

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 students	38 employers	138 students	27 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

44
W&M students

15
employers

2021 GOVERNMENT, EDUCATION & NONPROFIT CAREER FAIR AT GEORGETOWN UNIVERSITY IN DC

53
W&M students

91
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.