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**DIFFERENCE BETWEEN CAREER SERVICES IN THE USA AND UKRAINE:
CASE STUDY**

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STRUCTURES OF CAREER SERVICES IN THE USA

Eastern Washington University

Eastern Washington University (EWU) is public, coeducational university located in Cheney, Washington. Founded in 1882, the university is academically divided into four colleges: Arts and Letters; Business and Public Administration; Science, Health and Engineering; and Social & Behavioral Sciences and Social Work. EWU offers more than 135 fields of study, nine master's degrees, 12 graduate certificates, 39 graduate programs, one educational specialist degree and one applied doctorate. **Currently, there are 12,587 students studying at EWU.**

The Career Services department at Eastern Washington University is part of Students Affairs. The head of this office is Vice President of student affairs – Stacey Morgan Foster. Student affairs include three main divisions

1. Strategically important departments which directly report to Student Affairs Vice President. It is Career Services, Veteran Resource Center and Housing and Residential Life.
2. Departments which provide different students services. It is Campus Recreation, Counseling and Psychological Services, Disability Support Services, Health Wellness and Prevention Services, Student Activities, Involvement and Leadership, Students Rights and Responsibilities. These departments report to Dean of students/ associate vice president for student life - Amy Jonson.
3. Departments which work with Enrolment Services: Admission, Financial Aid, Records and Registration, New Student Programs.

In general, we need to note that all career services offices which I have visited are a part of student affairs. Only Gonzaga University has double administration, about this I will write in description of Career Services at the Gonzaga University. In the V.N. Karazin Kharkiv National University, the Center of Employment works independently from Student Affairs division, we mostly work with personnel department and first Vice-Rector. This structure was organized in this way because in the Ukraine big part of

career services offices is paper work. So, we need to work closer with administration of the university. I think the practice of career service being a part of student affairs is totally justified.

Career Services at the EWU has centralized structure. It's mean that all career development activities in the university are conduct by Career Services. They organize job fairs, networking events, students counsel and other activities. You can see that important part of Career Services at the EWU is the student council. It's part of the responsibilities of Associate Director of Career Services department. Staff which directly reports to her are four career advisers and internship adviser. Career advisers are liaison between colleges and Career Services. Their responsibilities include:

- Providing specific career advising to EWU Students and Alumni;
- Education and informing students by planning and implementing workshops and group presentation;
- Collaboration with faculty to identify key employers for potential internships and full-time professional jobs;
- Coordination on-campus employer recruiting with faculty, staff, and students.

I think that counseling is most important part of Career Services at the EWU. Mostly students at EWU are students first of their families to attend college, so sometimes this students don't know how to develop their career and research for career opportunities.

Another important part of student counseling is an internship. Internship coordinators, also report to Associate Director; career advisers provide some support with internships, but they need additional personal that do paper work and understand all backgrounds of internship application process. Internship adviser duties include:

- Paper work with internships;
- Post information about an internships on the EagleAXIS and social networking sites;
- Train students on how to get internships and how to get the best possible results from an internship;

During an interview with the Internship Coordinator, Romeal Watson said "The main difficulty is the lack of consistency between the faculty internship advisor and the

departments they serve. The professors get really busy with their instruction that they do not incorporate the career perspective into their curriculum. What they teach is mostly theoretical, and what we want to assist in, is how they can discuss how this can be best marketed in their relative industries.” I have the same problems in my line of work.

In the 2010-2011 academic year, there was 437 interns and in the 2011 - 2012 there was 595 interns. We can see that the number of students which take participation in Internships has increased. Internships are important instrument which help student apply their knowledge's in to practice.

Career Services office has photographs of the most successful interns from EWU. I think we need to do the same things. The photographs will show students that there are stories of success and if you will be active your photo also could appear in the office.

University of Washington

University of Washington (UW) is a public research university in Seattle, Washington, United States. Founded in 1861, UW is one of the oldest universities on the West Coast. The university ranked 16th among the world top 500 universities by Academic Ranking of World Universities and ranked 24th in the world among the 100 world best universities by Times Higher Education World University Rankings.

Currently at UW study approximately 45 000 students which study in 16 school. A Career Service is organized as decentralized system. They have the university career center and career centers in some of the schools or sometimes staff which work in this area. A criterion of success for the university career center is how many students take participation in their events. A criterion of success for career centers of schools is how many students get job after graduation. I think that this system can be used in big universities. Actual, we have something similar: one Center of Employment for all university and some staff on faculty. But we have different criteria of success, criteria of success for my Center is how many students get jobs after graduation. It's the

requirement of Ukrainian's education law. Let's consider university career center and undergraduate career services Foster business school.

Career Center of the University of Washington is a division of student life of this university. Center offer services for students, graduates and employers. For students they offer counseling services (help with resume, cover letter and program (Dependable Strengths)). For Employers they offer post information about vacancies and internships in the HuskyJobs (Simplicity software), recruiting in the campus and providing rooms in the center for students and graduates interview. For alumni, they offer consultation about career development (60\$ per hour), also graduates could visit all campus events for free. Career Center involves students in their work; currently they employ 12 students. After special training these students work in the front desk at the office helping other students first with simple questions. Division of counseling provides two different kinds of counseling – short 15 minutes and long 1 hour. First type is for short sessions with resumes, second is for consultation about career planning and development.

The Foster Business School has two career centers: Undergraduate Career Center and Career Center for MBA program. A Career Centers for MBA program are more common, it depends on the specific area of alumni employment. Undergraduate Career Center is a new department which was created to increase attractiveness of the school. It has benefits for student, they offer the same services as the university Career Center, but they are more specific to their schools and this takes shorter time for employers to come to the campus. And thus reduces the burden of the university Career Center, which gives more help for students in other schools.

Summing up the results can be worth noting that the model of management in to Career Services at the UW is similar to the model in my university. I think we need to develop similar elements of career services at the faculty in my university. Benefits that student can get from decentralized model are quite clear. First, a direct link to faculty and employer can accelerate the process of exchanging information between industries and the universities. That can lead to the integration of industries, jobs and employers by giving the possibility to receive news faster and easier than in centralized system. But from another side, we need to be careful with such kind of decentralized systems of career services, because this growth can start of competition between them and it could

have bad aftermath for relations with employers. For example, different career centers may try to contact one employer multiple times giving the impression of incompetence at the career centers.

After my return home, I plan to discuss a possibility of developing a position at my big faculty in my university, which will help students at this faculty. Also we will work out some training materials for them.

Gonzaga University

Gonzaga University is a private university with Catholic roots, which greatly affect for student affairs in this university and the values that are practiced at the university. Cost of tuition in the Gonzaga University is higher than in the EWU, so students in Gonzaga are different than in the EWU. In the career services of Gonzaga University works four divisions: operations in office, mentoring program (GAMP), support career development and communication with employers.

Gonzaga's engineering programs are highly recognized in the USA and a lot of alumni of Gonzaga University work for big companies. For example, Microsoft, Amazon etc. connection of catholic traditions and excellent education allows for provisions of an excellent alumni program. They involved alumni as mentors for students who want to develop their careers. This program is so excellent that it has direct impact to structure of career services in the Gonzaga University. Career Services has double subordination: to student life and university relations. It's very interesting that this career center has two directors for each of these directions.

V.N. Karazin Kharkiv National University has an excellent alumni association. This organization provides a lot of events for alumni and talented students. For example, they organize annual meeting of alumni each third Saturday of April. However, the Center of Employment doesn't work with the alumni association in networking develops for students. Networking in conducting mostly informally, this remains a friendly relation between a departments and faculty. I believe that this should be one of the important areas that need to be reformed. Alumni of Kharkiv University are working in different companies and they could provide a lot of useful information and help for recent

students. In particular, first we should develop an information campaign about the possibilities of hiring recent university graduates by university alumni.

BEST PRACTICES

Ways of communication with students

At the core of all career centers are systems of content management. A leader in developing such systems is Simplicity Corporation. I will describe more widely below these systems in another part of the case study. Now, I want give a brief description of ways of communicating with students.

The EWU Career Center consistently works to attract students into the content management system, in this way they collect information about students: email, information about majors, etc. Systems of content management (SCM) provide services, such as allowing a career adviser or another operator to send information direct to students email. As found in the survey, the most useful ways of communication with students seeking career information and career advice from EWU and employers, was indicated to be communication through email.

The Center of Employment V.N. Karazin Kharkiv National University doesn't use such systems. This is bad and also creates other difficulties. In the Ukraine, we have laws about protecting personal data and if the career center wants to use information about the majors of students or collect emails, the students must give written authorization. Also, the data base needs to be registered on governmental organizations level. The author thinks that we could have the same results for a survey about the most useful ways of communication.

The second position in the list of most useful ways to communicate is having career advisors and special lectures in the campus. Students who have come to these lectures are motivated to develop their careers and find job opportunities. It's very important in our work that students need to be motivated. Within career services in

Ukraine has this huge problem and it impacts the economic crisis. Students don't have a clear vision of their futures.

Also, in career services in the USA considerable attention is paid to the use of social networks for job searches and self-presentation. All employees of the career services office noted the importance of creating profiles in the social network LinkedIn. The importance of a profile on LinkedIn is addressed in the article in the NACE Magazines from September 2012 "How social media is changing the hiring process" in particular scion example, according to a study, recruiters preferred candidates who had a profile on LinkedIn. Another study shows that 90% of recruiters use LinkedIn in their searches.

In the Ukraine, using social networks in the job search is not very common. Often a recruiter can check your profile in the social network. User profiles in LinkedIn mostly use candidates with work experience. An important fact of LinkedIn profiles can say that at Partnership in Employment 2013 all participants had the possibility to take a professional photo for their LinkedIn profile.

Bulletin board of career services in the EWU has indicated a useful way of communication. They place the bulletin boards in the most conspicuous places: near students and in education buildings. So, students have the possibility to follow the boards for news from career services. Career services use two kinds of information desks: for posters and for flyers.

Student counseling

Student counseling about career development and resumes help is provided in all career services areas. Sometimes it's provided in two ways: students peer adviser and career services counselor. Author thinks that the best organization of counseling was organized at EWU. As I said earlier career services at EWU has four career advisers for each college. They all provide consultation about career development. It's very difficult to add something else, Ukrainian career centers also use this very often. One thing that we need to speak to is that we don't use some professional standards for this in

Ukraine. Maybe some standards from the USA can be basis for developing a Ukrainian version of this documentation.

Work with alumni

In my opinion, the best program that works with alumni is implemented by Gonzaga University. Gonzaga Alumni mentoring program (GAMP) is a mentoring and networking program designed for Gonzaga University students, alumni and friends. Students and graduates are matched with mentors who share similar career fields, geographic locations or other interests. The program's primary goal is to establish a relationship between the mentee and mentor that facilitates better career decision-making and the development of a network that can result in increased job opportunities.

Head of GAMP program is Kevin Pratt - director of career center and GAMP program. Today more than 2,500 mentors participate in this program. Any alumni of the University can be a mentor in this program, for registration they need to fill out a form at the career services page on the university site. As mentors they provide for students networking opportunities and give tips about career development.

Important part of GAMP is TREK program. The goal of the Trek Program is to create opportunities for our students to network with alumni and employers in their home region or the region they hope to work in following graduation.

The treks consist of corporate excursions, which allow students to view organizations from the inside-out, career fairs held exclusively for GU students featuring roughly 30 of the area's top employers and keynote networking socials, providing an opportunity for alumni and local professionals to meet current GU students and for all groups to strengthen.

For example, while students trek to Seattle and Portland. Students visited a variety of companies while on these excursion, including Columbia Sportswear, Boeing, Starbucks, Microsoft, Nike, and other well-known corporations. Sometimes CEO of big companies invites students for personal conversation.

Kharkiv University has a strong alumni association that holds annual reunions and supports a number of initiatives of university scientists. But unfortunately, work with

alumni is not provided in the area of developing professional networking for students. This work is mostly provided informally. I think that it will be a general part of reformation of career services in the V.N. Karazin Kharkiv National University. It is necessary to note that such programs can be possible only in universities in which alumni take an important position in the industry and can give advice according to their professional area. Alumni of the V.N. Karazin Kharkiv National University will take an important role in university life and I think this program will work well.

Dependable strengths

One of the best practices in the University of Washington is Dependable Strengths. This program was originated by Bernard Haldane in 1945 to help military personnel transition to civilian life. Its overwhelming success caught the attention of the Harvard Business School where it became a significant part of its Manual for Alumni Placement. Today, Dependable Strength is used successfully with a wide variety of population on setting and organizations around the world, including:

- College and Universities
- K-12 school systems
- Prisons
- Welfare recipients
- Government agencies
- Major corporations
- At-risk students

Summing up, I want to note that this technique helps you decide on your strengths, which are your biggest advantage. You can use this in your resume or while at a job interview. The career center in the UW publishes a Career Guide which includes instruments for self-assessment. I think that it is very important to develop and implement instruments for self-assessment. It allows a reduced number of requests to the career center and an increased level of successes in career development.

Networking events

Worth noting is that the majority of mass events have networking elements. I participated in the annual career conference "WORK IT", where students got a chance to talk to employers directly about any kind of opportunities they are looking for, whether that is internships, jobs or volunteer opportunities.

Organizers of this event use very interesting technique to preserve number of students who came in the morning to register and listen to the keynote speaker. Each participant was handed a program with activities and their schedule and biographies of key speakers. On the last page, there was a place for the opening marks and participation at each section. At the end of the event, participants were put into a drawing worth \$ 1,000. Participants were also offered a free lunch.

Also, author notes the interesting structure of the event. The first part was workshops and a panel interviews with employers. The second part was where students had the opportunity to use their knowledge from the first part of the career conference at the job fair. Then during the job fair, students had the opportunity to ask employers about internships and job opportunities.

In the work of Center of employment, we did not hold such events, but I think that we should pay close attention to it. In the Ukraine, such kind events are held in Kyiv, because the headquarters of all big companies are centered in the capital and it's more useful for them.

Career fair "Partnership in Employment 2013" is a result of the union of career centers from EWU, Gonzaga University, Washington State University and Whitworth University. They have organized this event for 19 years and it is impressive. The event was organized in the Spokane Convention Center and this event invites not only students, but also people from outside the university. In total career fair has participation from more than 100 employers. For visitors this fair was free. Standard cost for employers was \$400. Also, this was an opportunity to be a preferred partner of the career fair. Preferred partners published their advertisements in the catalog of the career fair and took better places in the hall of the Convention Center. An important instrument which visitors could use was the catalog of career fair. In this catalog, they

could find useful tips about career search process and list of employers. There was also an organized workshop "Basic LinkedIn" and each visitor had the opportunity to take a professional photo for their LinkedIn profile.

The day before the career fair was organized interesting networking event "Partnership Preview". This event got students to ask employers about their companies in an informal way. During this event speakers organized different networking exercises. For students, who registered for this event, business cards were printed, which they can use. For students the cost was \$5. The Author rated this event very highly, but many people were gathered in the hall, so it was very noisy.

Work with employers

Working with employers is an important part of work in all Career Services offices. That is reflected in the structure of career services. For example, in the Career Center of the University of Washington, the direction of work with employers is overseen by the Associate Director of the Career Center. At EWU work with employers is led by the Employer's Relation Manager.

Let's look closer at the duties of the Employer Relation Manager at EWU. She directly reports to the Director of Career Services. The main tasks of Employer's Relation Manager are:

To develop a list, and engage with Career Service Top 25 Employers. It's important to understand what the clear situation is with the best employers who hire EWU students. Also, students can see which job opportunities the university has today.

- To develop a Top 25 "Wish List" of employers is the foreground for EWU.
- This instrument can aid the goals for Career Services and the university. The Center of Employment at Kharkiv University has a similar task.
- To establish Employers Advisory Board for Career Services. This can help close the gap between the university and employers to help better understand each other's needs. For the Ukraine, it's a huge problem. I want to establish an employers' board at faculties at my university.

But there is another part of the interaction of the University and the labor market - direct connection between employers and professors. For example, the Department of Computer Science has a board of employers that helps professors update their curriculum. This board gathers 30 employers and professionals which meet every three months. Also, these employers serve as mentors for student projects.

Professors often act as consultants in the industry, allowing them to feel recent changes in the industry and to respond to it in their work. The process of to update their curriculum is not very long and difficult. 50% of curriculum is regulated by the government and 50% is regulated by the university. Before a class is add to the university catalog, it is used in a trial period for two years. After positive feedback from students and industry the class is added to the university catalog and the students can then choose this class regularly.

I believe that it's very important to attract employers as advisers for professors and students. It is one right way. But I need to note that the educational law in the Ukraine is not so flexible and sometimes the process of updating the curriculum is long and very difficult. In the Ukraine, this process may start only when students demand it. I think that soon this demand will be formed

Sometimes employers help Career Services establish career resource centers for students. For example, Itron Company is a global technology company that makes solutions that utilize measure, manage and analyze energy and water. This company opened such resource center in the EWU and Gonzaga University. The Center of Employment at my university does not have a similar special space for student consultation. I think that we need to establish a student resource center in the V.N. Karazin Kharkiv National University.

Summarizing connections between universities and employers, I can note that employers willingly come to the university and work with students. V.N. Karazin Kharkiv National University only recently is beginning to understand the importance of this work. Before I left the Ukraine, we started a pilot project for attracting employers to the school of Computers Science. For the first meeting with employers, we attracted all big IT companies in the Kharkiv. I think that this is the evidences of the awareness needed in this work.

Internship

An internship is a useful instrument to obtain professional experience and an instrument that is widely recognized. In the USA, internships have many varieties; they might be paid or unpaid, part-time or full-time, taken for credit or no credit. They could be local, national, or abroad. They might be called field work, community service or volunteer work.

As all Career Services office have staff that work with employers and staff that helps students with internships. At Gonzaga University, an internship involves a lot of alumni; it is part of their GAMP. In the Career Services at EWU, help with internships is provided by the internship coordinator. Considering internships at the EWU, we can distinguish some main character points:

1. Low student motivation to participate in internship program. For example, in 2011-2012 academic year only 595 students were involved in internships. It means that only around 5% of students obtain professional experience and 95% did not. Career Services has a goal to increase the number of internships in the future by providing advocacy to companies to attract students to that; includes posters around the campus and visits to departments with advertising. In the Ukraine, internships are part of the educational process but employers don't have the capability to offer internships programs to all students, so internships do not work very well. Low level of internships means that internships are not required for graduation. At the EWU, only 6 departments include internship for graduation
2. Sometimes students search for internships opportunities without the Career Services, so the real level of internships is actually higher. Internship coordinator at Career Services in the EWU, Romeal Watson states, "Problem that career services cannot track all student internships is a national problem."
3. The process to apply for internships at EWU has three stages. First, a student's comes to the faculty internship adviser; together they recognize the student's goals and possible places for an internship. Second, students come to the internship coordinator in the Career Services and they complete the necessary

paper work. Third, the students complete the internship. Typically, a student's report about the internship is not required. The overall process is very similar to process in the Ukraine, but the difference is that students in the Ukraine need to submit a report about the internship to the department.

In summary, I want to note that I feel that internships in the USA are mostly for academically successful students, who have a strong motivation to obtain excellence in their field of study. The internship process in the Ukraine is formalized and we need to change it. Ukrainian students should use the internship not only to put on paper, but also to receive benefit for their education.

SOFTWARE AND PROFESSIONAL ORGANIZATIONS

Software

The basic program utilized by career services is the systems of content management (SCM). Symplicity Corporation is leader in the developing different software for career services. EWU use NACELink, the first network of its kind that was formed with the commitment for ensuring the privacy of student data, allowing no commercial marketing to students or employers, and focusing on the career center as the provider of jobs and connections to employers. Today, more than 1,000 career centers use this product. Sometimes career centers don't use Symplicity software in this way, but instead they use SCM, which has been branded only for them. One example of this is HUSKYJobs in the Career Center of the University of Washington. Employers need to post information about jobs and internships opportunities directly to the HuskyJobs.

Let's consider main points of this system:

Work with students and alumni. All student information is available in the system. SCM displays counseling appointments, applications, interviews, resumé/CV book referrals, and more in a single integrated record. The system offers a powerful, well-organized student database, which is essential for any career services office. The

system allows for career advisers to zero in on a group of students to push important information or update records in batch. After the career adviser zeros in on a group of students, he can send resumé/CV packets to employers, update and flag student records, send newsletters, and sync with his address book with one click. Another very useful tool allows career advisers to review and approve resumé/CVs, enter comprehensive notes, review job applications and interviews, monitor employment reporting, access student activity data, etc.

Employer Contact CRM. Employer outreach and development are critical functions for any career services office. The system provides a robust and flexible employer contact database that is essential to ensure that career services develop key relationships. The SCM provides the best tools for career services to target employer contacts. Filter, search, and sort the contact database by “my contacts,” contact type, job/event history, last login date, and more. Career adviser are always stay organized with “saved searches,” which allows to group contacts into custom folders for one-click access at any time.

Candidate interface. The ACM engages students and alumni by providing an attractive interface with easy access to all services. Since students don't like filling out registration forms and remembering passwords, NACElink SCM allows for integrating with campus authentication and student records systems. After a student, completes their school profile this information can then be uploaded or created into documents (resumé/CVs, cover letters, etc.). In this SCM, student may also create a resumé/CV from scratch with Resumé/CV Builder on SCM. Career services can design custom layouts to ensure that all resume books have a consistent look and feel. Also, SCM provides a wealth of job search options. Students can query postings by full-time/internship, industry, job function, city/state/zip/country, job rating (e.g. 4.5 out of 5 stars), total hits, and much more. SCM features an intelligent job matching feature that ranks jobs based on the student's profile. Students may also create preferred search agents that automatically send job summary notifications on-the-go.

Employer Interface. Attracting top employers is always challenging for any career center, Symplicity software allows to do this well. By leveraging Symplicity OneStop integrated recruiting portal, employer contacts may browse colleges and

universities and easily request an account with career services. Recruiters want to put their best foot forward and SCM allow them to do that. Upon logging in, employers are prompted to develop a dynamic employer profile for school. Profiles may include a company overview, corporate culture, key statistics, and more. Employers can synchronize their profile across multiple schools, which ensure that students always have the most up-to-date information. SCM, also prompts employer contacts to provide a high resolution logo, photos from career fairs, info sessions, recruiting videos, a Twitter feed, and a link to their company Facebook page. Another useful module is Professional Network Module that allows building a professional network. For example, employers can post a custom online registration form for alumni and employer contacts to easily register without even logging in. Confidentiality controls allow mentors/advisers to remain anonymous or display particular contact information. Mentors may select their preferred networking activities and throttle the number of connection requests they receive, which ensures that they are not overwhelmed by inquiries from interested students.

These systems in general determine high efficiency of career services work. This allows the ability to organize career adviser and internship coordinator work, helps with resumes and make contacts with employers. The use of such systems in the Ukraine can increase efficiency of work, but the cost is high for Ukraine and maybe all post-soviet countries. Cost may depend on which modules you use in the system that average in cost of \$ 7 000 – \$12 000. I think that develop a open source project is one way to share this systems in the. The module that allows automating paper work of the career center with placement of graduate would be most useful.

Professional organization of career services

Importance of professional communication is very difficult to overestimate, just as the development of contacts defined as important for students to develop their career and make professional contacts in the field. Professional contact is very important for the development of career services. Largest organization which gathers employers, colleges and professionals in career development is National Association of College

and Employers (NACE). NACE was established in 1956. How is NACE is the leading source of information on the employment of the college educated? The association connects more than 5,200 college career services professionals at nearly 2,000 colleges and universities nationwide, and more than 3,000 HR/staffing professionals focused on college relations and recruiting.

NACE does a big job. They forecasts trends in the job market; tracks legal issues in employment, the job searches, and hiring practices; and provides college and employer professionals with benchmarks for their work. NACE provides research and information to its professional members through NACEWeb, a survey of starting salaries for new college graduates, a quarterly journal, a biweekly newsletter, and surveys of employer and college members.

Also, NACE takes an active part in the NACElink Network. It's a national collaborative recruiting network of career centers. It includes a suite of web-based recruiting and career services automation tools for use by colleges and employers. The NACElink Network, an alliance among the National Association of Colleges and Employers, Symplicity Corporation, and Direct Employers Association, includes more than 700 participating college career centers, more than three million active employer contacts, and more than 7.2 million active students and alumni. Detail on this software we viewed in the part about software that is used by Career services of the EWU.

A second organization that deserves attention is National Career Development Association (NCDA). It was established as The National Vocational Guidance Association in 1913. In the 1985, it was renamed in National Career Development Association

NCDA is the recognized leader in developing standards for the career development profession, for the provisions in career counseling programs and services, and for the evaluation of career information materials. NCDA works with licensing and credentialing bodies to support the preparation and recognition of career counselors and career development facilitators. NCDA also sets ethical standards for the career development profession including guidelines for the provision of career services on the Internet.

NCDA provides programs and services for career development professionals and for the public involved with or interested in career development, including, but not limited to, professional development activities, publications, research, general information, professional standards, advocacy, and recognition for achievements and services. NCDA provides a voice for thousands of members, who deliver career services to diverse groups in a broad variety of settings and to their clients. NCDA maintains a comprehensive web site of information, resources and tools for career development professionals and the public at www.ncda.org

SUMMARIZE

In result of this internship at the Eastern Washington University, I was well acquainted with the work of career services in the USA, structures in student's affairs and different kind of career services. I was graciously hosted by an excellent university, Eastern Washington University and visited two other great university, University of Washington and Gonzaga University. The experience that I gained from this internship will form the basis for reform at the Center of Employment for Students and Graduates. I want to summarize my experience.

1. The difference in relation to the career centers from universities in the USA and in the Ukraine is in the function they perform. In the USA, career centers take important role in Student's affairs and in attracting students to universities. In the USA, university finances are obtained mostly from tuition. Opposite situation in the Ukraine, the general source of money is in the country's budget and it depends on the number of students that study for government money. So, collaboration with career services and well-known employer is an additional attractive factor for school graduates. In this way, universities can attract additional students. The situation in the Ukraine must began to change; ministry of Education is reducing financial contributions to universities, so we have a chance to increase the importance of career services in this way.
2. In the USA, I had opportunity to discover different structures in career services. A centralized structure is efficient for small and middle university (up to 14,000 students). A big universities decentralized system of career services is most useful. Decentralized system allows a reduced number of requests to the university career center and increases quality of these services. In the Foster Business School of the University of Washington has two career centers: for undergraduate students and career center for MBA program. V.N. Karazin Kharkiv National University has centralized system, but I think that we need to develop some elements of decentralization at my big faculty (more than 1,000 students).

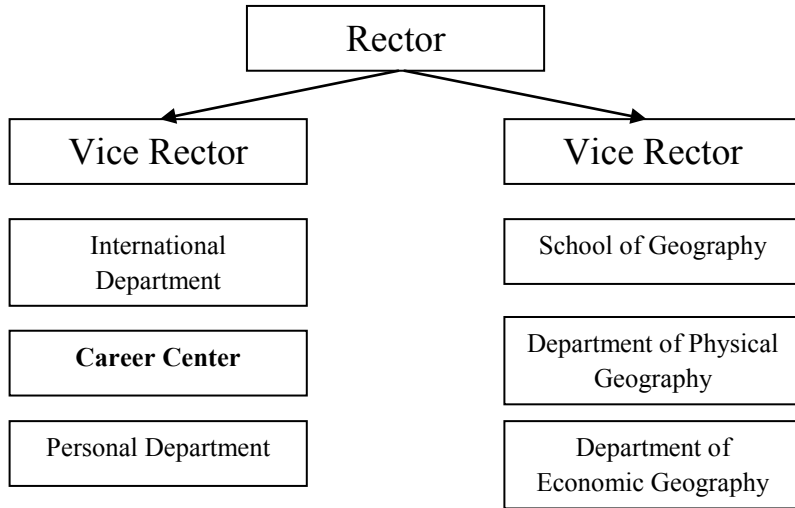
3. It is difficult to overestimate the use of CMS in work of career services in the USA, but the high cost of this software for Ukrainian career centers doesn't allow for the use this. One of many possible ways is to design such kind of systems for the post-soviet countries. An important module for these countries could be module that allow automatize paper work. Ukrainian educational law strongly determines a procedure of placement for graduates, so in spring and summer main part of work at career services office is paper work.
4. Networking events are huge part of work at career services offices. Main part of all events and activities has elements of networking: job fairs, job conferences etc. The most interesting networking event that I attend was 5th annual job conference "WORK IT". In this event, students had the opportunity to develop their networking skills in the first part of job conference and used new knowledge in the second part – job fair. Another interesting networking event was "Partnership preview". It was a part of the annual job fair "Partnership in Employment", at this event students had many excellent opportunities to communicate with employers in an informal way. We will add networking events to the list of main tasks for the Center of Employment for Students and Graduates. First time, when we will use this will be at the 5th Job Fair of the V.N. Karazin Kharkiv national university, April 11, 2013.
5. Working with alumni has many various forms, but I was acquainted with an excellent program with Alumni at the Gonzaga University. This program helps recent students to develop their careers; they organize visits to companies and serve as a mentor for students in their projects. It's very important to save continuous changes between alumni's throughout the years. V.N. Karazin Kharkiv National University has excellent Alumni Association. They support talented students and teachers, organize annual meeting of alumni. I will prepare a draft to propose such a program and will discuss it after an annual meeting of alumni on 20th of April.
6. Employers in the USA build contacts with universities in two ways. First, the direct contact between employers and teacher increases level of internships and graduate placements. Second, contacts between career services and employers.

Big company willingly support career services in their work, they act as sponsors of different events and support projects as mentors. For example, Intron Company support career resource library at the Career Services office. This space Career services can be used not only as library, but also as place for students training, Skype interviews and personal consultations. Another important way of the communication between universities and employers is employer's board at the departments and schools; this allows changing curriculum according to the trends at industry. For Ukraine, a gap between universities and employers is a huge problem. We started established employers boards at the faculties. After I return, I want to make an evaluation of my first experience and then design a plan of attracting employers to the university using my experiences.

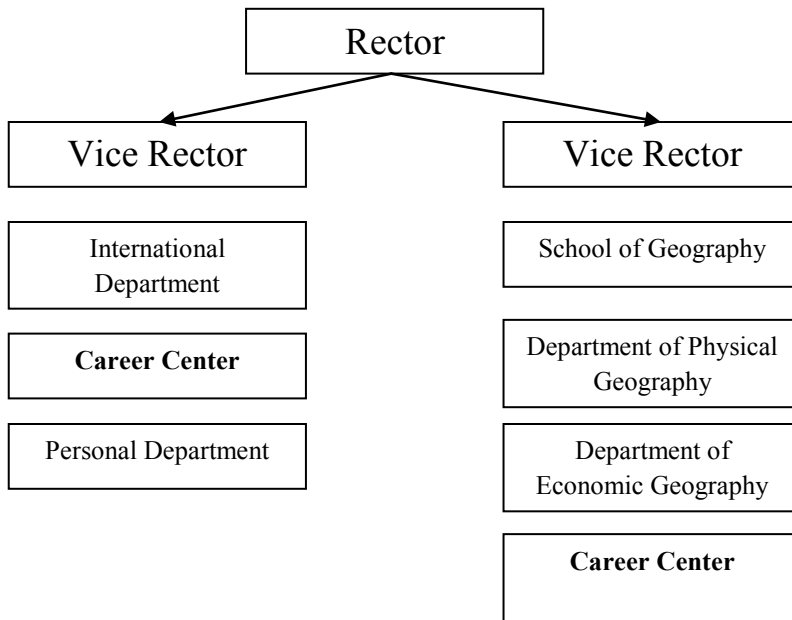
7. Career Services in the USA is a strong division of work at universities, they existed for a long times more than 30 years, opposite situation in the Ukraine, first career centers were established only ten years ago. As a strong organization they gather at the professional associations. This organization provides opportunities for them to exchange professional experience and best practices, I think that it's very important for sustainable development of career services as an independent direction of students affairs. In the Ukraine, main numbers of career centers do a first step in their development and such a professional organization could be very useful. I will try to establish some professional organization in the Kharkiv for career services offices. First step will be start professional resources for career services.

THE SOURCES

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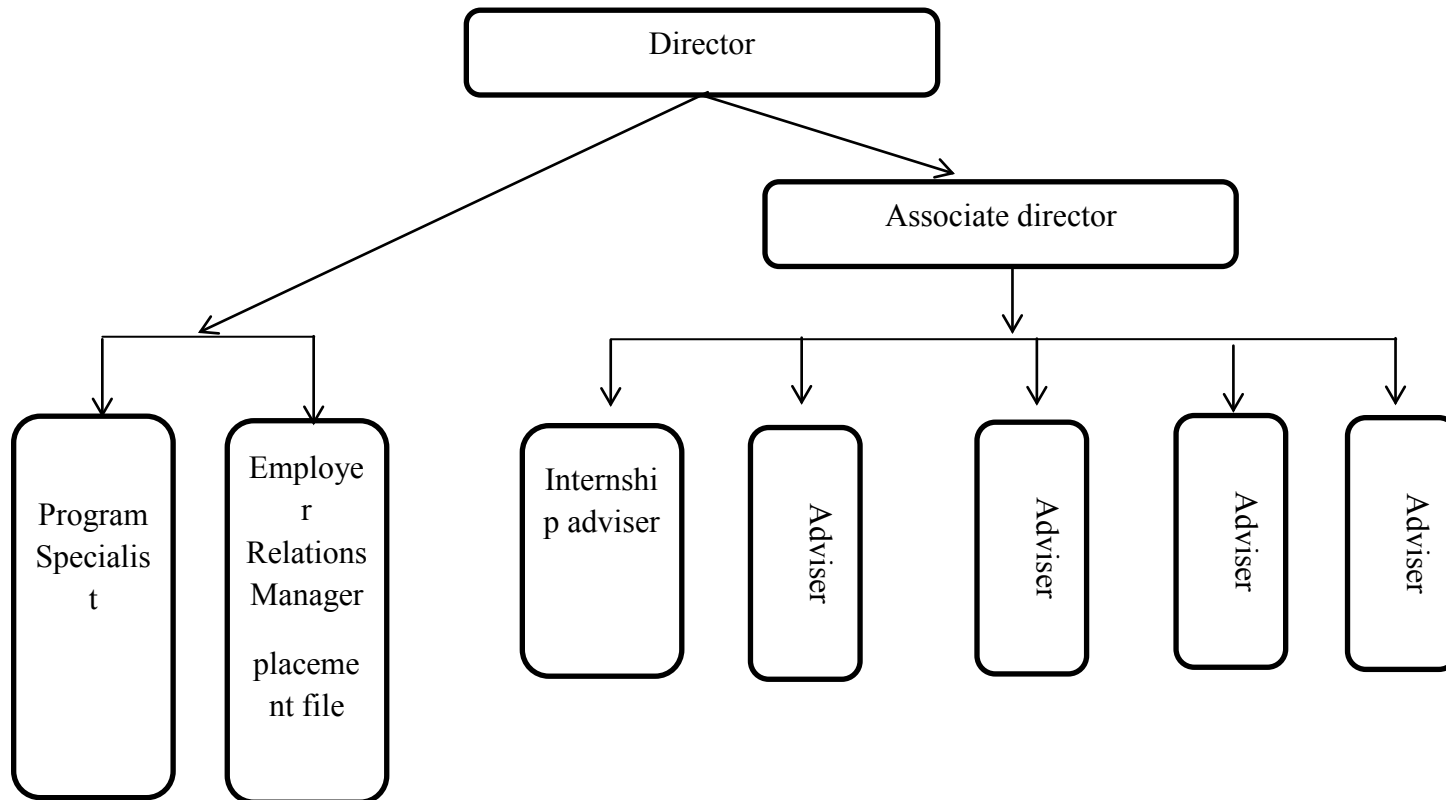


Centralized system of Career Services

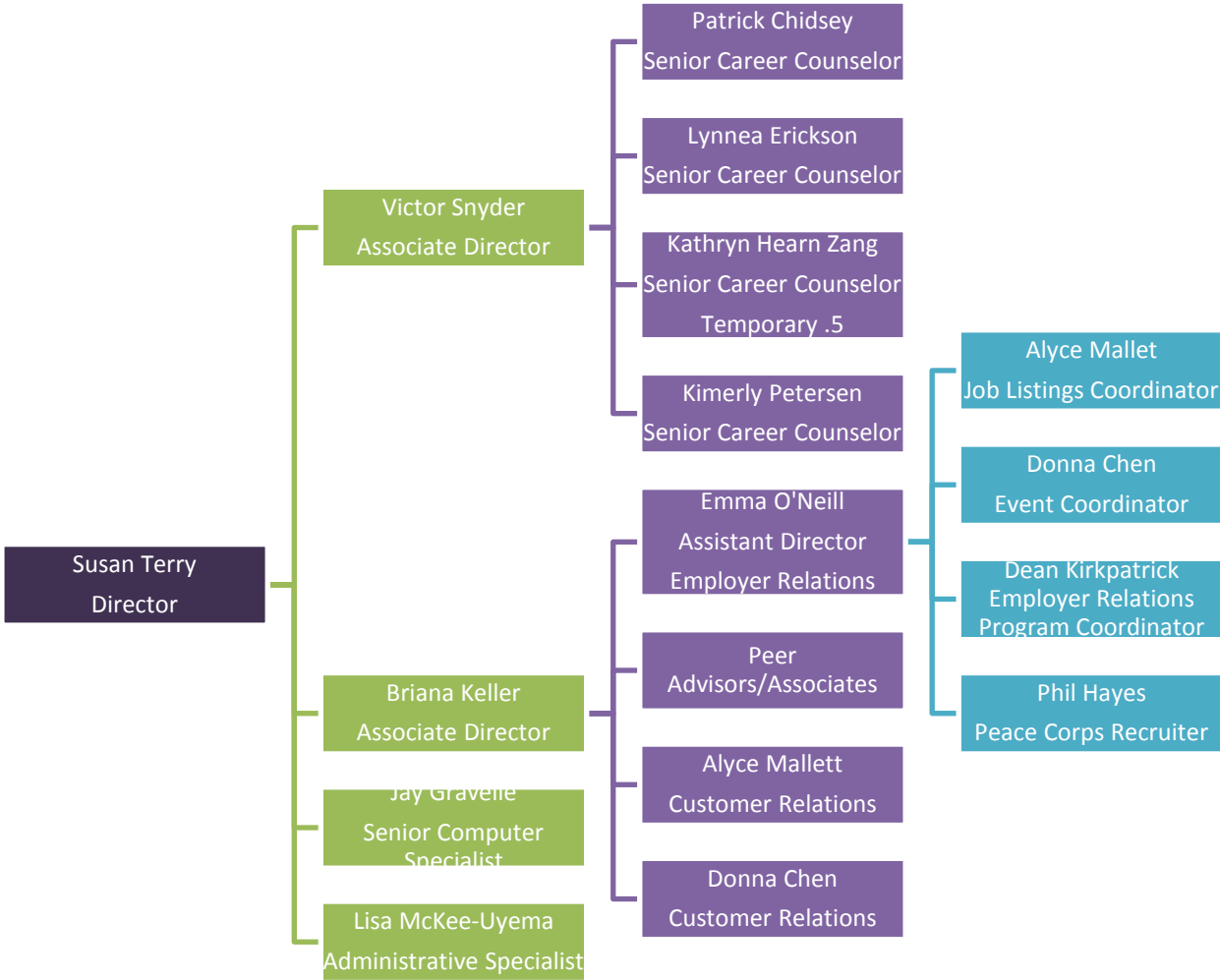


Decentralized system of Career Services

Org. chart of career services at EWU



Org. chart of career center of the UW



Org. chart of career services at the Gonzaga University

