The 2012-2013 academic year proved to be a strong year for the Steinbright Career Development Center. The cooperative education program continues to be the cornerstone of the Drexel undergraduate experience, while Steinbright’s career services team continues their exemplary work in career counseling, pre-professional advising, career events, and full-time employment. During this time, Steinbright successfully maintained a 97.6% employment rate for co-op participants, with 11.3% program growth. Additionally, the international co-op program saw a 33% growth in student participants from the 2011-12 academic year.

Looking forward to the future, Steinbright aims to maintain its high caliber of service to its many stakeholders in an ever-evolving modern urban university. Programming and development in support of the 2012-17 Drexel University Strategic Plan present a multitude of opportunities:

• Strengthened investment in academic and professional excellence through the development of relevant, meaningful co-op and full-time work experiences, increased integration of the Drexel Student Learning Priorities, and entrepreneurial ventures in conjunction with the Close School for Entrepreneurship
• Development of a more streamlined student experience from freshman through senior year, emphasizing the transition from a co-op student to a full-time job seeker, including the creation of the Senior Coordinator for Graduating Students and Recent Alumni
• Increased services to prepare international co-op students for the American corporate environment
• Continued improvements to the user experience in SCDConline, the student and employer job search and recruiting system for co-op
• Increased focus on global education and experiences through Steinbright’s new international co-op website, increased marketing and recruiting efforts, and continued development of international partnerships including exchange programs with other experientially driven institutions
• Support for enrollment growth through continued participation in Enrollment Management events and development of industry growth trends
• Alignment with University graphic identify efforts and increased marketing of services through multiple mediums including print, electronic, and social media

Within this report, you will find even more information about the accomplishments of the programs offered by the Steinbright Career Development Center during the 2012-13 academic year. I am proud of the efforts of the Steinbright staff – it is through their dedication that we are able to continually meet and exceed the challenges and opportunities we are presented.

Peter J. Franks
Vice Provost for Career Education
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Drexel University Steinbright Career Development Center Annual Report AY 2012-2013

**CONTRIBUTORS**

Winifred Browne  
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Natalie Traher

**DESIGNER**

Jill Marateck

Cover: “Stars Seen in Astoria” by Dan Leung. 2nd place for @play in the 2013 Co-op Photo Contest.
ABOUT THE STEINBRIGHT CAREER DEVELOPMENT CENTER

The Steinbright Career Development Center has emphasized the value of experiential education for Drexel's undergraduate students. While the Steinbright Career Development Center was founded around the Drexel Co-op program, the offered services have expanded considerably over the decades to meet the needs of the Drexel community. These include employment services for graduating students and alumni, hosting some of the largest college career fairs in the Philadelphia region, pre-professional advising for students interested in medical and legal professions, a graduate co-op program, extensive career counseling services, and a growing international co-op program.

All of the Steinbright services are available to Drexel's growing community of students and alumni across multiple campuses; these include the Center City Hahnemann campus, Drexel at Burlington County College in New Jersey, and the Drexel University-Sacramento campus. Additionally, the Steinbright Career Development Center prepares undergraduate students for the co-op experiences with a mandatory 10-week course, Career Management and Professional Development (COOP 101).
UNDERGRADUATE CO-OP BY THE NUMBERS: AY 2012-13

PLACEMENT BY COLLEGE/SCHOOL

98.7%  Westphal College of Media Arts and Design
97.5%  College of Arts and Sciences
98.1%  LeBow College of Business
96.6%  College of Engineering
98.7%  Goodwin College of Professional Studies
99.4%  College of Nursing and Health Professions
100%  iSchool, College of Information Science & Technology
100%  Pennoni Honors College
97.8%  School of Biomedical Engineering, Science & Health Systems
100%  School of Education

97.6% OVERALL PLACEMENT RATE

SALARY RANGES BY COLLEGE/SCHOOL

<table>
<thead>
<tr>
<th>College/School</th>
<th>Average</th>
</tr>
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<tbody>
<tr>
<td>Westphal College of Media Arts &amp; Design*</td>
<td>$512.89</td>
</tr>
<tr>
<td>College of Arts &amp; Sciences</td>
<td>$559.82</td>
</tr>
<tr>
<td>LeBow College of Business</td>
<td>$625.80</td>
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<tr>
<td>College of Engineering</td>
<td>$727.10</td>
</tr>
<tr>
<td>Goodwin College of Professional Studies</td>
<td>$699.54</td>
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<tr>
<td>iSchool College of Information Science &amp; Technology</td>
<td>$564.78</td>
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<tr>
<td>College of Nursing &amp; Health Professions</td>
<td>$479.42</td>
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<tr>
<td>Pennoni Honors College</td>
<td>$452.50</td>
</tr>
<tr>
<td>School of Biomedical Engineering, Science &amp; Health Systems</td>
<td>$642.70</td>
</tr>
<tr>
<td>School of Education</td>
<td>$463.20</td>
</tr>
</tbody>
</table>

Drexel University $638.19

*Less than 50% of these positions are considered paid co-ops which is defined as minimum wage for at least 32 hours per week.
## TOP 20 CO-OP EMPLOYERS

<table>
<thead>
<tr>
<th>Employer</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHILDREN’S HOSPITAL OF PHILADELPHIA</td>
<td>142</td>
</tr>
<tr>
<td>PHILADELPHIA WATER DEPARTMENT</td>
<td>89</td>
</tr>
<tr>
<td>EXELON CORPORATION</td>
<td>89</td>
</tr>
<tr>
<td>JOHNSON &amp; JOHNSON</td>
<td>85</td>
</tr>
<tr>
<td>COMCAST CORPORATION</td>
<td>80</td>
</tr>
<tr>
<td>UNIVERSITY OF PENNSYLVANIA</td>
<td>76</td>
</tr>
<tr>
<td>PJM INTERCONNECTION LLC</td>
<td>74</td>
</tr>
<tr>
<td>SUSQUEHANNA INTERNATIONAL GROUP</td>
<td>60</td>
</tr>
<tr>
<td>PHILADELPHIA HOUSING AUTHORITY</td>
<td>52</td>
</tr>
<tr>
<td>SAP AMERICA</td>
<td>46</td>
</tr>
<tr>
<td>JEFFERSON UNIVERSITY HOSPITAL</td>
<td>44</td>
</tr>
<tr>
<td>BLACKROCK</td>
<td>39</td>
</tr>
<tr>
<td>ACADEMY OF NATURAL SCIENCES</td>
<td>38</td>
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<tr>
<td>CDI CORPORATION</td>
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<tr>
<td>GLAXOSMITHKLINE</td>
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<tr>
<td>SUNOCO, INC</td>
<td>35</td>
</tr>
<tr>
<td>ACE USA</td>
<td>35</td>
</tr>
<tr>
<td>ESTEE LAUDER/NORTEC</td>
<td>33</td>
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</tbody>
</table>

1650 CO-OP EMPLOYERS
CO-OP EVALUATION DATA

WHAT OUR EMPLOYERS ARE SAYING

- 87.3% would consider hiring their students for a future co-op or full time position
- 94.7% found student academic preparation oriented to the needs of their organization
- 82.6% rated student performance as good or excellent

WHAT OUR STUDENTS ARE SAYING

- 88.2% found co-op relevant to their career objectives
- 90.2% indicated the job met or exceeded expectations
- 73.3% would consider returning to their current employer for another co-op or full time position

Biomedical engineering student Ememabasi Okoh developed anticancer chemotherapeutics during her co-op with Yury Gogotsi at the Shanghai Advanced Research Institute.
1016 students went on co-op outside of Pennsylvania

TOP 6 COUNTRIES: CHINA, VIETNAM, AUSTRALIA, INDIA, GERMANY & GREECE

161 students went on co-op outside of the United States

TOP 5 STATES: NEW JERSEY, NEW YORK, DELAWARE, CALIFORNIA & MARYLAND

TOP 6 COUNTRIES: CHINA, VIETNAM, AUSTRALIA, INDIA, GERMANY & GREECE
In support of Drexel University’s 2012-2017 Strategic Plan, Steinbright created a new model for the International Co-op Program with the objective to quadruple the number of students participating in the program by sending 400 students abroad in AY 2017-18.

The four person international co-op team is responsible for job development, employer relations, and student recruitment and works closely with Drexel faculty, advisors, and representatives from various offices. The team visited over 25 organizations in China, Germany, Australia, and New Zealand for the purpose of job development.

Recognizing the importance of providing financial support to help defray students’ living and travel costs associated with an international work experience, significant financial support has been provided by University President John Fry, The Vidalakis Family Cretan Scholars Program, and other sources. Steinbright was named as a co-awardee of a multi-year grant from the Freeman Foundation which promotes the participation of US citizens in study and work abroad experiences in East and Southeast Asia.

Drexel.edu/internationalcoop was launched in the summer of 2012 to showcase all program information to students, faculty, staff, and parents, as well as serve a portal for student applications. Students, faculty and staff can also utilize GoingGlobal, an online platform featuring country-specific career and employment information with more than 600,000 worldwide job postings. With over 61,500 views, Steinbright has achieved the highest usage of GoingGlobal’s clients.

“ I learned so much while I was there about culture, business, and people from all over the world. The Freeman Foundation allowed me to travel to Malaysia, pay for a place to live and eat, and the freedom to travel around Southeast Asia.”

FREEMAN SCHOLAR WILLIAM HEYMANN COMPLETED HIS CO-OP WITH LION & LION IN KUALA LUMPUR, MALAYSIA.

WATCH HIS STORY AT YOUTUBE.COM/DREXELSCDC
CO-OP CURRICULUM

In partnership with the Pennoni Honors College, Steinbright offers two courses for students participating in Drexel University’s co-op program: COOP 101 – Career Management and Professional Development & COOP 001 – Co-op Essentials. The co-op curriculum department faced its largest class yet with 3460 students in 155 sections. Among these were the introduction of veteran specific sections of COOP 001 developed by Mary Ellen Targgart-Ford and Angela Brennan in collaboration with Student Affairs. Along with the new sections, the department adopted innovative technology to improve the process for compiling and evaluating attendance using iPads and ID swipe technology. Corinne Groff and Mary Ellen Taggart-Ford presented an overview of the innovations to COOP 101/001 processes, procedures and curriculum at the 2013 CEIA Annual Conference in Orlando, Florida.

RESEARCH CO-OP

The Office of the Provost partnered with the Steinbright Career Development Center to provide over $160,000 in funding for 28 research co-op positions across Drexel’s many disciplines in AY 12-13. This program was created to increase research opportunities and graduate studies exploration for the undergraduate student population. Participating students indicated that the best features of the research co-op program were the variety and challenge of the research, faculty advisor guidance and mentorship, and the level of responsibility and independence. Faculty mentors praised students for their initiative, time management, and application of knowledge.

SELECT FUNDED PROJECTS IN AY 2012-13:

Transformation of Biomolecules by Non-equilibrium Plasma  
HAIFENG JI, Chemistry, College of Arts and Science

Collisions of Cults of Personality & the Public Sphere: Public & Media Perceptions of Vladimir Putin in Russia  
LLOYD ACKERT, History & Political Science, College of Arts & Science

Humanoid Robotics Research at KAIST University, South Korea  
Paul Oh, Mechanical Engineering and Mechanics, College of Engineering

International Sustainable Business Research with Wellbody Alliance in Sierra Leone  
NEIL DESNOYERS, Decision Sciences, LeBow College of Business

Drexel University & Barnes Foundation iPod Application & Educational Game  
JEN KATZ-BUONINCONTRO, School of Education

Green Infrastructure Field Research in New York City  
FRANCO MONTALTO, Civil, Architectural, and Environmental Engineering, College of Engineering
In addition to Steinbright’s undergraduate co-op program, students in several of Drexel’s graduate programs have the opportunity to participate in graduate co-op. In the 2012-13 academic year, 24 students participated in the graduate co-op program coordinated by Ken Bohrer in conjunction with Drexel’s Office of Graduate Studies. Students worked with employers such as Volvo, Nike, Children’s Hospital of Philadelphia (CHOP), and Independence Blue Cross.

“I recommend graduate co-op students to other employers because the graduate students have demonstrated a willingness to learn; possess a great business ethic and have embraced our projects. I consider hiring graduate students as a pipeline to future full-time hires.”

Leonora Miller, Manager, IS Business Operations at CHOP

“Co-op has helped me narrow my career goals. Going to school alone would not have helped me. My advice for graduate students considering graduate co-op is to ask questions during the interview process, choose an employer who has a track record of growing and developing their staff, and interact with people and build a network.”

Swathi Jagannath, MS, CHOP-IS Innovation Excellence Program Co-op Student
CAREER FAIRS

In the 2012-13 academic year, the Steinbright Career Development Center held three career fairs with nearly 3,000 student and alumni participants from the Drexel community and 370 employers recruiting for co-op and full-time opportunities.

FALL & SPRING CAREER FAIRS
Each fall and spring, Steinbright’s career fairs are among the largest collegiate career fairs in the Philadelphia region. In October 2012, the fall career fair hosted 213 employers and over 1200 students and alumni in the Armory. The spring career fair, held in the Daskalakis Athletic Center in April 2013, featured 116 employers and served over 800 Drexel students and alumni.

ENGINEERING CAREER FAIR
In conjunction with National Engineering Week, the Steinbright Career Development Center co-hosts an annual Engineering Career Fair with the College of Engineering. In February 2013, the Engineering Career Fair welcomed 113 employers and over 400 Drexel engineering students and alumni in the Daskalakis Athletic Center.

WORKSHOPS
Steinbright offered 192 workshops in the 2012-13 academic year that served almost 3,000 Drexel students. These workshops are developed, advertised, and facilitated by members of the Steinbright staff including the Career Services team, the Career Library Assistant, and the Workshop Committee. Workshop topics include resume critiques, domestic and international job search strategies, interview preparation, and the transition from college to professional life as a graduating student.

EMPLOYERS ON CAMPUS
A total of 444 different employers came to Drexel campus for career fairs, information sessions and on-campus recruiting for co-op, graduating students and alumni.
President John Fry welcomed over 150 people to the 23rd Annual Cooperative Education Awards held on May 6 in Behrakis Hall in which nine students, one staff member, and two employer partners were recognized for their exceptional effort in fulfilling the goals and ideals of corporative education. The Co-op Awards are overseen by an established committee within the Steinbright Career Development Center, in partnership with the Drexel University Alumni Association.

Heather Blackburn, Program Manager for Sport Management, Goodwin College of Professional Studies was awarded Advisor of the Year for her exceptional guidance to her students. Society of Hospital Medicine and Thomson Reuters were awarded Employers of the Year. Bentley Systems recognized George Rodier, Computer Science, with an endowed award for excellence in his respective field of study.

THE NOMINATIONS SAY ADVISOR OF THE YEAR

“Heather Blackburn provides exceptional to her students. As a colleague, Heather is one of the best collaborators on campus. She supports the decisions of her peers in other offices, particularly Steinbright, and views us as a partner when it comes to preparing our students for the future.”

THE NOMINATIONS SAY EMPLOYER OF THE YEAR

“Society of Hospital Medicine has given me so many opportunities to grow personally and professionally. Through my experience, I have gained a better idea about what I want to do with my education, my major, and my career.”

“Working at Thomson Reuters has offered me many opportunities to demonstrate my own initiatives, develop leadership, interpersonal, communication, and technical skills, work on a variety of projects, and network.”

Marika Dutot, a nursing major and the first student in the College of Nursing and Health Professions accelerated Fast Track program to receive this award. Marika completed her co-op at Cooper University Hospital where she was described as a “superior patient advocate.”

Brendan Elias, biological sciences major, was nominated by Dr. Jeffrey Twiss of the Drexel University Biology Department for his level of initiative, dedication and creativity as a research assistant, stating that his “level of professionalism” far exceeded that of all doctoral students with whom Twiss has worked.

Keith Engle, graduating senior in the Construction Management Program, completed his co-op at Bancroft Construction Company where he was described as dependable, professional, and dedicated. Keith joined the company full-time after graduation.

Genymphas Higgs, biomedical engineering major, completed all three of his co-ops with Implant Research Center and was described as “one of the highest performing and competent co-op students” they have hired. During his co-op, Genymphas’ research on metal-on-metal hip replacement devices resulted in an award and publication.

Nasreen Khan, graduated in the spring with a dual BS/MS degree in materials science and engineering. Nasreen completed her co-op at Fit of Passion, LLC, where her “can-do attitude and willingness to try her hand at any problem” was instrumental to the company attaining its lofty goals for the period.

Brandon Manni, television production and media management major, completed his co-op in the sales department of WPVI-TV/6ABC. “Brandon’s upbeat and energetic attitude coupled with his humble personality makes him a joy to be around. He is a great person to have on the 6abc team.”

Zachary Rubin, business administration major with a concentration in management information systems, completed his co-op with Johnson & Johnson. Zachary “showed strong leadership during his co-op and used this to enhance the cooperative education program” at their location. He has accepted a full-time position at Johnson & Johnson.

Christine Ruggieri, elementary education major, completed her co-op with U.S. Dream Academy. “Christine was professional all while displaying a great deal of compassion and care for our students. Her work ethic, dependability, and dedication supersede that of her peers.”

Andrew Saraceni, information technology major, completed all three co-ops with The Wharton School at the University of Pennsylvania. Andrew was considered a full-time employee by his colleagues. “There wasn’t a duty he performed that he didn’t go above and beyond our expectations.”
The Career Services team in the Steinbright Career Development Center offers full-time job search support and counseling for graduating seniors and recent alumni in the form of workshops, individual appointments, and DragonJobs, a full-time job search system. Members of the Career Services team held 1401 appointments with students and alumni to discuss job search strategies, application materials, interviewing, and negotiating job offers. Steinbright also works closely with the Office of Alumni Relations to coordinate career services for Drexel’s more experienced alumni including both career development events and a job search system.

Steinbright created a new role to work exclusively with graduating students and recent alumni ensuring the path to careers beyond Drexel University is clearly marked. Students are able to meet one-on-one with Nicole Dalberto, the Senior Coordinator for Graduating Students and Recent Alumni, to gain job search assistance that includes upgrading job search tools, developing an effective and industry specific job search strategy, improving interview skills and ultimately negotiating salary to enhance offers received. Dalberto developed “Senior Series” workshops as well as weekly messages to graduating students with success stories and upcoming events. Steinbright’s LinkedIn page, Drexel Career Connections, was re-launched with the new purpose of providing Drexel students with a venue to network with employers, alumni, and the Drexel community.

When Drexel students and alumni want to explore a new program or career path, Steinbright’s career counselors conduct one-on-one counseling sessions to assist them in navigating the challenges of these decisions and transitions. Through a series of assessments, including the Myers-Brigg Type Indicator and the Strong Interest Inventory, and guided interpretations, Steinbright’s career counselors aim to help students and alumni clarify their interests as they relate to majors and career choices. In the 2012-13 academic year, Steinbright’s career counselors, Arnie Kohen and Ken Bohrer held 690 appointments with students and alumni.

Recent Drexel Graduate Duval McLean gives job search advice to graduating seniors at the Fall Career Fair.

youtube.com/drexelscdc
PRE-LAW ADVISING

The pre-law advising program at Steinbright provides students with comprehensive guidance on the law school admissions and financial aid processes. In AY 2012-13, Steinbright’s pre-law advisor, Michael Vitlip, held 277 one-on-one sessions with students to discuss their interests in the legal profession as well as coordinating the 2012 Philadelphia Law School Fair which hosted 115 law schools and approximately 400 prospective law students from the Greater Philadelphia region.

Vitlip also serves as the advisor for Drexel University’s Undergraduate Mock Trial Association which achieved their highest level of success in program history with the top team qualifying for the National Championship tournament and the second team qualified for the National semifinals.

PRE-HEALTH ADVISING

Steinbright’s pre-health advising program assists students from the time they begin their Drexel experience in preparing for their careers in health and medical professions. Pre-health counselor, Tom Coyne, is available to meet throughout a student’s Drexel career to discuss topics ranging from course selection, career paths, volunteer requirements, and the application process and requirements. In 2012-13, Coyne held 426 appointments with Drexel students and hosted representatives from four medical schools for information sessions: Drexel University College of Medicine, the Philadelphia College of Osteopathic Medicine, Thomas Jefferson University and Lake Erie College of Osteopathic Medicine.

FUNDING

INT’L CO-OP INITIATIVES: $681,581
RESEARCH CO-OP: $165,750
GIFT FUNDS & GRANTS: $216,407
FY13 TOTAL: $1,012,421

GIFT FUNDS AND GRANTS

Gift funds come from external donors including private individuals/families, foundations and dedicated employers in support of the ideals and goals of Steinbright’s cooperative education program. These gifts are often earmarked for specific programs or purposes including:

THE VIDALAKIS CRETAN SCHOLARS PROGRAM Sponsored by the Vidalakis family, this annual fund supports students living and working on the island of Crete in Greece for the duration of their co-op cycles.

THE STEINBRIGHT CORPORATE PARTNERS FUND Supported by Steinbright co-op employers, this fund provides vital financial support for co-op students who want to work in unpaid positions with non-profit organizations as well as students who want to pursue co-op opportunities nationally and internationally.

ARCADIA FOUNDATION SCHOLARSHIP Provides support to students working with local non-profit organizations.
INSIDE STEINBRIGHT

Each year, Steinbright staff explores current department practices and career services trends in an effort to continually develop the services offered to our many stakeholders. In the 2012-13 academic year, highlighted innovations include:

OUT FOR WORK CERTIFICATION
In February, 2013, Steinbright achieved LGBTQ Career Center Certification at the Bronze Level, from OUT for Work, the national organization that works to enhance lesbian, gay, bisexual, transgender, and queer specific resources and support in academic career centers. LGBTQ Project Team accomplishments include “Highlighting Your Diversity” website section; staff development webinar; participation in OUT for Work National Conference; Career Knowledge for LGBTQ Students workshop; Mock Interviews for LGBTQ Students; expanded LGBTQ and diversity content in COOP 101 curriculum; and participation in LGBTQA History Month. Steinbright also co-sponsored the new LGBTQ Student Center opening event in October 2013, with Steinbright staff members serving on the LGBTQ Leadership Team to establish the center.

NEW ACADEMIC HONOR SOCIETY
Delta Epsilon Iota, Upsilon Delta Chapter is a new national academic honor society on campus, structured around university career services. The mission of DEI is, “To promote the ideals of dedication, enthusiasm, and initiative at Drexel University through student leadership, special programs coordinated with the career center, campus and community service projects, and regular networking opportunities for members.” Advised by Beth Cokely and Natashia Huff, there are currently 702 Drexel DEI members, who were inducted in April 2013 at the first annual induction ceremony on campus.

DREXEL.EDU/SCDC REDESIGN
In June 2013, Steinbright launched a redesign of drexel.edu/scdc. The web site committee collaborated with the Office of the Provost and Information Resources and Technology to convert Steinbright’s web site to SiteCore in a record 3.5 months. With SiteCore’s responsive design, the site is optimized to be viewed on tablets and mobile devices. The new site better serves the Drexel community by making Steinbright’s mission and services easily accessible through improved navigation, modern graphics and imagery, sophisticated calendar functions, and updated content.
HARRINGTON AWARD WINNERS - TERRI ALDERFER & MICHELLE MIGNOT

In 2011, Steinbright received a generous endowment from Dr. Paul and Linda Harrington to recognize outstanding achievement and service to cooperative education. This annual award, the Daniel and Madeline Harrington Steinbright Employee Recognition Award, recognizes two Steinbright staff members who significantly contributed toward the mission and strategic plan of the Steinbright Career Development Center and/or Drexel University.

In 2012, Terri Alderfer and Michelle Mignot were recognized for their contributions to the Steinbright Career Development Center. Terri Alderfer was recognized for her extensive contributions to the international co-op program, specifically in the areas of marketing and program outreach. Michelle Mignot was selected for her work with developing guidelines and materials for creative and artistic resumes as well as the launch of Steinbright’s job development tracking tool, RightNow, a CRM tool by Oracle.

CUPPIE AWARDS 2013

The designs created by Marketing and Communications Coordinator Jill Marateck for the International Co-op “Please Go Away” post cards and the Career Fair Fall 2012 marketing campaign were honored at the 2013 CUPPIE Awards. Both received Bronze Awards in the Advertising – Print category and the Public Relations – Special Event category respectively. Marateck was honored at the CUPPIE Awards in held in Hershey, PA in March 2013.

The awards are part of the programs of the College and University Public Relations Association of Pennsylvania (CUPRAP), the Association of Communicators in Education. Over 300 entries were received from colleges and universities in Pennsylvania and surrounding states and judged by a panel of senior-level industry experts.

In addition, Marateck received a Merit Award in the 28th Annual Educational Advertising Awards for her Career Fair Fall 2012 button in Imprinted Materials.
CONFERENCE PARTICIPATION

JOHN CARVANA
Attendee, 2013 National Association of Colleges and Employers (NACE) Conference and Expo, June 4-7: Orlando, FL

TOM COYNE
Attendee, 2013 Northeast Association of Advisors for the Health Professions (NAAHP), April 10-12: Atlantic City, NJ

ANDREW DUFFY
Attendee, 2013 Symplicity Career Services Manager Symposium, June 24-25: Arlington, VA

CAROL FERGUSON
Presenter, “Customized Employer Relationship Management Software” at the 2013 National Association of Colleges and Employers (NACE) Conference and Expo, June 4-7: Orlando, FL

CORINNE GROFF AND MARY ELLEN TAGGART-FORD
Presenters, “Are You Ready? An Overview of Drexel University’s Co-op Prep Course” and “The 21st Century Resume; Creative and Technological Concepts for Job Search Success” at the 2013 Cooperative Education and Internship Association (CEIA) Annual Conference, April 13-16: Orlando, FL

ARNIE KOHEN
Attendee and Conference Volunteer, 2012 Middle Atlantic Career Counseling Association (MAACA) 42nd Annual Fall Conference, December 5-7: Lancaster, PA

MELANIE KRAUS & STEPHANIE SULLIVAN

JILL MARATECK

TESS SMITH
Attendee, 18th World Association of Cooperative Education (WACE) World Conference on Cooperative & Work Integrated Education, June 24-27: Durban, South Africa

DAVID SNOW
Vice President for Professional Development (CEIA) and Presenter, “Customized Employer Relationship Management Software” at the 2013 Cooperative Education and Internship Association Annual Conference, April 13-16: Orlando, FL

THE STEINBRIGHT STAFF VOLUNTEERS EACH YEAR AT PHILABUNDANCE
In July 2013, JobBrander.com ranked Drexel University’s Steinbright Career Development Center #24 on the 25 Most Popular College Career Services Departments on Social Media in the United States. JobBrander wrote, “Drexel made a smart move when they secured short and unique page names for both their Facebook and Twitter accounts, and considering the size of the school, they’ve done a good job attracting a following of almost 4000 people. They even retweet from other career services enters, so you know someone is watching their Twitter account.” Steinbright’s Marketing and Communications Coordinator, Jill Marateck, was interviewed by JobBrander in an article entitled “Jill Marateck and How Steinbright Career Development Center Does Social Media Right.” Take a look at what we’re doing...

FACEBOOK.COM/DUSTEINBRIGHT
Join our growing fan-base of over 3,000 followers for career tips and trends, myth-busters, co-op profiles, staff spotlights and more!

TWITTER.COM/STEINBRIGHT
Looking for industry trends and career services events on and off campus? Join in the conversation @Steinbright.

YOUTUBE.COM/DREXELSCDC
Watch our most popular video of AY 2012-13, International Co-op Flash Flood, as well as videos about international co-op & career fair dos and don’ts.

FLICKR.COM/DUSTEINBRIGHT
View photos of our events as well as the yearly submissions for A Co-op Moment Photo Contest.

LINKEDIN GROUP - DREXEL CAREER CONNECTIONS
With over 1800 members a 37% week over week growth rate, this is the group to join to connect, network and exchange career-relevant information and advice with the Drexel community.