

**EACE Alumni Career Services**  
**Benchmarks and Best Practices Survey Report**

by Craig Bettinson, Director, Adult and Alumni/ae Career Services, Northeastern University

The EACE Alumni Career Services Network created, distributed, received and tabulated a survey earlier this year to establish benchmarks and best practices for providing services to alumni. With a staggering economy, increased layoffs, and a number of other factors, the number of alumni utilizing career services was on the rise. In an effort to establish benchmarks and identify best practices the survey was emailed to all EACE college members and was returned by 74 college and universities.

**Some key findings:**

- 99% provide career services to alumni.
- 60% saw an increase in the number of alumni serviced in the past year.
- 37% have a designated professional on staff who provides and manages alumni career services, with an FTE (full-time equivalency) of .80.
- 96% offer phone and email consults, 93% counseling, 80% access to online job postings, 70% assessment and testing, 64% career fair access and 53% alumni club presentations.
- 70% of Career Services offices report to student affairs, 14% to academic affairs/provost.
- 80% of the offices collaborate with internal departments on career services for alumni, most commonly alumni relations, development, faculty and alumni associations.
- 32% of the offices collaborate with external institutions to enhance career services to alumni, including referrals to career counselors, one stop job centers, DBM, Harris Publishing and Professional Associations.
- 34% conduct alumni surveys 1 year out, 23% after 5 years and 32% don't conduct them at all.
- 78% offer distance services to alumni, most common; resume and cover letter writing assistance, phone counseling, job search coaching, web access, assessment, networking nights and panels, and email consults.
- 24% charge alumni for some services provided, 76% don't charge for any services.

**Have career offices changed their policy towards serving alumni in recent years?**

In short, YES! The trends indicate increased demand for and range of services offered, while decreasing fees charged for services. There also seems to be a desire to better utilize alumni as a resource for programming and resource in general.

For additional information please contact me at [cr.bettinson@neu.edu](mailto:cr.bettinson@neu.edu)

## Participating Colleges and Universities

Allegheny College  
Averett University  
Bates College  
Boston College  
Boston University School of Management  
Bowdoin College  
Brown University  
Bryant College  
Bryn Mawr College  
Castleton State College  
Cedar Crest College  
Central Connecticut State University  
Chestnut Hill College  
Clarkson University  
Cornell University  
Dartmouth College  
Dickinson College  
Drew University  
Drexel University  
Duke University  
Edinboro University of Pennsylvania  
Fletcher School of Law  
George Mason University, School of Public Policy  
George Washington University  
Gettysburg College  
Grove City College  
Haverford College  
Hobart and William Smith Colleges  
Hofstra University  
Hood College  
Indiana University of Pennsylvania  
Iona College  
John Hopkins University  
Lycoming College  
Marywood University  
Middlebury College  
Milano Graduate School of Management & Urban Policy  
Mount Holyoke  
Northeastern University

Peirce College  
Penn State University  
Penn State University-Smeal College of Business  
Ramapo College of New Jersey  
Richard Stockton College of New Jersey  
Rochester Institute of Technology  
Roger Williams University  
Rutgers University-New Brunswick  
Rutgers University-Camden Campus  
Sacred Heart University  
Saint Joseph's University  
Saint Michaels College  
Saint Vincent's College  
Sarah Lawrence College  
Shippensburg University  
Stevens Institute of Technology  
StoneyBrook University  
Swarthmore College  
The University of the Arts  
Theil College  
Thomas Jefferson University  
Towson University  
Tufts University  
University of Hartford  
University of Massachusetts-Amherst  
University of Massachusetts-Boston  
University of Pennsylvania  
University of Richmond  
University of Vermont  
Ursinus College  
Villanova University  
Wells College  
Wentworth Institute of Technology

## Alumni Career Services Benchmarking Survey

Does your office provide services to alumni?

73 Yes  
1 No

Does your office have a designated professional on staff who provides and manages alumni career services?

25 Yes FTE .80  
42 No

Where does Career Services report?

51 Student Affairs  
7 Alumni Relations/Development  
10 Academic Affairs/Provost  
1 Dean: Business, Experiential Learning, other  
2 Vice President: Cooperative Education, other  
2 Enrollment Management and Retention

What is your total alumni population?

34 under 25,000  
12 25,000-50,000  
13 50,000-100,000  
11 100,000+  
4 no answer

Does your office collaborate with internal departments on career services for alumni?

59 Yes  
15 No

If yes, please provide examples.

- Alumni Relations: homecoming, online networking database, PolarNet: online community, exchange link on web page, special programs/career nights, mentoring, alumni efair, alumni career hotline and profiles, ad hoc committees, networking events, club events in different cities, alumni surveys,
- Development: fundraising initiatives

- Young Alumni Association
- Counseling/Health Center
- Schools/Colleges/Deans/Faculty
- IT Services
- Office of Volunteer Programs
- External Affairs (Alumni Dept.); online networking database, alumni only networking events
- Residence Life/Student Life
- Family/Parents Weekend
- Internships/Service Learning/Community Service
- Articles in the alumni newsletter
- Alumni Records office

**Does your office collaborate with external institutions to enhance career services to alumni?**

23 Yes  
48 No

**If yes, please provide examples:**

Outside career counselors and providers, Pro's, 40's plus, Five O'clock Club, Toast masters, Employer visits, Online Links: College Central, NEAR (New England Alumni Relations) Networking receptions with NESCAC Schools, One Stop Job Centers, ExecuNet, DBM, Workforce NJ Campus Rep, outsourced services, Job Fairs/consortiums, Job Search programs/consortiums, Alumni Club, Parent groups, Reciprocity, Professional Associations, ReadyMinds, credential files to perspective employers/grad schools, PCI: on-line alumni database, professional associations: Nat'l Nursing Society, Harris Publishing

**Does your office conduct alumni surveys?**

9 6 months  
25 1 year  
1 3 years  
17 5 years  
5 10 years  
1 15 years  
23 No  
9 varied, other, etc

**Do you provide distance services to alumni (including international)?**

Yes 58  
No 11

If yes, what services:

- Résumé/ cover letter writing and critiques
- Networking programs
- phone counseling
- job search and coaching
- online alumni networking
- free web access
- e-mail consults/list-serves
- Résumé referrals
- Harris Online Community
- alumni specific web area
- outsourced counseling
- networking nights and panels
- seminars/workshops: professional development
- eRecruiting/job postings
- alumni networking lists
- credential service
- Barriers to Employment Inventory
- ReadyMinds: A NYC Based distance counseling firm
- reciprocity
- grad school applications
- DBM Alumni Career services
- Strong Interest Inventory
- all access up to 5 years out

**What unique services are offered to alumni?**

- MonsterTrak
- Alumni Mentoring
- FASTTRACK-24 hours job descriptions to alumni
- Penn State:Lion Link: student/alumni networking, alumni/alumni networking Distribution lists: post jobs, address alumni needs,
- Alumni Career Volunteers in key cities who maintain db, plan programs and meet annually for training, Reunion Weekend programs, Counseling up to 5 years,
- DukeSource: Networking database
- Targeted programming
- Distance Career Counseling
- Networking events and reunion weekend programs
- Barriers to Employment Inventory

- Senior email service that extends into first year alumni status; bi-weekly career news emails. Invite Alums as guest speakers at "Presidents breakfast" to kick off Career Fair.
- Alumni Career Advising Network (2500 members)
- Volunteer Network in key cities who maintain regional databases for peer networking, plan career programming..they meet on campus annually for training.
- Homecoming speakers program.
- Alumni Career Search Guide, advice on choosing a career consultant.
- Invite alumni to Career Fairs and receptions, attend chapter meetings to introduce career services.
- Brown to Brown Careers Listerve

**Does your office serve the entire alumni population or just specific programs/colleges?**

64 Entire population

10 Specific programs/colleges/class years, please identify:

School of Management; undergraduate and graduate  
 College of Art and Sciences/Engineering for two years  
 College of Engineering  
 School of Public Policy  
 Undergraduate Alumni only  
 All but MBA, Law, Medical  
 All but MBA, Law, and Social Work  
 All but MBA, Law, Vet, Medical and Dental  
 Only up to 5 years out

**What services do you offer to alumni?**

69	Counseling	51	Assessment/Testing
71	Phone and Email Consults	59	On line job listings
32	Seminars	47	Career Fairs
39	Alumni Club presentations	9	Online Networking
4	Online resume referral	2	Mock Interviews
6	Networking Receptions	2	Online Job Newsletter
1	Panel Discussions	4	Credentials
2	Grad School Advising	3	CAREER SEARCH
1	Column in Alumni Magazine	2	On Campus Recruiting

**Do you charge alumni for services provided?**

18 Yes      5-transcripts/credentials, up to \$20  
Three tier system    1=free, 2=\$25/6 months, 3=\$50/6 months  
5-assessments      \$10/instrument: MBTI/Strong  
\$15: SII  
\$20: MBTI/SII  
\$325 7 instrument assessment/2 hours psychologist  
\$399/distance career counseling  
\$35 Access to Alumni Advisory Network  
\$50/6 months resume referral/electronic  
\$30/60 for consulting appts  
\$60 Mock interviews  
\$20 Workshops

**If yes, at what point do you start charging alumni for services?**

11      graduation  
2      3-4 months after graduation  
4      1 year after graduation  
  
56      No

**Tell us about a "best practice"**

**Thiel College:** a yearly "road show" that takes jr's and sr's to dinner to network with alumni in a near or in a large city.

**Milano:** workshop on "Make Age Irrelevant in Your Job Search" is well regarded. **Drexel:** Daily or 3x/week minimum for up to 3 alumni @ 1.5 hours to discuss job search strategies, résumés, and interviewing.

**Roger Williams University:** Our alumni survey allows us to stay connected and keep alum's involved with our office.

**Duke University:** DukeSource.

**Edinboro University of PA:** Alumni Career Hotline and profiles on the website.

**Castelton State College:** "CSC senior email service" is unique". Alum's continue to receive the latest career development news through email.

**University of Hartford:** Individualized career counseling by email for free.

**George Washington University:** Host 3 Networking Nights: NY, Phil., and DC, for students and alumni, includes prep workshop for students, alumni only reception and student/alumni networking.

**Allegheny College:** engaging alumni as career resources for students rather than providing services for alum's.

**Stevens Institute of Technology:** Distribute alumni resumes to companies recruiting on-campus if the alum isn't on campus.

**University of Vermont:** Annual alumni/student center networking events in Boston and New York.

**Bryant College:** 16 page contact list of every employer we have had a relationship with for recruiting. Alum's love it!

**Hood College:** Working with the Alumni office.

**Ursinus College:** A consortium of schools in Philadelphia that has sponsored Job Fairs and educational programming.

**Bates College:** LACN and CareerSearch.

**Rutgers University:** Bi-monthly Alumni Networking Club and Online Alumni Career Network- a home grown product.

**Sarah Lawrence:** Encourage networking.

**Boston College:** Interactive Career Networks, database, comprehensive website, including graduate school application advice.

**Boston University:** We made the decision not to charge alumni because BU has historically lacked the support of alumni enjoyed by many of our peer institutions.

**Tufts University, Fletcher School of Law:** specialize in counseling and workshops on career change.

**Bryn Mawr College:** The Alumni Career Network; where career centered trained alumni offer advice, networking contacts and support to peers seeking career help or relocating to their cities.

**Umass Amherst:** Launched the Alumni Industry Expert Advisory Group, with an online access provided to members of the Alumni Association only.

**Brown University:** Alumni career listserve to share jobs and career information specifically for Brown alumni, moderated by a career counselor.

**Iona College:** Networking nights for specific fields with breakout sessions and panel presentations.

**Swarthmore College:** We print and email pdf files of "alumni searches" using many variables, to promote networking.

**Do you offer any of the following online alumni career networking programs?**

- 39 No
- 16 eRecruiting
- 3 Execuplanet
- 4 DBM
- 3 Harris Online community
- 4 In House/Homegrown
- 3 College Central

**Does your website have specific information/a section for alumni?**

59 Yes  
9 No  
5 Not yet, but in the works

**Has your office seen a change in number of alumni serviced in the past year?**

45 Increase  
3 Decrease  
12 Same  
12 no answer

**Has your office changed its policy towards serving alumni in recent years?**

27 Yes  
46 No

If yes, how?

- stopped charging in '99
- added alumni services that were not there before
- provided web page specific to alumni
- added career mentoring program and additional support
- try to deflect alumni to website for resources, can't handle the demand
- see more recent alumni
- decreased services/cut staff lines
- offering distance career counseling
- everything now free except for assessments
- added services
- increased services and opportunities, three years into the program
- added half time counselor, more convenient to schedule appointments
- on-line job listing is now free
- free services
- expanded services by adding program
- more proactive, more promotion
- we used to charge
- stopped charging for JobTrak services
- see alumni as more integral part of constituency
- eliminated fees for online resume
- implemented alumni career services office in 2000
- increase in services provided
- we stopped charging alums for contacts in the Career Network
- limit services to three years from graduation
- changed approach by adding office dedicated in part to serving alumni needs

