 more than last year, a 12% increase). Four were Sponsors:

- **Gold:** CityCenter Las Vegas; Harrah's Entertainment.
- **Bronze:** Univision Radio; US Bureau of Reclamation.

### **STUDENT ATTENDEES**

We estimated **150 students** attended (50 more than last year, a 50% increase).

## Diversity Employer/Student Mixer Attending Organizations: 28

Acciona Solar Power	International Game Technology
Asian Chamber	JT3
Bally Technologies	Las Vegas Metropolitan PD
CALA Academy	Minority Realtors
City of Las Vegas	National Security Technologies
CityCenter Las Vegas	NV State Democratic Party
Clark County Dept of Aviation	NV Energy
Clark County School District	RSM McGladrey, McGladrey & Pullen
Domino's Pizza	Starbucks Coffee Company
Enterprise Rent-A-Car	University of Southern Nevada
Farmers Insurance	Univision Radio
FedEx Express	US Bureau of Reclamation
Harrah's Entertainment Inc	

# EMPLOYER RECRUITMENT SURVEYS

Career Services conducted hiring surveys each semester for employers who attended On-Campus Recruiting (**OCR**) and/or a career fair: Fall Marketplace (**FM**) 2008, Career Day (**CD**) 2009, and Internship/Summer Job Fair (**ISJF**) 2009. We utilized Survey Monkey, the online survey system, to email the survey link to each participating employer. The survey was conducted approximately four weeks after the end of the semester, while the recruiters' actual hires were still fresh in their minds.

We received **feedback from 38 employers** (17 for Fall 2008, and 21 for Spring 2009):

- **“Please choose all of the UNLV recruitment activities in which you participate”:**
  - Fall 2008 Semester (Total 17 employers):
    - OCR Only: 4
    - FM 2008 Only: 9
    - OCR and FM 2008: 4
  - Spring 2009 Semester (Total 21 employers):
    - CD 2009 Only: 15
    - OCR and CD 2009: 2
    - OCR, CD 2009, and ISFJ 2009: 1
    - CD 2009 and ISJF 2009: 3
- **“Did you make any full-time job offers to UNLV candidates?”:**
  - Fall 2008 Semester (Total 17 employers):
    - Yes: 6
    - No: 11
  - Spring 2009 Semester (Total 21 employers):
    - Yes: 9
    - No: 12
- **“If “Yes”, how many full-time job offers did you make?”**
  - Fall 2008 Semester (Total 6 employers): **TOTAL FULL-TIME JOB OFFERS: 29**
    - One offer: 3
    - Two offers: 2
    - Three offers: 1
    - Five offers: 1
    - Six offers: 1
    - Eight offers: 1
  - Spring 2009 Semester (Total 9 employers): **TOTAL FULL-TIME JOB OFFERS: 17+**
    - One offer: 3
    - Four offers: 1
    - Ten or more offers: 1
- **“If “Yes”, how many of these full-time job offers resulted in an actual or projected hire?”**
  - Fall 2008 Semester: **24**
  - Spring 2009 Semester: **13**

- **"Did you make any internship offers to UNLV candidates?":**
  - Fall 2008 Semester (Total 17 employers):
    - Yes: 2
    - No: 15
  - Spring 2009 Semester (Total 21 employers):
    - Yes: 11
    - No: 10
  
- **"If "Yes", how many internship offers did you make?"**
  - Fall 2008 Semester (Total 2 employers): TOTAL INTERNSHIP OFFERS: 6
    - Two offers: 1
    - Four offers: 1
  
  - Spring 2009 Semester (Total 11): TOTAL INTERNSHIP OFFERS: 52+
    - One offer: 5
    - Two offers: 1
    - Five offers: 1
    - Ten or more offers: 4
  
- **"If "Yes", how many of these internship offers resulted in an actual or projected hire?"**
  - Fall 2008 Semester: 4
  - Spring 2009 Semester: 47+
  
- The following employers reported making offers to UNLV students/alumni for 2008-2009:

<b>ORGANIZATION</b>	<b>Fulltime</b>	<b>Intern</b>
Abercrombie & Fitch	✓	
ACCIONA Solar Power		✓
Albertsons Stores		✓
AlliedTPro	✓	✓
American National Insurance Co	✓	✓
BDO Seidman, LLP	✓	
Deloitte	✓	
Fairmont Hotels & Resorts	✓	✓
Four Seasons Hotels		✓
J. Alexander's Restaurant	✓	
Limitedbrands		✓
Mass. Electric Construction Co	✓	
National Security Technologies		✓
Northwestern Mutual		✓
NV Energy		✓
Peninsula Beverly Hills	✓	
PricewaterhouseCoopers	✓	
Sodexo		✓
State Farm Insurance		
TRIRIGA	✓	
VA Las Vegas	✓	✓
Varian Medical Systems		✓
Wealth Consulting Group	✓	

# PARTNERSHIPS & ADVERTISING

As a state agency, UNLV faces budget and spending restraints. In an effort to make more services and products available to our students, Career Services solicits financial help from the top recruiting organizations that frequent UNLV. The resulting support from these generous employers enables Career Services to offer our online recruiting system, UNLV CareerLink, free to students, and to publish and freely distribute our annual career handbook, "Backpacks to Briefcases". We feel this support from employers is one of our greatest accomplishments, as it is decidedly student centered, allowing us to provide valuable services to our students at no additional cost to them. For 2008-2009, employers could choose to become a Corporate Partner (see next section), place an advertisement in our career handbook, and/or place their corporate logo on our website hot-linked to their human resources/jobs page.

## CORPORATE PARTNERSHIPS

Four levels of Corporate Partnerships were offered to employers for 2008-2009. Gift levels ranged from \$3000 to \$20,000+. Benefits available (depending on level) included: Career Day sponsorship; rotating logo and link on Career Services homepage; rotating logo and link on CS Student primary page; logo and link on Student login page; advertisement in career handbook, "Backpacks to Briefcases"; seat on Employer panels; Recognition Plaque in CS center; classroom co-presentation with CS staff; CS Resource Center Logo ID; Feature article in career Connections newsletter; Career Advisory Council membership; choice of Fall Marketplace or Internship/Summer Job Fair sponsorship.

Our twelve 2008-2009 Corporate Partners (up from eight last year, a 50% increase) were:

- **Platinum Partner (Exclusive):** Harrah's Entertainment.
- **Gold Partner:** Wal-Mart (Gold Plus); Bally Technologies. Wynn Las Vegas.
- **Silver Partners:** Aristocrat Technologies; Boyd Gaming; Bureau of Reclamation; Enterprise Rent-A-Car; Farmers Insurance; GES; Las Vegas Valley Water District; Olympia Gaming; The Venetian & The Palazzo; Verizon Wireless.
- **Bronze Partners:** National Security Technologies; UBS.

# SUMMARY & RECOMMENDATIONS

## SUMMARY

Career Services plays a prominent role in outreaching to the employer community and educating them about our programs and students. We strive to provide easily accessible services for employers to students and alumni. To this end, the Employer Relations Team works with new organizations to bring them to our campus and online recruiting system to utilize our services, with the positive results identified in the different sections of this report.

Career Services excels at combining personalized service with the convenience and benefits of state-of-the-art Web technology. Towards that end, we are in the third year of utilizing the best available online recruiting system, NACElink, locally branded as UNLV CareerLink. All university offices can post their on-campus and/or Federal Work Student positions on UNLV CareerLink, which makes it easy for students to find jobs, and gets them involved with our services early in their job search process. This effectively brings true “One-Stop Shopping” to students, alumni and employers.

Students will continue to view the benefits of Career Services in accordance with how well the office facilitates opportunities that meet their personal career interests. This is challenging given the broad spectrum of career options at UNLV, and the diversity of the student body. Career Services will continue to facilitate the most meaningful opportunities for UNLV students while reaching for the broadest cross-section of employment fields. Increased emphasis on the Career Experience program has seen positive results, and we continue to strive to bring top employers on campus for interviews, career fairs and other recruiting events.

UNLV, as well as all universities nationwide, experienced decreased employer participation in On-Campus Recruiting, career fairs, and the posting of career and internship positions, due to the economic downturn over the last 18 months. Strong demand still existed for students in the fields of accounting, engineering, and health sciences. Hospitality and business majors felt the brunt of the loss of jobs locally and nationally. The results can be seen in the increased student attendance at career fairs and for career counseling appointments, which demonstrates the importance of the services we offer the campus and our alumni.

.Surveys completed by employers utilizing On-Campus Recruiting reinforce that Career Services is providing a valuable service to employers and meeting or exceeding standards in all areas surveyed. Our students are rated above average by employers in most surveyed categories, but have to live up to their higher expectations in several areas. The data continues to emphasize the critical need to develop students’ written communication and interpersonal skills, both of which continue to be among the lowest ranked qualities for our students year after year.

Our very successful employer Corporate Partnership program and partnerships with the UNLV Alumni Association and CSUN continue to bring much-needed funds to the office, allowing us to provide services at no cost to students and alumni, and to sponsor employer sessions on campus at no cost.

## RECOMMENDATIONS

Increased marketing to students, alumni, and faculty about on-campus opportunities is a critical need. Many employers are continually disappointed in the turnout for both Information Sessions, where students can learn about employers and opportunities, and OCR interview schedules. Student and alumni Attendance at our career fairs could also be improved. With our relatively small staff, we need the help of faculty and staff in educating students on the many career opportunities available. In addition, we need help promoting our other services: resume critiques, career assessment, job search strategies, and interviewing techniques. Students should not feel that UNLV abandons them when graduation approaches and they must face the real world and get a job. The services and programs are in place to make their transition successful and much less stressful.

Career Services desires and encourages support from UNLV faculty and staff to solicit and encourage employers to use our services to hire our degree candidates. We continue to allow employers of all sizes, including UNLV offices, to post positions for free on our online recruiting system UNLV CareerLink. In addition, direct-hire organizations are provided free access to resumes, On-Campus Recruiting, Information Sessions, and Marketing Tables in the Student Union. We feel these free services increase our ability to retain past employers and attract new ones, as the increased number of registered employers and contacts in our new system clearly show.