

SWARTHMORE | Career Services

2022-2023

# A YEAR IN REVIEW

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# Meet the Team

## Strategy & Operations

**Claire Klieger**

*(she/her)*  
Assistant Vice President & Executive Director

**Lisa Maginnis**

*(she/her)*  
Administrative Assistant

## Career Education & Readiness

**Jen Barrington**

*(she/her)*  
Associate Director, Career Education

**Kristie Beucler**

*(she/her)*  
Associate Director, Career Education

## Employer Connections

**Erin Massey**

*(she/her)*  
Director, Employer Connections & Assessment

**Kelly Dougherty**

*(she/her)*  
Assistant Director, Employer Relations

## Assessment & Campus Engagement

**Pattie Kim-Keefer**

*(she/her)*  
Associate Director, Technology & Assessments

**Andrés Pérez Correa '22**

*(they/he)*  
Marketing & Engagement Coordinator

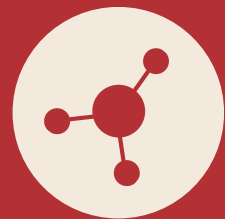


# 2022-2025 Strategic Planning Pillars

For a breakdown of all of our pillars, please check them out on our website:

[careercenter.swarthmore.edu/strategic-plan/](https://careercenter.swarthmore.edu/strategic-plan/)

In summer 2022, Career Services established a three year living strategic plan, which centers our office's initiatives around the six thematic pillars listed below. Each page of our report highlights the pillars aligned with specific programming and showcases progress towards our goals.



Embed awareness of career development into the Swarthmore experience.



Establish re-imagined brand identity and strong communications strategy.



Promote career readiness through competency development.



Foster high impact career experiential learning opportunities, including mentorship.



Center inclusive excellence and belonging to ensure equitable access to experiences with career programming and resources for all students.



Build & nurture key partnerships to advance career development goals.



# New Year, New Initiatives

## Partnership with The Wardrobe

We established a partnership with The Wardrobe, a local non-profit, to provide free professional attire and accessories to Swarthmore students preparing for interviews, internships or first jobs. We coordinated multiple field trips in the Spring to the boutique for students to shop for outfits. Through this collaboration, **more than 50 Swarthmore students** acquired new professional attire.



## Student Testimonials

"**Honestly, I have zero clothes for like professional style** and I was truly hoping to get access to them and this was one of the best places...I actually owned nothing [before] but **now I feel so ready for the summer!**"

"**It was super helpful.** Everyone was willing to help me find sizing for pants and blazers, helping me with shoes...**I'm really happy with everything!**"

"This experience was super fun and helpful. **It definitely made me feel more confident to enter the workforce.**"



# New Year, New Initiatives

## New Website Featuring Curated Content

We are thrilled to showcase our new website, which allows visitors to easily find resources and opportunities based upon their career interests and intersecting identities. In addition to featuring jobs, internships and events by topic area, students can sign up for custom newsletters to receive a tailored digital digest based upon their unique content preferences.

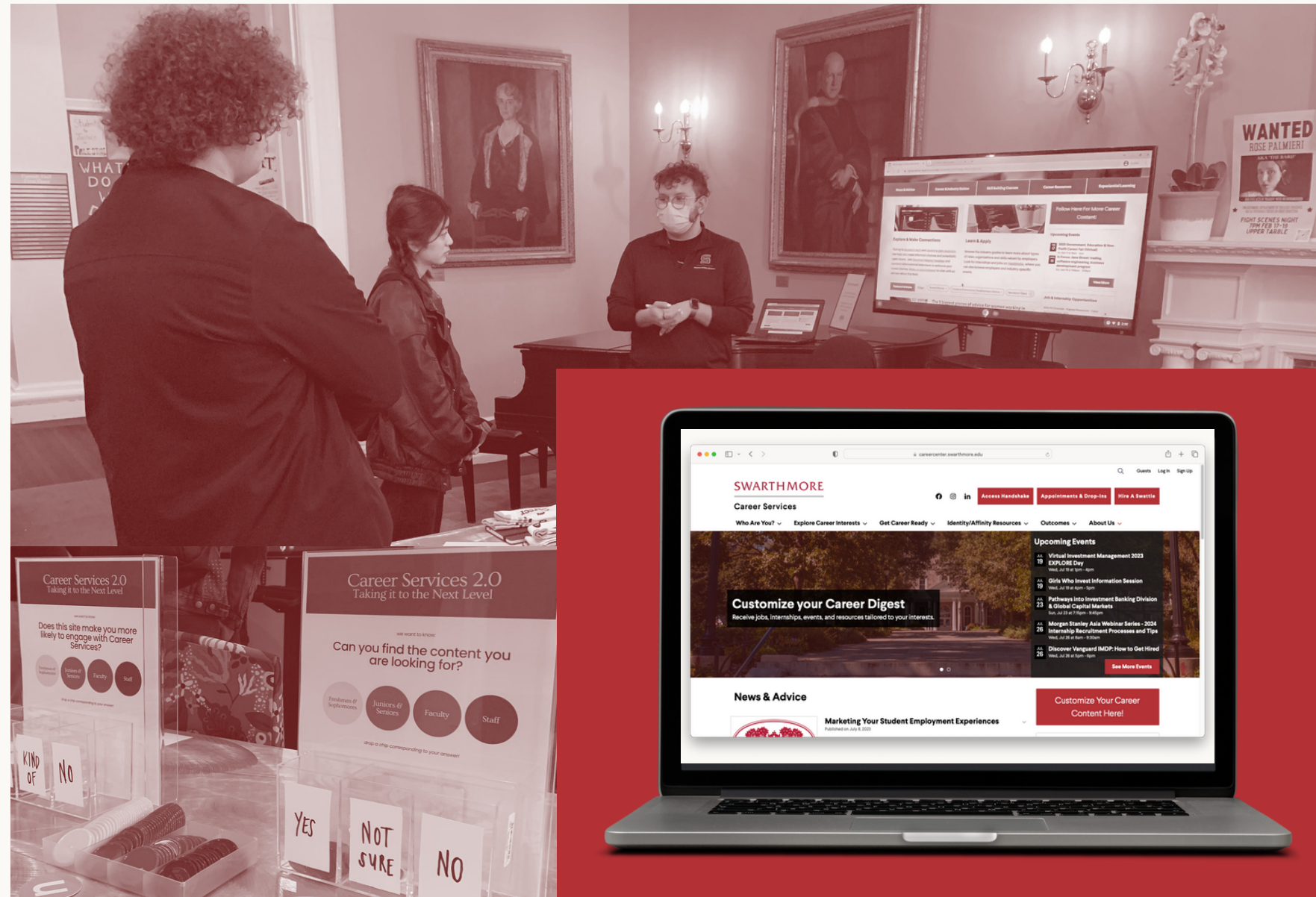
Compared to the same time period from the previous year:

**153%**  
increased  
page views

**305%**  
increased  
total visitors

## Student Testimonial

“Website design looks good - seems easy and is not intimidating - there's so much stuff I can use on my own, which is great. Career Services is underrated.”





# Focus on Wellness

## Career Carnival

Eager to congregate again in-person, Career Services held its first ever Career Carnival on campus to re-introduce the campus community to our office and its services while also centering fun. This event featured seven stations where students, faculty and staff could play fun games while also learning about career development and office resources.



**125**  
students attended

## Partnering Offices

- Office of Academic Success
- Center for Innovation and Leadership
- Department of Educational Studies
- Financial Aid
- First-Generation, Low-Income Initiatives
- Inclusive Excellence
- Office of Student Engagement
- Pre-Med/Pre-Law Advising



# Focus on Wellness

## Pups & Popcorn (Trail to Wellness)

These pop-up events during particularly hectic times of the semester remain popular with students and have become a signature part of our involvement with the Be Well Pursuit. Beyond a welcome break, they provide an informal way to get to know the Career Services team.



## Meet the Pets

who make this event come to life



# Skill Building & Career Readiness

## Escape Room

One of our new programs was creating our very own Escape Room which we piloted during our Career Peer Advisor training and Garnet Weekend. Our goal was to expand the reach of our office by embedding skill building exercises in a less intimidating and overwhelming manner.



## Leveraging Transferrable Skills

Modeled after NACE's Competencies for a Career-Ready Workforce

1 Career & Self-Development	5 Leadership
2 Communication	6 Professionalism
3 Critical Thinking	7 Teamwork
4 Equity & Inclusion	8 Technology



# Skill Building & Career Readiness

Through our partnership with the Tri-College Consortium, Career Services is committed to supporting skill development beyond the classroom. These opportunities and resources help position Swarthmore students to navigate professional endeavors, whether that be applying to, interviewing for, or beginning internships or jobs with increased confidence.



## AESOP Academy

### 2022-2023 Courses:

- Entrepreneurship 101
- Data Analytics Series
- Group Project Case
- Captivating Outreach & Self-Marketing
- Project Management
- Excel Basics & Advancement
- Tableau Basics
- SQL Essentials

"I found the workshop incredibly valuable for the development of teamwork skills and putting Excel knowledge to the test. I genuinely believe that the workshop provides immense value to students."

"I came in with basic knowledge and feel like I learned so much more that will definitely compliment my research."

## LeetCode

Through a premium subscription, LeetCode provides interview prep tailored to major companies and videos detailing different aspects of technology interviewing.

**85**

students participated in this pilot program.



# swat WORKS

This micro-internship program provides students with a variety of real-world, short-term projects (up to 40 hours) supervised by alumni across a variety of industries.

## Sample Projects:

- **Documentary film research: Poverty and Scandal in Mississippi** for Trilogy Films
- **City Planning** for Alameda County Planning Department
- **Affordable housing research in Pittsburgh** for the City of Pittsburgh
- **Immigration justice legal rights translations** for Boston Immigration Justice Accompaniment Network
- **C# Software Coding** for DoCurious, Inc.
- **Social Media Content** for Common Agency
- **Analysis of published research and NHS National Cancer Patient Experience Survey data** for Fight Bladder Cancer

# 48%

increase from last year  
in the number of  
students who  
completed a project.

**124 students**

# 151

alumni, parents or  
friends offered micro-  
internships.

## Reflections from Students

"The subject was very new for me because it involved political lobbying, and I had never done that before... Now I know much more about how political lobbying and grassroots organizations work. My favorite part was meeting with my supervisors and seeing the progression and the success of the event. It was a great first experience for me."

**Emily, '26** ([ParkerDewey](#))

"I became exposed to what other countries are doing around the world as it related to sustaining the environment in my SwatWorks project, while also going to the pool with my friends in the hot Liberian weather, eating good African food, and spending time with family."

**Prince, '25** ([SwatStories](#))



# Post-COVID Return to In-Person Events

We were excited to embrace the return to many in-person events this year. High student turnout at many of these indicates a strong desire to engage with face-to-face and interactive activities.



**SwatTank**  
with the CIL



**Dapper Dining**



**Alumni Council & Student Speed Networking**  
with Alumni Council



**Summer Opportunities Fair**  
with Beyond the Classroom committee



# Employer Engagement Highlights

This past year, our team collaborated with a variety of employers to tailor their recruiting strategies and better target our Tri-College students. From alumni panels to site visits, we provided an array of employer engagement opportunities featured here.



## McKinsey & Company

### Philadelphia Site Visit

Swarthmore students traveled into Philadelphia to visit the McKinsey offices and get a first-hand look at the firm. Students **heard from McKinsey leaders, consultants and interns** giving insight into **a day in the life** and the **responsibilities** of McKinsey employees.

### Tech in the Liberal Arts Career Fair

A new event this fall, the Tech in the Liberal Arts Career Fair allowed students to engage with organizations offering positions in the tech industry to learn about opportunities and hiring trends. Students could **meet 1:1 with recruiters and/or attend group sessions**.

### Tri-College Finance Roundtable

Kicking off the Fall semester with our first in person event post-COVID, the Finance Roundtable brought alumni from various firms and job roles to campus to **network with students and offer insights into responsibilities, interviewing and hiring practices**. Over **100 students** packed the room and learned about the financial industry.



### Careers in Writing & Publishing Alumni Panel

We hosted an alumni panel highlighting careers in Writing and Publishing. The virtual event had about 30 attendees eager to learn about what opportunities are available to them in the industry. Students were able to **submit questions for the panelists** ahead of time and had the opportunity to **connect with the alumni panelists**.



# Employer Engagement Highlights



This year, we were able to bring our annual Tri-College Career fair at Haverford College back to an in-person experience.



nearly

# 60%

of seniors made a meaningful connection with at least one employer.

# 67%

of all sophomores gained a better understanding of a least one career field.

# 489

students attended across the Tri-Colleges



SWARTHMORE



**Career Services**