

# Cohen by the Numbers

ACADEMIC YEAR 2020-2021

We are partners in the educational process, empowering students and recent alumni to explore possibilities and navigate lifelong career development.

## STUDENT ENGAGEMENT

**2,680**  
TOTAL ADVISING CONTACTS

2,558  
Virtual Appointments

122  
In-Person Appointments

## SIGNATURE EVENTS

- W&M Wall Street Trip (Virtual)**  
89 employers  
23 students
- Science Careers Expo (Virtual)**  
21 employers  
124 students
- Day in DC (Virtual)**  
61 employers  
95 students
- Tech Trek (Virtual)**  
11 alumni  
30 students
- Creative Careers (Virtual)**  
18 alumni  
84 students

## EXTERNSHIPS & CAREER CHATS

218  
students participated

39  
sites/employers

## PROGRAMS & PRESENTATIONS

191  
programs and presentations provided

4,308  
students attended or participated

## ON-CAMPUS RECRUITMENT (OCR)

40  
OCR schedules

285  
student interviews on campus

## TRIBECAREERS 2020-2021

4930 Employers

13021 Total Postings\*

5134 Student Applications

## INTERNSHIPS

6,666  
internships posted in TribeCareers

\*Represents full-time jobs, fellowships, internships, externships, part-time jobs and other related career opportunities

## Annual Recruitment Events\*

### CAREER & INTERNSHIP FAIRS

| FALL 2020       |                 | SPRING 2021     |                 |
|-----------------|-----------------|-----------------|-----------------|
| 224<br>students | 38<br>employers | 138<br>students | 27<br>employers |

### MEET THE FIRMS 2020

267  
students

35  
employers

### 2021 CAREER DIVERSITY EXPO

19  
students

27  
employers

### GRADUATE & PROFESSIONAL SCHOOL FAIR 2020

23  
students

62  
representatives

### K-12 RECRUITMENT DAY

38  
students

44  
school district reps

### CONSORTIUM FAIRS

| 2020 NYRC IN NEW YORK |                 | 2021 GOVERNMENT, EDUCATION & NONPROFIT CAREER FAIR AT GEORGETOWN UNIVERSITY IN DC |                 |
|-----------------------|-----------------|-----------------------------------------------------------------------------------|-----------------|
| 44<br>W&M students    | 15<br>employers | 53<br>W&M students                                                                | 91<br>employers |

### INFORMATION SESSIONS

287  
sessions

94  
unique employers

1,437  
students/alumni

\*Annual recruitment events were moved to virtual format due to the pandemic.

## NEWSLETTERS

### AUDIENCE

8 TYPES OF NEWSLETTERS

149 ISSUES

403,280 CIRCULATION

ALL | Career Conversations  
FIRST-YEARS/SOPHOMORES | JumpStart  
ATHLETES | Tribe Athlete Career Guide  
INDUSTRIES | Business, Creative, Education & Human Service, Public Service, Science & Technology

Students may subscribe and have access to all newsletters regardless of major, class year, or interest

## RECRUITING ENGAGEMENT

5,494  
Total employer/grad school engagements (in-person & virtual)

7,615  
Total student engagements (in-person & virtual)

\*Numbers represent all touchpoints between recruiters and students, not unique values. Total includes fairs, information sessions, interview days, OCR employers, externship sites, and employer mock interviews.

## MOCK INTERVIEWS

48  
48 unique students participated in mock interviews with advisors, employers, or industry volunteers, including parents, alumni, and community partners

## BIG INTERVIEW

442  
442 students used Big Interview – a free, online interview preparation service for W&M students. Big Interview is paid for and provided by Choen Career Center

## FUNDING FOR UNPAID SUMMER EXPERIENCE (F.U.S.E.)\*

13  
students funded

\$29,000  
total awarded

\* Awarded to students who secured in-person, virtual, and hybrid summer experiences.