

Business Portfolio Program 200:

Survey Results Summary

2010-2011

Summary

The 2010-2011 academic year marked the beginning of the Sophomore Portfolio Program. The theme for the year was “Marketing Your Skills” with emphasis on resume and cover letter writing, mock interviews and developing an internship plan (in addition to general career exploration assignments).

Students expressed that the Portfolio program is influencing (somewhat to strongly influencing) their thinking and/or abilities in the areas of:

- 1) Expanding their understanding of career options
- 2) The importance of completing more than one internship during college
- 3) Confidence to interview in a professional setting, and
- 4) Understanding how to communicate in a professional setting

The aspects of the program they found most helpful were the individual resume and cover letter reviews and individual mock interviews. Students appreciate the individual attention they receive in the program.

Ninety-one percent of the sophomores *intend* to return to the CoB for their junior year.

Students like the idea of an Executive Coaching Program in the junior/senior year but with greater flexibility in program structure than the freshmen Executive Mentor program.

The majority of the comments given about the Portfolio Program were very positive and constructive. Only 9% of the 129 respondents expressed extreme dissatisfaction with the Portfolio program. Survey comments are included at the end of this report and have been grouped by categories.

Specific survey results and comments are included in the following section.

6/29/11

Survey Questions and Results:

1. How much has your participation in the Business Portfolio Program influenced your thinking on the following:

- | | | |
|---|------------------------------|---------------------|
| a. Expanded understanding of career options and possibilities: | Some/Strong Influence | No Influence |
| | 83% | 17% |
| b. Importance of completing one or more internships during college career: | Some/Strong Influence | No Influence |
| | 87% | 13% |
| c. Confidence to interview in a professional setting: | Some/Strong Influence | No Influence |
| | 86% | 14% |
| d. Understanding of how to communicate effectively in a professional setting: | Some/Strong Influence | No Influence |
| | 82% | 18% |
| e. Confidence in proper dining etiquette: | Some/Strong Influence | No Influence |
| | 77% | 23% |
| f. Decision to study abroad: | Some/Strong Influence | No Influence |
| | 57% | 43% |
| g. Ability to identify resources for locating internship opportunities: | Some/Strong Influence | No Influence |
| | 84% | 16% |

2. How helpful did you find the Portfolio program in regards to focusing your career/internship search plans?

	Very helpful	Somewhat	Not helpful	N/A
Resume Writing Workshop:	43%	39%	18%	6%
Ind. Resume & CL review:	53%	33%	10%	2%
Interview/Intrn Workshop:	43%	39%	17%	2%
Ind. Mock Interview:	55%	30%	11%	2%
Writing your Intern. Plan:	32%	45%	20%	2%
Conduct Infor. Interview:	33%	44%	20%	3%

Attending Career Panel: 30% 43% 24% 3%

Design of New Executive Coaching Program (students were asked what they would like to see in a mentoring program for junior and senior year)

3. What should the structure of the program look like?

	Yes, this	No, not this	Not sure
Very similar to freshmen Ex. Mentor Program with Structured meetings, etc.	35%	28%	37%
A flexible program that Would allow students & Coaches to meet in person or Virtually as their schedules allow.	50%	12.4%	37%

Comments regarding suggestions for proposed program:

1. Make mentor program something for juniors.
2. Make sure it isn't required to be a priority for students because each student's academic schedule differs, therefore there should not be any strict deadlines.
3. A combination of both should be implemented. If there is anything that business students like is organization. Important meetings should be structured so students can be prepared well ahead of time while one on one meetings with the professionals can be scheduled at the discretion of the student.
4. I think there should be at least one or two "structured" meetings but also allow the opportunities for the students to set up meetings with the coaches on their own.
5. I think the meetings with the mentors are important and give lots of help and thought. However, some mentors make things dreadful to attend, by keeping it interesting or mingling a few mentor groups together to talk about ideas and lessons that each mentor talk with other groups will provide more insight and variety of help.

6. I think the executive mentors shouldn't happen freshman year; it should happen junior, sophomore, or senior year, when students are actually looking for internships and jobs. It's pointless to meet freshman year because you lose those contacts and you don't have any idea what you even want to do. Once you are a sophomore, junior, or senior you at least have a path that you want to follow with your college career and thus meeting a mentor and networking then would be way more beneficial in the long run.

7. A syllabus with a schedule to follow

8. The best would be some sort of regular, face-to-face meetings or group meetings that are actually oriented on accomplishing a project. Or, placing students with business professionals in the fields they are interested in and letting them get real hands-on experience.

9. I think it should be a good mix of both or ask students what they want individually

10. More flexibility would be much more appreciated by the students, but a virtual meeting with professionals and coaches seems far too impersonal to inspire and advise students.

11. Less meetings and requirements would be more helpful!

12. My mentor experience was painful to say the least. He met with us at boring locations and talked at us for hours at a time. I took nothing from the experience because I was not matched to my mentor at all. However, I have gained a lot from speaking to people, who in my opinion, are more qualified to be mentors. For example, I met the former president of Roche Pharmaceuticals and the experience was more valuable than anything I have done in the entire Portfolio program.

13. The way it was set up freshman year seemed like field trips and treated students like children. The networking event in the Dana center was set up poorly, and should have been more formal so that students could have felt like it was more worthwhile.

14. Maybe just have a specific day that you meet twice a month in person, but all other things are done via internet.

4. Do you intend to return to Loyola's CoB for your junior year?

Yes No Not sure

91% 5% 4%

If you marked "No" or "Not Sure" to the previous question, what best describes your reason for this decision?

- | | |
|---|-------|
| 1. I changed / am changing my major: | 31.3% |
| 2. The College of Business did not meet my expectations: | 12.5% |
| 3. I want a different college experience than Loyola can provide [e.g. a larger school, etc]: | 25.0% |
| 4. My classes / professors did not meet my expectations: | 12.5% |
| 5. I want to live closer to my family | 0.0% |
| 6. Other, personal reasons: | 31.3% |
| 7. Financial reasons: | 25.0% |
| 8. Other (please specify): | 18.8% |

All Survey Comments:

Portfolio 200-201 Survey comments from 2010-2011 (**74 total comments**):

General/Positive comments: (23%)

Encourage more activities with the mentors from freshman year.

It was good as it was.

Go to the events, take as much as you can from them, if you have questions ask. You'll never have answers unless you present them.

Make an effort to go to everything.

Everything was very helpful and will help you in the future.

I don't have any recommendations because I think these Portfolio classes are extremely helpful. I know that I will put to use everything I have learned.

I think the class helped a great amount and hit all the topics and points I needed to do well with interviews and Internship preparation that I would have not done on my own. Maybe weekly articles posted to blackboard to help make the class more relevant and keep us looking out for job opportunities.

You guys are doing a fantastic job with resumes, cover letters, and internships. Please keep up the amazing work!

I would personally like more required events to go to, such as a walk through on employola and other search engines for internships.

honestly it is very helpful the way it is. The only things that were not very helpful were things that I had known from other things outside of Portfolio.

None that I can think of, I love the fact that we can upload our assignment to BlackBoard, this saves a lot of time and makes life a lot less stressful.

I can't think of anything that would improve portfolio. It's a good program.

Overall, Portfolio this semester has been very helpful.

I have no recommendations for the Portfolio program. I enjoyed it and found it very helpful.

Give them credit for their work

I honestly think that this should be optional. This program is something that not everyone is interested in, and some the activities are extremely helpful but I cannot attend because I have so much other school work to be done during those ours. Overall this year was pretty helpful. I would definitely suggest to put more emphasis on the Resume and cover letter workshop.

Alert a student much sooner about this course. I was e-mailed 2/3 weeks into the semester and basically told "Surprise, you have to take this, right now, no exceptions." I would have appreciated more notice.

Comments Related to Assignments (53%):

The mock interview is a very interesting way to prepare yourself for future interviews.

I didn't get very much out of the business etiquette dinner or the informational interview.

Portfolio 201 was much more helpful than 200. The assignments and activities in 200 were not helpful, but 201 was very helpful. The only assignment in 201 that wasn't very helpful was the etiquette dinner.

The career panels weren't as broad as i would have liked. There wasn't one on something that I want to do, so I just ended up going to a random one. I found the different dates for things confusing and liked it better when it was portfolio 1 and the meetings were in mass group format and we had speakers.

In particular, the CDC event feels like a continued mandatory item that really provides no actual value to me as a person and as a student. As for the etiquette dinner, I don't know where to begin. I think that if the dinner is to be required for future Portfolio classes, it should be optional. To be honest, if you don't know how to act professionally, much less EAT appropriately, then one sit-down dinner will not do somebody much good.

The informational interview assignment along with others should not be something we need to write about. It should just be a suggestion on something we should do. The internship plan assignment is all together a pointless assignment because it is a redundancy of what goes on in the students brain.

I don't think the required career panel did much good for me because there were no career panels that associated to my personal interests. I felt more like I was at a panel that was only meant to influence me and my classmates to stay in business in the New Orleans area prior to graduation.

Honestly, its become a hassle doing all of these assignments that I feel dont help me well at all in the future. The only thing I found beneficial was the individual mock interview and the individual help on resume writing, all the other reflective essays, informational interviews, and other things seemed like overkill and took too much time.

The assignments are far less helpful than other requirements such as the mock interview and submitting of resume.

In my opinion, some of the required events were somewhat elementary, for example, the dining etiquette event took away from my work time and were things I learned when I was very young.

All of the assignments that are simply Pass/Fail and do not actually get graded do not teach us anything or help us understand anything. If every assignment was actually corrected, so that we can know what we are doing wrong, then we would get way more out of the assignments.

I don't think there should be paper assignments. I feel like most of the students don't take advantage of them. They just rush through them and do what they have to do to get them finished.

Perhaps offer more options of different seminars.

Make sure to take the resume and interview workshops seriously. Resume writing and interview skills are crucial.

More specified work in each individuals major, special program built around each business schools major

I would recommend more emphasis on future career options and less repetitive information assignments.

Add more career panels

More specified help for each major in the college of business, ie more specific programs for each major

I would suggest holding entertainment career panels again in the future.

I recommend meeting more with students one on one because that is how I got the most out of portfolio.

201 - more than 1 mock interview

help students stay on top of the portfolio assignments, meet regularly

Make it more clear what is due and when it is due.

A little more help on resumes

Less writing and more one to one action with the business cycle

Less assignments, more things to just attend, because the course is overwhelming and demands an excessive amount of work at this point.

More personal interaction with portfolio instructors.

The only aspect that I think could use some improvement would be that of internships and how exactly to go about getting one.

Possibly have workshops that are directed at individual majors. This would target students directly on their interests and future jobs with their lane of study

Having more interesting hands on activities. Field trips to places of business that interest our age group and talking to the owners and managers of those businesses. possibly having the older portfolio students come in and speak to the younger students on how it helped and what older had learned and how it has helped thus far to the younger students.

Interview/ Individual Mock Interviews should be very helpful. Also resumes and internship should be the main focus of Portfolio as we enter our Junior year at Loyola.

More required seminars to help students see what type of career they want.

Personally, I would like more help with interviews.

I would work on finding more internships and making students aware of them. Less on writing and career exploration until they already have some experience.

I think more presentations and less assignments because it is hard to keep up with the assignments but I enjoy the personable stuff like presentations and interviews and such

Have class meetings more often, having random assignments thrown into our work schedule appears as more of a burden than a benefit. Meeting at least once a month would help to better the program and get more out of the goal of the Portfolio program.

I think Portfolio will be more helpful to future students if they had to meet with portfolio instructors on a bi-weekly basis. This may force them to become more involved in the program. If it is not possible to meet in person, via email may be another suggestion.

Earlier timed meetings and events

I don't think there should be paper assignments. I feel like most of the students don't take advantage of them. They just rush through them and do what they have to do to get them finished.

Internships (9%)

Personally I would, suggest to include more ways to expose the students into internships, then in the junior year that is when students should try to apply for a internship.

I believe there should be more meet and greet informational sessions at Loyola for internships.

Talk about internships more

Placing more emphasis on locating internships and where to look for them, not just Employola

Although LORA is a great resource, maybe spend some time showing students around other sites. For example, I was looking for a internship not in NOLA, and It was kind of hard to do that.

I would work on finding more internships and making students aware of them. Less on writing and career exploration until they already have some experience.

We are offered many internships during the year and during the summer, but I notice that most of the internships are all local. But I wish that we had better help even as sophomores to get internships all across the country. Portfolio and the CDC has been doing a great job by starting to offer sophomores internships this year, but internships should become even more encouraged for sophomores since these days we are expected to have upwards of 3 internships as we graduate to be considered for some jobs these days.

Negative comments (9%):

Portfolio is a complete waste of time. I have not learned anything in this class and having to pay for this class makes me want to leave Loyola.

Don't even have portfolio. We cover all of the topics in our CoB curriculum anyway. The portfolio class costs an additional \$800 that I am essentially paying to do busy work. We already cover the topics of the course in other classes and I can take care of resumes, coverletters, internships, and other related items in my own time and on my own schedule as I will have to do them anyway. The class was a complete waste of time and not helpful. Even getting help finding an internship proved unsuccessful as everyone recommended to me in meetings with portfolio staff were internships that I didn't even qualify for - and worse yet I do not have an internship. Overall it was pointless and I would recommend cutting the entire program.

Cut it out of the business program

As a student, Portfolio does not seem to be an important part of my college career. The Mock Interview was a great experience for me, mostly with the actual interview and seeing the playback. But the other assignments seem to be a hassle. Especially with not having any group meetings to go over anything, the course as a whole is hard to keep track of sometimes, especially when our other (actual) courses seem to stack their loads onto us. Just keeping track of the dates along with the rest of my courses is a challenge in itself. That may seem ridiculous, but it really is. In particular, the CDC event feels like a continued mandatory item that really provides no actual value to me as a person and as a student. As for the etiquette dinner, I don't know where to begin. I think that if the dinner is to be required for future Portfolio classes, it should be optional. To be honest, if you don't know how to act professionally, much less EAT appropriately, then one sit-down dinner will not do somebody much good. If the Portfolio course could somehow be incorporated for individual majors, that would be the first step into making it a worthwhile program. But, all in all, I do not like the Portfolio program mostly because it: 1 is a required course for business students (recently); 2 we, as students, are paying for something that does not give much value in return (unlike most of the remainder of our education); 3 it does

NOT count towards our GPA if we pass/fail it; 4 it's a pass/fail course..if we miss one assignment we have to write a much longer assignment to make up for it; and 5 it is not an interactive course for students, yet we are required to take it every semester. I truly wish that I could say more positive things about the Portfolio program, but after A LOT of thought throughout the past year and a half, nothing comes to mind. I hope this can somehow help to program to better itself and students in the future.

Make this a resource available for students who are interested. I am taking 18 hours and when I am not in class, I am at my job trying to earn enough money to stay in college. I do not have time to do tasks that have no bearing on my degree path. Perhaps if I didn't have to write one page reflections on a career panel that has nothing to do with me, I might be more interested in attending them. The portfolio program is a poorly executed great idea and I would love to share my thoughts on how to make it better. One idea I have is to add a panel of students to the program so that we can be represented in this endeavor.

I do not understand why we are charged \$250 every semester for this class. There should be no fee for that class since it is not optional.

Honestly, Portfolio as a program accomplishes nothing but unneeded stress as a student. The Pass/Fail grading scale where the only pass is 100% completion doesn't make any sense and neither does the necessity of Portfolio to graduate. The money I'm spending on portfolio is an absolute waste. I will, however, thank the Career Services for Employola as it has helped me locate numerous internship opportunities. I'm personally handling internships and career opportunities myself at a much faster and effective rate than Portfolio allows me. I feel like the assignments I'm required to do in Portfolio are a step backwards. I've relearned some things for the third time by being in Portfolio and I'm tired of it. It's wasting my time, stressing me out because I want to graduate without this in my way, and I feel a much weaker attraction to Loyola and particularly the College of Business strictly because of Portfolio. The techniques and lessons taught are, quite frankly, too primary for the average college student to be forced into. Instead of enforcing a program on students, the Career Services should advertise assistance to the students in need of such help. This gives those without the skills taught in Portfolio the ability to learn without creating an absurd amount of resentment in the rest of the class. If the Portfolio program is not aborted by the time I graduate in two years, I will make it known that Loyola's Portfolio Program treats students like they're in high school and to advise against anyone joining Loyola's College of Business. Please understand that I am only one of many who feels this way and that I still absolutely appreciate the faculty's desire to help us develop as independent individuals

Too Much Time (4%):

What I think of the Portfolio course is that it requires too much time for a course that has no credit. It takes time of your other classes

I do not have time to do tasks that have no bearing on my degree path. Perhaps if I didn't have to write one page reflections on a career panel that has nothing to do with me, I might be more interested in attending them.

Making it less time consuming for students. Students taking 18 credits might feel overwhelmed with the extra work load of attending panels and writing papers.