

2018 RSPH Alumni Survey Report

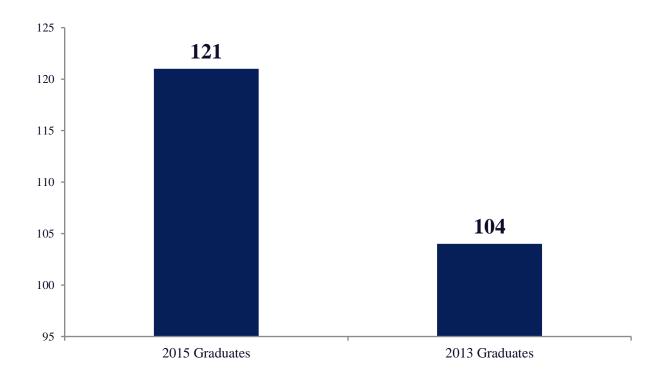




- ✓ This report reflects data collected from the RSPH alumni from graduate years 2013 and 2015 that responded to the 2018 Alumni Survey.
- ✓ Alumni data were collected over 3 weeks in November 2018.
- ✓ The purpose of this report is to show employment information and assess graduates' perceived impact of the education received at the RSPH on their careers at 3- and 5-years post-graduation.
- ✓ The information in this report is self-reported survey data provided by RSPH Alumni.

## Alumni Graduate Year

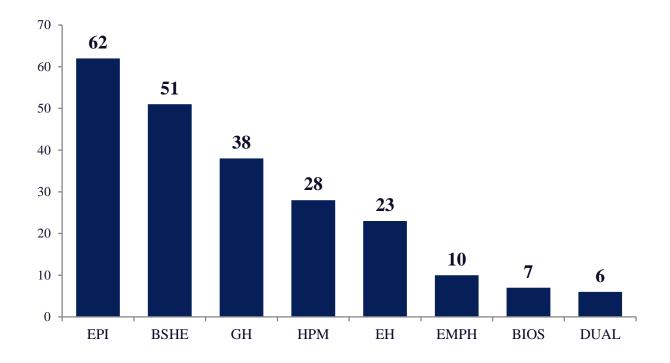
Alumni Graduate Year	Total Respondents	<b>Total Graduates</b>	Response Rate
2015 Graduates	121	494	24%
2013 Graduates	104	430	24%
Total	225	924	24%





# **RSPH Department Response Rate**

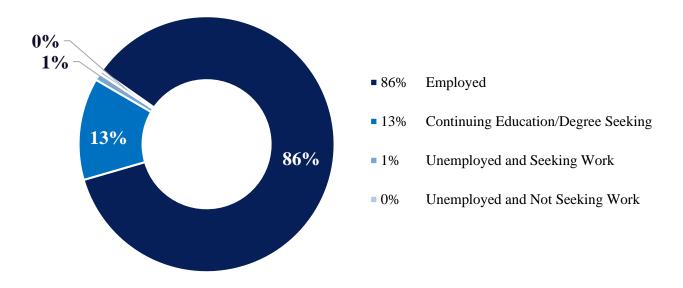
<b>Department</b> Responses		nses
Biostatistics and Bioinformatics (BIOS)	3% 7	
Behavioral Sciences and Health Education (BSHE)	vioral Sciences and Health Education (BSHE) 23%	
Executive MPH (Former CMPH Program)	4% 10	
Environmental Health (EH)	10%	23
Epidemiology (EPI)	28%	62
Global Health (GH)	17%	38
Health Policy and Management (HPM)	12%	28
Dual-degree (ex. JD/GH, MD/BSHE, etc.)	3% 6	
Total	100% 225	





# **Employment Status**

Employment Status Employed		Unemployed and Seeking Work	Unemployed and Not Seeking Work	Continuing Education/Degree Seeking	Total
Responses	186	2	1	29	225
Rate	86%	1%	0%	13%	100%





#### **Alumni Location**

Albany, NY East St. Louis, IL Oakland, CA\* Alexandria, VA Gadsden, AL Olympia, WA Alpharetta, GA\* Gainesville, FL Ontario, CA Gaithersburg, MD Anchorage, AK Pasadena, CA Ann Arbor, MI Glastonbury, CT Philadelphia, PA\* Guangzhou, Guangdong Pittsburgh, PA

Antananarivo, Madagascar

Appleton, WI\* Hartford, CT Plymouth Meeting, PA Huntertown, IN Ranchos de Taos, NM Arlington, VA Indianapolis, IN Redwood City, CA Ashland, VA Richmond, VA Athens, GA\* Irvine, CA Jacksonville, FL Rockford, IL

Atlanta, GA\* Johannesburg, Gauteng South Africa Avondale Estates, GA Rockville, MD\* Kansas City, MO Royal Oak, MI Baku, Azerbaijan Kirkland, WA Baltimore, MD\* Salt Lake City, UT Kismayo, Jubaland Somalia San Diego, CA Beijing, China

Koloa, HI San Francisco, CA\* Berkeley, CA\* Littleton, CO Scottdale, GA Boca Raton, FL London, Greater London Seattle, WA\* Boston, MA Los Angeles, CA\*

Shanghai, Shanghai Brooklyn, NY Madison, WI South Glastonbury, CT Burlingame, CA Cambridge, MA\* Marietta, GA\* St. Paul, MN

McDonough, GA Stone Mountain, GA Chapel Hill, NC Melbourne, Australia State of Vic Charlotte, NC Tahlequah, OK

Chicago, IL\* Midlothian, VA Tampa, FL The Hague, Southern Holland Cincinnati, OH Minneapolis, MN Tucker, GA Columbus, OH Mission, KS

Dallas, TX Nairobi, Kenya Tucson, AZ Vienna, Austria\* Nashville, TN\* Decatur, GA\*

Vientiane, Vientiane Province New Haven, CT Denver, CO\*

New York, NY\* Washington, DC\* Detroit, MI

Durham, NC Nyon, Canton of Vaud, Switzerland

<sup>\*</sup>Location reported by more than one alumni.





# The Employed

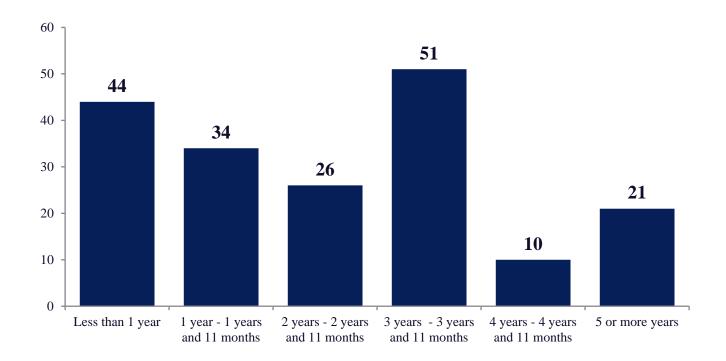
Alumni who indicated they are employed



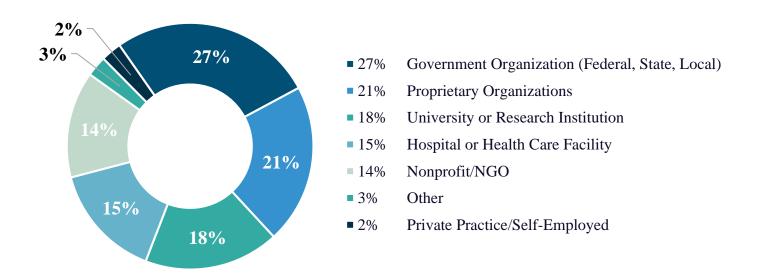
Data included in this section is from the 186 alumni that reported being employed. The number of respondents varied by question.



## **Alumni Duration at Current Job**



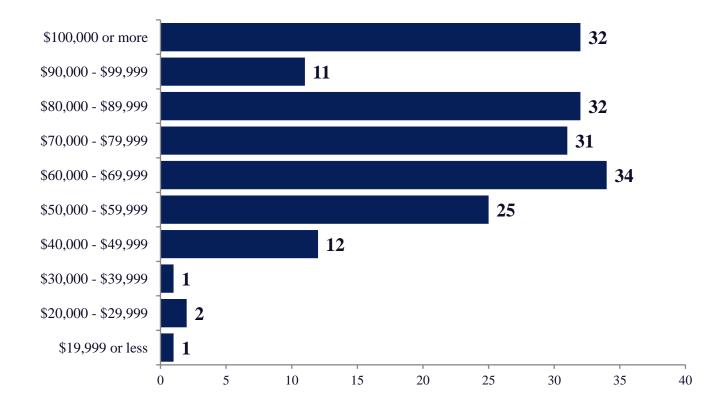
# **Employment by Sector**





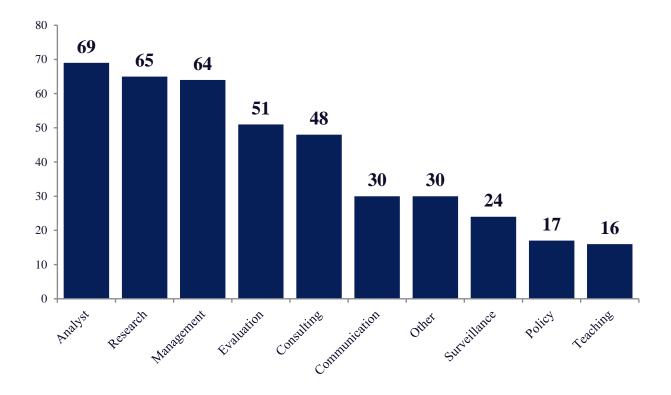
# **Annual Salary Range**

Median Annual Salary Range of alumni 3-and 5-years post-graduation ranged from \$70,000 to \$79,999.





#### **Alumni Job Duties**



Other job duties specified by alumni include:

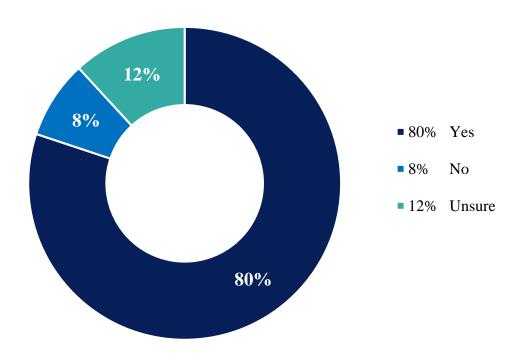
- Clinical Care
- Clinical Provider
- Community Outreach
- Direct Client Services
- Education
- Grant Writing
- Growing Healthy Food
- Healthcare
- Healthcare Provider/ Physician/ Patient care
- Information Technology
- · Medical care

- Medicine
- Monitoring
- Occupational Health and Safety
- Program Development
- Program Implementation Support
- Project Management
- Quality Improvement
- Residency
- Strategy
- Surgeon
- Technical Assistance

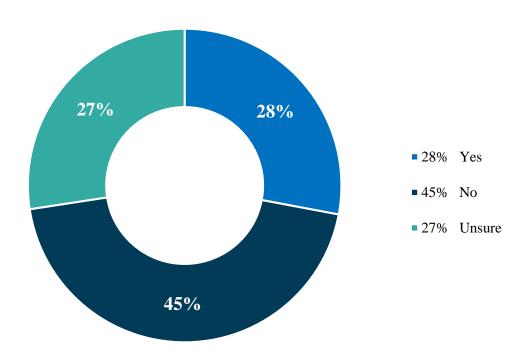


# **Employer Hiring Status**

## Rate of Alumni Employers Hiring Doctoral Trained Employees

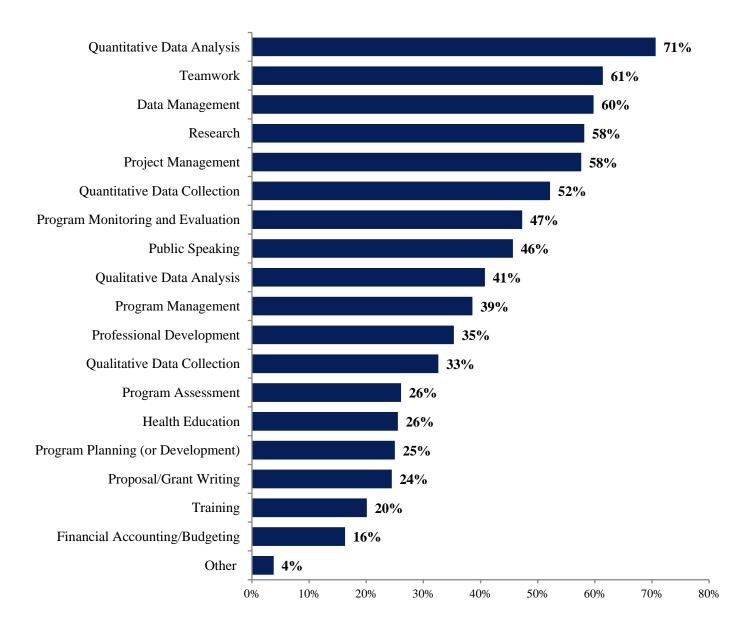


### Rate of Alumni Employers Hiring Rollins Students





# **Skills that Prepared Alumni for Current Job**



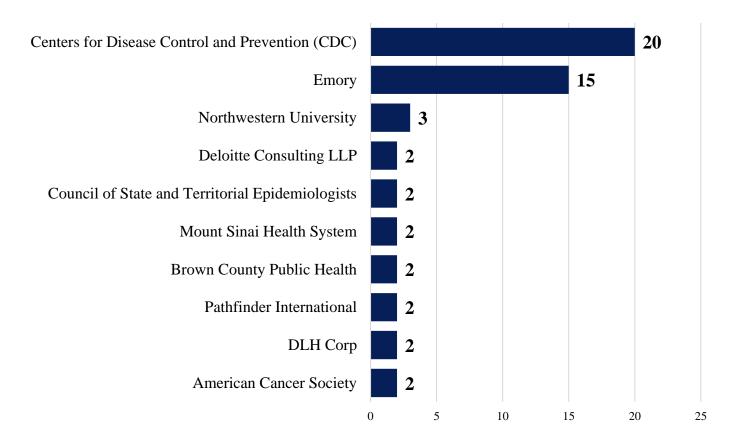
Other skills specified by alumni that prepared them for their current job include:

- Clinical Training
- Health Communication
- Networking
- Medical Degree

- Previous Work Experience
- Scientific Wet Lab Skills
- Informatics Skills



# Top 10 Alumni Employers





# **Employers and Job Titles**

ORGANIZATION NAME	JOB TITLE
Abbott	Informatics Technical Specialist
Accenture	Management Consultant
Administration for Children's Services / Foster America	Sr. Advisor for Programs Strategy / Fellow
Alaska Department of Health and Social Services	Epidemiologist / Public Health Specialist II
Alliant Insurance Services	Health and Productivity Consultant
Alnylam Pharmaceuticals	Associate Director
	Associate Scientist
American Cancer Society	Research Evaluation and Analytics Manager
America's Essential Hospitals	Manager of Education
Amgen	Strategic Planning and Operation Manager
AstraZeneca MedImmune	Senior Statistical Programmer
Atlas Research	Manager
Atrium Health- Teen Health Connection	Health Researcher
Berkeley Research Group	Senior Associate
Brigham and Women's Hospital	Senior Project Manager
Bright Research Group	Research Associate
Brown County Public Health	Public Health Educator (2)
Catholic Relief Services	Monitoring, Evaluation, and Learning Director
Cave Consulting Group	Account Manager
	Chief Public Health Informatics Officer
	Special Assistant
	Epidemiologist (4)
	Health Communication Specialist
	Health Scientist / Evaluator
	PHA
	Public Health Advisor (2)
	Public Health Analyst (2)
Centers for Disease Control and Prevention (CDC)	ORISE Fellow
	Health Scientist (CDC Foundation)
	Industrial Hygienist (CDC/NIOSH)
	GIS Analyst
	Epidemiologist
	Health Scientist
	Health Scientist (Informatics)
	Principal Assistant Chief of Staff (CDC/NIOSH)
	ORISE Fellow (Division of Reproductive Health)
Centers for Medicare and Medicaid	Social Science Research Analyst
	Chief of Staff



ORGANIZATION NAME	JOB TITLE	
Cherokee Nation	Medical Director, Cherokee Nation Public Health	
Chickasaw Nation Industries	Epidemiologist	
	Process Improvement Specialist	
Children's Healthcare of Atlanta	Clinical Research Coordinator	
Children's Hospital Association	Analyst	
City of Hope Cancer Hospital	Senior Research Coordinator	
Clinton Health Access Initiative	Senior Associate	
Colorado Department of Health Care Policy and Financing	Data Strategy Coordinator	
Conduent	Research Associate	
Cornell University	Research Support Specialist II	
	Marketing & Communications Coordinator	
Council of State and Territorial Epidemiologists	Senior Program Analyst	
Covance	Senior Clinical Research Associate	
CUNY SPH	Implementation Specialist	
CVS Health	Statistician	
	Project Delivery Specialist	
Deloitte Consulting	Manager	
	Senior Consultant	
Denver Health and Hospital Authority	Research Projects Coordinator	
Department of Veterans Affairs	Health Science Specialist	
DLH Corp	Health Communications Specialist (2)	
DRT Strategies Consultant at Centers for Disease Control and Prevention	Project Coordinator	
Duke University Hospital Systems	Physician	
Ecosystem Farm	Farmer/Founder	
El Centro Family Health	Physician Assistant/Master of Public Health	
	Clinical Research Coordinator II	
	Program Coordinator	
Emagnet Haalthaana	Clinical Informatics Project Manager	
Emory Healthcare	Data analytics manager	
	Resident Physician (2)	
	Sr. Manager of Business Practice	
	Assistant Director	
	Associate Director	
	Associate Director of Fellowship Programs	
Emory University	Associate Director of Research Programs	
	EHS Professional III (Training and Compliance Coordinator)	
	Resident/Research Fellow	



ORGANIZATION NAME	JOB TITLE		
	Asc. Dir, Research Projects		
Emory University School of Medicine	Instructor in the Department of Emergency		
	Medicine		
Essilor	Business Strategy And Modeling Associate		
Exponent, Inc.	Scientist		
Food and Drug Administration	Health Communication Specialist		
Florida Atlantic University	Surgery Resident		
Fulton County Board of Health	Epidemiologist 2		
Gavi, The Vaccine Alliance	Monitoring & Evaluation Officer		
Georgia Health Policy Center at GA State	Research Associate I		
Geosyntec Consultants	Staff Engineer		
German International Corporation	Project Coordinator		
Global Strategies	Program Coordinator		
GOAL	Research and Analytics Advisor		
Guidehouse	Senior Associate		
Hawaii State Department of Health	Public Health Preparedness Planner		
Health Care Improvement Foundation	Project Manager		
Healthscape Advisors	Sr. Consultant		
HealthPartners	Physician Assistant		
Henry Ford Health System	Director, Development & Innovation		
•	Senior Provider Engagement Consultant		
Humana, Inc.	Principal Data Scientist		
Huron Consulting Group	Manager		
IBM	Lead Analyst		
IODA e di la	Sr. Healthcare Consultant		
ICF International	Associate		
International Atomic Energy Agency	Associate Project Officer		
IQ Solutions	Senior Project Coordinator		
IQVIA	Senior Statistician		
Jaeb Center for Health Research	Biostatistician II		
Jewish Federation of Greater Atlanta	Program Evaluation Manager		
Jhpiego	Technical Advisor, Monitoring and Evaluation		
Johns Hopkins University Applied Physics Laboratory	Statistician, Data Analyst/Modeler		
T J Fr I J I I I I I I I I I I I I I I I I I	Consultant		
Kaiser Permanente	Resident 1		
	Consultant-Quality Analytics		
Kansas University Medical Center	Research Associate and Course Coordinator		
KNCV TB Foundation	Monitoring and Evaluation Officer		
Knowesis Inc	Biostatistician/Epidemiologist II		
Laulima GS	Project Coordinator		
Laumina OD	1 Toject Coordinator		



ORGANIZATION NAME	JOB TITLE		
Leidos	Public Health Analyst/Epidemiologist		
Massachusetts Department of Public Health	Field Epidemiologist		
Mathematica Policy Research	Senior Programmer Analyst		
Mayo Clinic	Planning Analyst		
McKinsey & Company	Specialist		
Meituan	Business Analyst		
Merck	Clinical Director		
Metro Nashville Government	Sustainability and Outreach Manager		
Middlesex Hospital	Health Education and Grant's Coordinator		
Minnesota Department of Health	Epidemiologist Senior		
Manual Cinci Harlth Contain	Project Manager		
Mount Sinai Health System	Senior Operations Manager		
National Coalition of STD Directors	Capacity Building Manager		
National Institutes of Health Contractor	Data Manager		
Navigant Consulting Inc.	Senior Consultant		
Northrop Grumman	Health Research Analyst 3		
Northwell Health	Clinical Research Coordinator		
Northwest Medical Center	Emergency Physician		
Nouthyvostam University	Research Project Coordinator		
Northwestern University	Research Project Manager (2)		
ORAU/CDC	ORISE Fellow		
ORISE	ORISE Fellow		
Parkview Health	Staff Physician		
Pathfinder International	M & E Advisor		
	Monitoring, Evaluation, and Learning Manager		
Philips Wellcentive	Technical Program Manager		
Relief International	Health and Nutrition Program Coordinator		
Resource Development Associates	Program Associate		
Rollins School of Public Health	Senior Public Health Program Associate		
RTI International	Health Economics and Finance Specialist		
Self Employed	Program Evaluation and Research Consultant		
Shenzhen Zhongjin Lingnan Nonfemet Company Limited (NONFEMET)	Accountant		
State of Connecticut	Care Delivery Reform Specialist		
State of Indiana-Office of Medicaid	Coding and MMIS Manager		
SUNY Research Foundation	Senior Research Support Specialist		
Tennessee Department of Health	Epidemiologist		
The Carter Center	Associate Director		
The City University of New York	Assistant Professor		
The Queen's Medical Center	Acute Care Surgeon		



ORGANIZATION NAME	JOB TITLE
The Task Force for Global Health	Senior Data Analyst
Triage Consulting Group	Senior Associate
U.S. Department of Transportation	Highway Safety Specialist
UC Berkeley	Assistant Director
UCSF	Specialist
United Nations	Consultant
University of California, San Francisco	Post-Doctoral Fellow
University of California, San Francisco School of Medicine	Evaluation Manager
University of Chicago	Senior Research Project Manager
University of Illinois College of Medicine	Research Associate II
University of Maryland School of Medicine	Assistant Professor, Emergency Physician
University of Michigan	Quality Improvement Coordinator
University of Pittsburgh	Postdoctoral Scholar
University of Washington	Data Manager/Analyst
USAID	Development Assistance Specialist/Communications Specialist
Utah State Board of Education	Child Nutrition Specialist
Vanderbilt University Medical Center	Clinical/Translational Research Coordinator I
Virginia Commonwealth University	Clinical Research Coordinator
Washington State Department of Health	Public Health Advisor 2
Whiskey and Wood	Owner
Women's Health Partners	Obstetrician/Gynecologist
World Faiths Development Dialogue	Program Associate
Yale University	Biostatistician





# The Unemployed

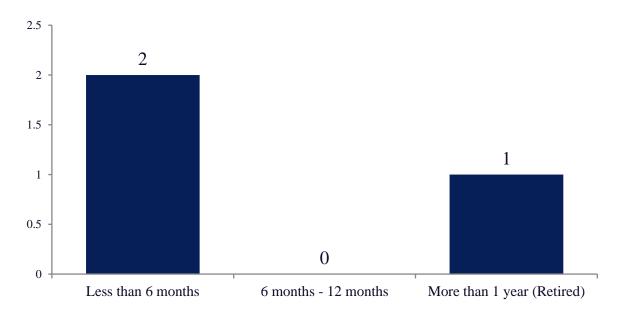
Alumni who indicated they are unemployed



Data included in this section is from the 3 alumni that reported being unemployed and seeking work and unemployed and not seeking work.



# **Length of Unemployment**



# **Primary Reason for Unemployment**

Answer Choices	Responses	
Personal reasons	0%	0
Difficulty finding jobs	33%	1
Other	67%	2
Total	100%	3

## **Other**

Reasons given for unemployment by alumni were:

- 1. Recently relocated to a new city
- 2. Retirement





# **Continuing Education**

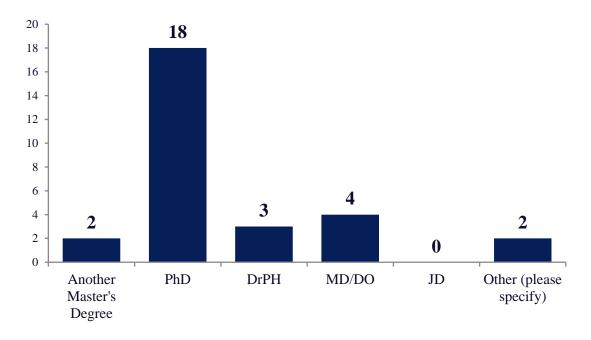
Alumni who indicated they were continuing education



Data included in this section is from the 29 alumni that reported continuing education/degree-seeking.



# **Degrees Sought by Alumni**



# **School Names**

Schools	# of attendees
Cambridge Health Alliance, an affiliate with Harvard Medical school	1
DePaul University	1
Emory University	6
Emory University Rollins School of Public Health	2
Johns Hopkins Bloomberg School of Public Health	2
Michigan State University	1
Midwestern University College of Osteopathic Medicine	1
Ohio State University	1
University of Alabama at Birmingham	1
University of California, Berkeley	3
University of California, Los Angeles	1
University of Florida	1
University of Georgia, College of Veterinary Medicine	1
University of Illinois, Chicago	2
University of Melbourne	1
University of North Carolina at Chapel Hill	1
University of Washington	2
Western University of Health Sciences	1





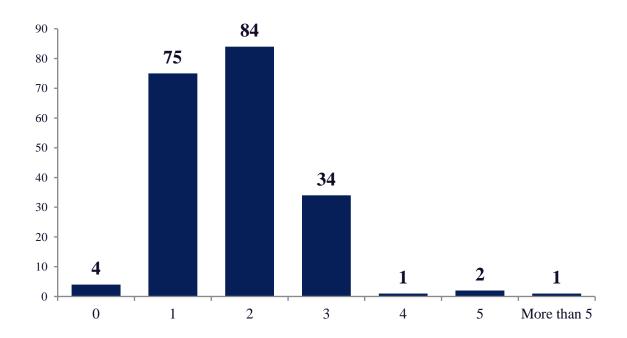
# Alumni RSPH Experience

Alumni responses about their experience at Rollins



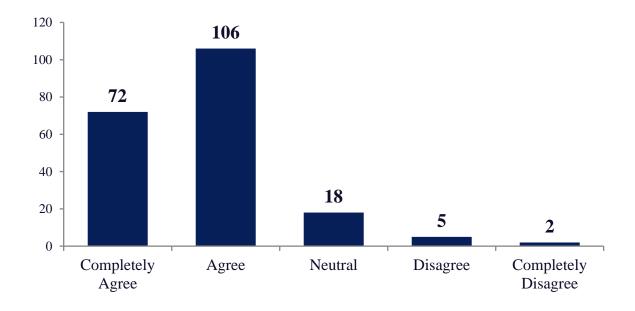


# Number of Full Time Positions since Graduation Held by Alumni



# **Basic Competencies and Skills (N=203)**

Alumni rated their level of agreeance regarding the coursework (including practicum, thesis and or/capstone) at the RSPH providing basic competencies and skills required for working in public health/current field.

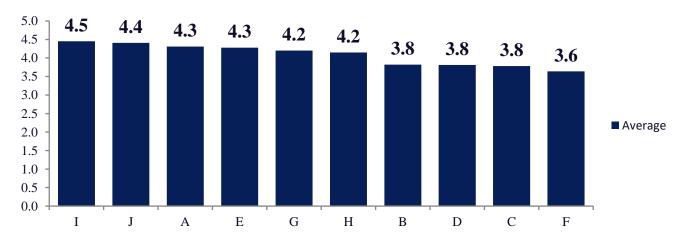




# **Attainment and Ability to Apply Competencies Post-Graduation in a Past/Current Job**

	Applied Competencies
A	Use analytic reasoning and quantitative methods to address questions in public health and population-based research
В	Describe environmental conditions, including biological, physical and chemical factors that affect the health of individuals, communities and populations
С	Describe the use of epidemiology methods to study the etiology and control of disease and injury in populations
D	Discuss how health policy and finance affect the delivery, quality, access and costs of health care for individuals, communities and populations
Е	Describe behavioral, social and cultural factors that contribute to the health and well-being of individuals, communities and populations
F	Assess the global forces that influence the health of culturally diverse populations around the world
G	Apply skills and knowledge in public health setting(s) through planned and supervised experience(s) related to professional career objectives
Н	Integrate the broad base of public health knowledge and skills acquired from coursework, practicum and other learning activities into a culminating experience (thesis, special studies project, capstone)
I	Develop the capacity for lifelong learning in public health
J	Apply principles of ethical conduct to public health practice

	Completely Agree	Agree	Not Sure	Disagree	<b>Completely Disagree</b>	Average	Respondents
Α	55%	32%	4%	7%	2%	4.3	198
В	28%	46%	12%	12%	4%	3.8	199
C	34%	38%	9%	12%	8%	3.8	199
D	29%	41%	15%	12%	4%	3.8	199
Е	50%	37%	8%	3%	3%	4.3	199
F	24%	43%	13%	15%	6%	3.6	199
G	44%	40%	10%	3%	3%	4.2	198
Н	40%	44%	9%	4%	3%	4.2	198
I	57%	35%	5%	2%	1%	4.5	198
J	55%	35%	7%	2%	1%	4.4	198



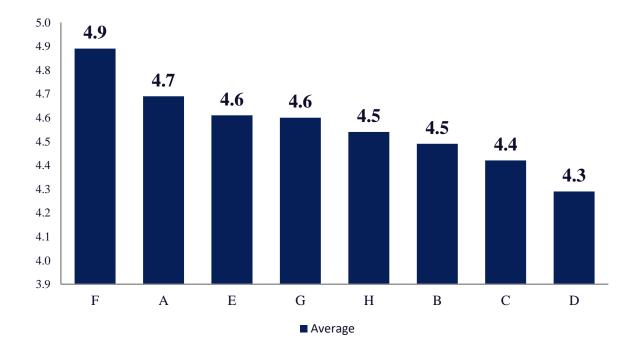
Page 24 of 33



# **Skills for Job Readiness**

The table below shows the important skills for job readiness as a public health professional as highlighted by alumni:

	Skill	Very Important	Moderately Important	Neutral	Slightly Important	Not Important	Average	Respondents
A	Evidence-based approaches to public health	78%	15%	7%	1%	1%	4.7	199
В	Public Health and health care systems	63%	27%	7%	1%	2%	4.5	198
С	Planning and management to promote health	57%	33%	7%	3%	1%	4.4	198
D	Policy in public health	47%	37%	12%	3%	0%	4.3	198
Е	Leadership	66%	30%	3%	1%	1%	4.6	198
F	Communication	89%	10%	1%	0%	0%	4.9	199
G	Inter-professional practice	69%	24%	6%	1%	1%	4.6	198
Н	Systems thinking	63%	29%	7%	1%	1%	4.5	199





#### **Additional Skills**

Alumni highlighted additional skills they think would have made their MPH/MSPH training stronger and them better prepared for a career in public health.

#### **Evidence-Based Approaches to Public Health**

- Ability to apply qualitative data analysis skills to health program data
- Clinical/applied epidemiology
- Coding in Python
- Data visualization
- Database management
- Excel
- Health economics
- Health technology
- Informatics training
- Machine learning
- Modeling
- More training in Epi methods
- Qualitative research
- Questionnaire/survey design
- R
- Sample size calculation
- SOL
- Surveillance
- Survival analysis

#### **Public Health and Health Care Systems**

- Business plan
- Hands on experience in a healthcare setting
- History of public health
- Intro to healthcare
- Local/governmental public health systems
- Understand the private sectors role in public health

#### Planning and Management to Promote Health

- Project/Program management
- Accounting/Budgeting
- Business skills
- Case based study & design thinking
- Clinical trials
- Critical thinking
- Curriculum design
- Emergency management
- Federal contract compliance skills
- Grant writing/management
- Greater focus on applied public health
- Monitoring & evaluation
- Non-profit management
- Performance Improvement
- Program planning
- Proposal development
- Public health theory



• Understanding of funding sources

#### **Policy in Public Health**

- History of global health field and donors
- Introduction to key players in global health
- More case studies
- Policy writing

#### Leadership

- People management
- Crucial Conversations, Conflict Management, Assertiveness, Listening, Remote Work/Teamwork, Emotional Intelligence
- Dealing with challenges in an international work setting
- Email communications
- Leading meetings

#### Communication

- Digital communications
- Educational technology
- Facilitation
- Public speaking
- Publications
- Research Writing Skills
- Written communication

#### **Inter-Professional Practice**

- Career opportunities outside of "traditional" public health
- Communicating with clinicians & healthcare providers

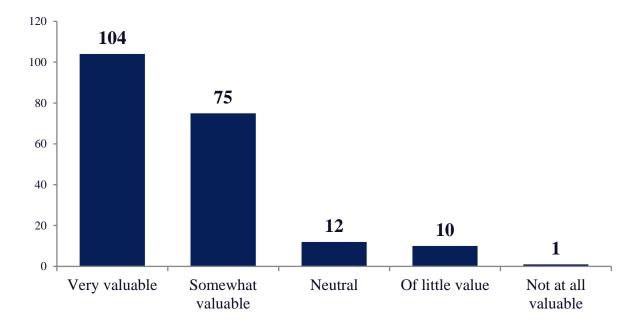
#### Other

- Enhance certificate program options
- Expand career services support
- Greater focus on tangible skills rather than subject matter
- Infectious disease knowledge
- Self-care/mental health



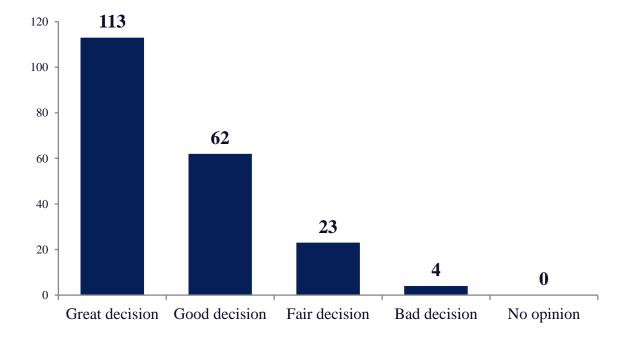
# Value of RSPH MPH/MSPH Degree in the Job Market

Alumni rated the value of their degree in the job market based on their career interests and goals below.



#### **Decision to Attend RSPH**

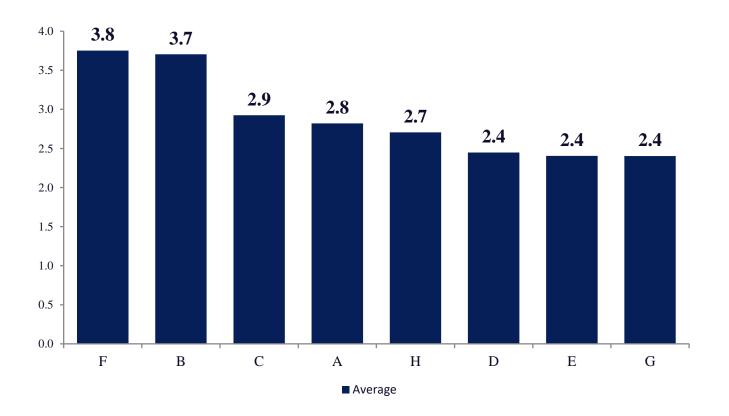
Alumni rated their decision to attend the RSPH for their MPH/MSPH.





# **Importance of Each on the Student Experience**

	Experience	Critically Important	Very Important	Somewhat Important	Not Important	Average	Respondents
A	Bond with other students	29%	33%	31%	8%	2.8	200
В	Quality academics/classes	72%	28%	1%	0%	3.7	200
С	Personal relationship with faculty	26%	41%	31%	1%	2.9	201
D	Relationship with administration and staff	13%	32%	42%	13%	2.4	201
Е	Student leadership opportunities	17%	26%	38%	20%	2.4	200
F	Skills/training for career	81%	15%	3%	1%	3.8	201
G	Opportunity to interact with alumni	16%	26%	40%	18%	2.4	201
Н	Opportunity to engage with the larger Atlanta community	26%	30%	32%	11%	2.7	201

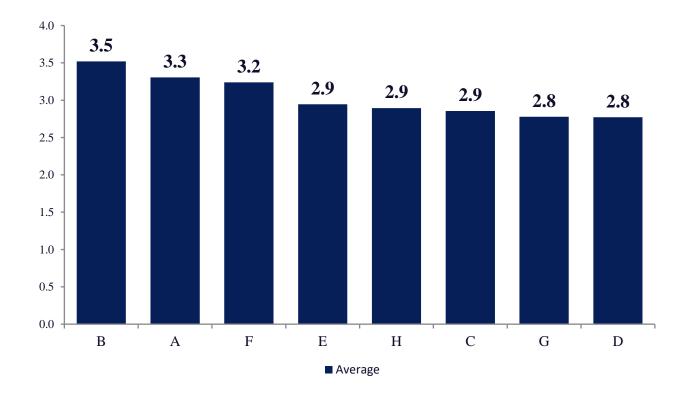




# **Providing Student Experience**

Alumni rated how well the RSPH did in providing the following student experiences below:

	Experience Provided	Excellent	Good	Fair	Poor	Average	Respondents
A	Bond with other students	52%	30%	16%	3%	3.3	200
В	Quality academics/classes	61%	32%	7%	1%	3.5	200
С	Personal relationship with faculty	24%	45%	25%	7%	2.9	200
D	Relationship with administration and staff	21%	40%	34%	5%	2.8	198
Е	Student leadership opportunities	28%	44%	24%	5%	2.9	200
F	Skills/training for career	44%	41%	13%	4%	3.2	200
G	Opportunity to interact with alumni	26%	35%	31%	9%	2.8	198
Н	Opportunity to engage with the larger Atlanta community	31%	34%	28%	7%	2.9	199







# Alumni Career Planning Feedback

Alumni providing information on what was helpful and areas for improvement during their studies at the RSPH.





# Career Planning Activities Alumni Found Helpful as a Student

- Helpful and encouraging career development staff
- Mock interview events
- Meeting professionals in the field
- Mentoring program
- Resume, cover letter and other document reviews
- Networking events
- Salary negotiation and related advice
- The number of events and workshops offered throughout the academic year (ex. Elevator speech workshop, resume, info sessions)
- Practical experience opportunities available through the REAL program
- Career fairs
- Exposure to a broad range of fields, lectures and activities outside of the classroom
- Online job portal (Handshake)
- Proximity to the CDC and other health agencies
- Public Health Employment Connection site for job postings
- Elevator speech
- RSPH having its own career development office

# Career Planning Activities Alumni Did Not Find Helpful as a Student

- · Career fair
- Resume/CV writing
- Focus on consulting
- Focus on Atlanta-based job opportunities
- Timing for activities not convenient due to other priorities and family obligations
- Professional dress code and tips, including more inclusivity for gender-non-conforming students
- Opportunities for making international students more competitive in the U.S. job market
- Limited alumni engagement and connections
- Limited support with the PhD application process
- Opportunities centered around students with no work experience or years of prior work experience and not those in-between
- CDC-focused opportunities
- Challenges with participating in activities for students in the distance-learning program who do not live in the Atlanta area
- Lack of focus on job placement
- More inclusive of gender-non-conforming students with the dress code
- Limited events per semester
- Staff were not friendly or approachable
- Lack of budget/finance course offerings/experiences
- Helping students gain a clear understanding of existing opportunities and differences in the types of opportunities/sectors



# Career Planning Ideas Suggested by Alumni for Students

#### **Alumni Career Paths**

- Alumni panels: career decisions, lessons learned, navigating the workplace
- Provide opportunities for students to shadow alumni working in the field or do career trips
- More opportunities highlighting/featuring professionals with a Masters level degree that are further along in their career
- Case studies of alumni career paths including career aspirations when entering Rollins, initial job post-graduation and details about their career following
- Host alumni events in China
- Highlight unique ways that an MPH can be applied and non-traditional MPH roles

#### **Info Sessions/Workshops**

- Workshops on choosing the right work environment for the individual
- Financial advising and student loan repayment
- Brown bags with professors
- More opportunities centered around one organization/agency representative(s) speaking with students

#### Job Search

- Inform students of the challenges with finding a job
- Continue to highlight non-CDC routes
- Provide a more realistic view of the job search, including number of applications sent, to which companies, the number of interviews, and the number of job offers
- More exposure to job and networking opportunities outside of Atlanta; Create a national network of alumni and job opportunities for students seeking work outside of Atlanta
- More networking opportunities

#### **Mentorship**

- Career counseling from someone working in the field rather than an academic advisor
- Match students with alumni working in their field of interest

#### Social Media/Online Resources/Technology

- Curated Lynda.com list
- Video series on the day-to-day responsibilities of alumni in the field
- Implement an online mandatory course with career development deliverables for each semester that focuses on developing and applying skills
- Using social media to increase awareness about career development events
- Developing a voluntary career planning text messaging system and distributing friendly reminders about events

#### Other

- International students: inform them about non-profit vs. private companies related to their VISA status
- Incorporate strategies used at MBA schools
- Allow students to drive the information content