Key Points
Founded in 1921 by Dean A. A. Potter, the office now known as the Center for Career Opportunities (CCO) has evolved from offering placement services to selected student populations to offering comprehensive career services to all students on campus.

- Individual student assistance options include walk-in/drop-in sessions, scheduled appointments and online help.
- The CCO is among few university career centers in the nation that offer campus alumni full access to career services.
- Employers are well served through the CCO. Individualized assistance is provided by CCO staff including specifically assigned liaisons. A national state-of-the-art career services management platform (NACElink) is utilized for employer convenience.
- The CCO exceeds 400 annual visits to classrooms, student organizations, and housing units to conduct workshops.
- Communication and student-employer engagement initiatives range from online practice interviewing and virtual career fairs to frequent CCO interaction with students on seven different social media channels.
- Each year, the CCO works with campus partners to implement the first destination survey of baccalaureate and professional school graduates. An annual response rate of 85-90% is consistently achieved.

Impact
The Center for Career Opportunities (CCO) has been frequently recognized by receipt of national awards for innovation and best practices as well as through media-based rankings. Historically, the CCO is considered to be a pioneer in advancing technologies supporting student job search and employer recruitment. Based on the large number of employers that recruit on the West Lafayette campus of Purdue University, the CCO is widely regarded by its peers as hosting one of the highest volume campus interviewing programs in the United States.

Employer Testimonial
“We have a true partnership. It’s more than just recruiting. Today, what I am called is a campus relations leader. So it’s the overall partnership and relationship that we have between GE and Purdue University. We’ve had more success at Purdue, historically, than at any other university in North America and that goes to what Purdue is producing here.”

Tony Denhart, General Electric

Student Testimonial - Jill B., Undergraduate, Liberal Arts
"With the Career Services Consultant’s help, I explored career interests, shadowed and talked with a professional writer, and felt more comfortable taking action to change my academic focus... Just having someone I could trust to talk to about my college career lifted a huge burden from my shoulders. I honestly could’t be happier--thanks, in many ways, to the support of the CCO!”

Utilization of CCO Services 2012-13

<table>
<thead>
<tr>
<th>Individual Assistance</th>
<th>Online Support Program Visits</th>
<th>Participants in Workshops</th>
<th>Student/Alumni Registration</th>
</tr>
</thead>
<tbody>
<tr>
<td>12,304</td>
<td>15,041</td>
<td>26,743</td>
<td>53,343</td>
</tr>
</tbody>
</table>

New Location
On July 1, 2013, the CCO vacated Stewart Center and officially opened in Young Hall. This new location allows the CCO to better serve students and employers.

- A fully accessible facility now allows career services consultants to engage all students in a safe and confidential environment.
- The interviewing environment supports a higher quality interaction between students and employers. Multipurpose rooms with floor to ceiling walls and a door, equipped with white boards, replace antiquated interview cubicles with noise issues and privacy concerns.
- Technology in a few dedicated rooms allows students to interview from study abroad and co-op locations or with employers at their workplace. Employers can now participate on a virtual basis from campus in meetings hosted back in their office.
- Convenient subwalk access to parking garages, the Purdue Memorial Union and Stewart Center.

For more information contact: Center for Career Opportunities by phone at 765-494-3981, by email at askCCO@purdue.edu, or visit their website: https://www.cco.purdue.edu/Welcome.shtml
In *Educated Quest’s 2013 College Guide*, one of the nine strengths cited in the Purdue University profile was “One of the best career services among target schools.”

### Post-Graduation Status of Baccalaureate and Professional Degree Recipients

<table>
<thead>
<tr>
<th>Graduation Year</th>
<th>Accepted Employment</th>
<th>Continuing Education</th>
<th>Still Seeking</th>
<th>Plans to Continue Education</th>
<th>Other Confirmed Plans</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>21.8%</td>
<td>63.8%</td>
<td>13.3%</td>
<td>1.2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>2010</td>
<td>21.3%</td>
<td>64.2%</td>
<td>13.3%</td>
<td>1.2%</td>
<td>0.6%</td>
</tr>
<tr>
<td>2011</td>
<td>20.5%</td>
<td>66.3%</td>
<td>13.2%</td>
<td>1.1%</td>
<td>0.6%</td>
</tr>
<tr>
<td>2012</td>
<td>20.7%</td>
<td>65.8%</td>
<td>13.2%</td>
<td>1.1%</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

For more information visit: https://www.cco.purdue.edu/About/postgraddata.shtml

### Recruitment and Outcomes

The percentage of May 2012 graduates seeking employment at six months post-graduation (8.3%) dropped 0.6% from the previous year. This percentage compares favorably to the 10.6% of Purdue graduates that were seeking employment in 2009-10. The number of unique employers conducting formal interviews through the CCO in 2012-13 (below) increased by 26% over the previous year and more than doubled since 2009-10.

### Student Satisfaction Measures

#### Satisfaction with Type of Service

In comparing Purdue student responses to national data, CCO services were ranked higher than national averages for career centers on all eight measures. Percentage differences are indicated below. Also, 13% more students rated the CCO as excellent or very good versus the national average. (Source: *Universum Communications 2012*)

- Employment Advising (8.5%)
- Resource Materials (7.2%)
- Career Services Website (6.6%)
- Job Postings (5.8%)
- Career/Job Fairs (5.3%)
- Job Search Workshops (5.2%)
- Internship Postings (5.1%)
- Career Advising (3.5%)

### Student to Staff Ratio

The Center for Career Opportunities is lauded for operating effectively with great efficiency. The CCO has only one staff member per 2,282 students. National data representing 44 university career centers shows that the CCO has the second highest staff to student ratio.

Even with fewer staff, the CCO offers a wider range of services than most other university career centers.