I am pleased to present the 2013-14 annual report for the Piper Center for Vocation and Career. The past year has been an exciting time of collaboration, expansion, and achievement. Working closely with the Office of Alumni & Parent Relations, we expanded our career exploration programs into new cities throughout the country, exposing students to employers and industries where our alumni are thriving. We enhanced programs for first-year and sophomore students by offering self-assessment programming for all incoming students and two vocational discernment retreats for sophomores. We achieved increased student engagement through additional coaching and peer advising availability. St. Olaf students view the Piper Center positively and are utilizing our services in high volume.

Particularly noteworthy accomplishments included:

■ 145 students received financial support for their internship experiences
■ 391 students attended Ole Biz, Ole Med, Oles for Public Interest, and Ole Law
■ 75 juniors and seniors traveled to Chicago, New York, and Denver to network with 335 alumni and parents
■ 726 first-year students completed the Myers-Briggs Type Indicator (MBTI) self-assessment tool
■ 182 students participated in the Quo Vadis sophomore vocational discernment retreat
■ 183 employers, graduate schools, and service programs visited campus

We are grateful for the partnerships forged with employers, faculty, staff, alumni, parents, donors, and student leaders over the past year. Fulfilling our mission depends on strengthening and maintaining these critical relationships in order to support all students.

With sincere gratitude,

Branden Grimmett ’03
Director, the Piper Center for Vocation and Career
The Piper Center for Vocation and Career provides resources and experiences designed to help students leverage their liberal arts education to achieve their full potential. Piper Center staff and programs help students:

- Identify their values, interests, skills, and abilities
- Understand how their skills relate to professional life
- Explore a wide variety of careers that best leverage their skills and interests
- Develop and pursue a sustainable plan for life after college

The Piper Center innovatively strives to equip St. Olaf students with resources for achieving immediate and lifelong career success. The Piper Center aims to raise student awareness of its personnel, programs, and career management tools and strengthen student preparedness for transitions after college by increasing participation in vocational discernment and professional development activities. This is accomplished through continuous collaboration with faculty, staff, parents, alumni, employers, and community partners. The Piper Center aspires to become a hallmark of the St. Olaf student experience.

The Piper Center empowers students to achieve lifelong career success by committing to the following:

- We provide first-class vocational and career resources to St. Olaf students and alumni.
- We offer high quality one-on-one career coaching with highly trained staff and student advisors.
- We maintain the highest level of confidentiality throughout all of our services.
- We build and maintain strategic relationships with employers, faculty, staff, alumni, parents, and donors in order to maximize opportunities for students and alumni.
- We provide equal access to internships, externships, fellowships, and job opportunities for all students.
- We view our services and programs as critical components of the St. Olaf student experience.
Career Education and Coaching

Career coaches help students develop, implement, and evaluate career and life plans while collaborating with academic departments to integrate concepts of career development into courses of study. Piper Center coaches and peer advisors provide the tools to guide students toward a meaningful career or post-graduate opportunity.

Coaching and Peer Advising Contacts

3,087 career coaching appointments
(1,145 unique students/alumni)
- 1,530 Seniors (455 unique students)
- 777 Juniors (291 unique students)
- 483 Sophomores (212 unique students)
- 115 First Years (70 unique students)
- 182 Alumni (117 unique alumni)

1,566 peer advisor walk-in appointments
(674 unique students)
- 528 Seniors (300 unique students)
- 374 Juniors (216 unique students)
- 431 Sophomores (235 unique students)
- 219 First Years (129 unique students)
- 14 Alumni (12 unique alumni)

10,230 contacts with 2,387 students
(78% of the student body)
- 666 Seniors (84% of class)
- 514 Juniors (76% of class)
- 527 Sophomores (64% of class)
- 679 First Years (90% of class)

Coaching comparison
<table>
<thead>
<tr>
<th>2010-11</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
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<tr>
<td>1,919</td>
<td>2,590</td>
<td>2,690</td>
<td>3,087</td>
</tr>
<tr>
<td>+35%</td>
<td>+4%</td>
<td>+15%</td>
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Walk-Ins comparison
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<tbody>
<tr>
<td>983</td>
<td>1,184</td>
<td>1,373</td>
<td>1,566</td>
</tr>
<tr>
<td>+20%</td>
<td>+16%</td>
<td>+14%</td>
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</table>

Student engagement comparison
<table>
<thead>
<tr>
<th>2010-11</th>
<th>2011-12</th>
<th>2012-13</th>
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<tr>
<td>68%</td>
<td>69%</td>
<td>77%</td>
<td>78%</td>
</tr>
<tr>
<td>+1%</td>
<td>+8%</td>
<td>+1%</td>
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</tbody>
</table>
Student-Alumni Networking

The Piper Center increased programming facilitating interaction between students, alumni, and parents, with the goal of developing career mentoring relationships. Ole Biz, Ole Med, Oles for Public Interest, and Ole Law exposed students to a wide variety of alumni working in business, medical, public interest, and legal professions.

Ole Biz

115 students attended Ole Biz at the Minneapolis Club, connecting alumni and parents working in business with students interested in similar careers.

Alumni and parent employers included

- 3M
- Best Buy
- Delta Airlines
- Ecolab
- General Mills
- Medtronic
- Piper Jaffray
- Proto Labs
- Target
- UBS
- U.S. Bank
- Wells Fargo

Ole Med

130 students attended Ole Med at the Weisman Art Museum, connecting alumni and parent physicians with students interested in medical careers.

Alumni and parent employers included

- Abbott Northwestern Hospital
- Allina Health
- Amplatz Children’s Hospital
- Consultative Health and Medicine
- Fairview Health Services
- Hennepin County Medical Center
- Mayo Clinic
- Mill City Clinic
- Park Nicollet
- St. Paul Radiology
- Twin Cities Orthopedics
- U of M Medical School

Oles for Public Interest

87 students attended Oles for Public Interest, connecting alumni and parents with students interested in health, education, sustainability, and corporate social responsibility at nonprofit, government, and corporate/foundation organizations.

Alumni and parent employers included

- Amherst H. Wilder Foundation
- Bill & Melinda Gates Foundation
- Center for Victims of Torture
- College Possible
- MACC CommonWealth
- MN Department of Human Services
- Minnesota Senate
- Nicollet County Bank
- YMCA of the Greater Twin Cities

Ole Law

59 students attended Ole Law at Robins, Kaplan, Miller & Ciresi connecting alumni and parent lawyers with students interested in legal careers.

Alumni and parent employers included:

- Dorsey & Whitney
- Faegre Baker Daniels
- Fredrikson & Byron
- Gray Plant Mooty
- Hennepin County Attorney
- Holiday Companies
- Minnesota Court of Appeals
- Robins, Kaplan, Miller & Ciresi
- Southern Minnesota Legal Services
- Stinson Leonard Street
- University of Minnesota Law School
- William Mitchell College of Law
Career Exploration Trips

The Piper Center enhanced and expanded the Connections Program in 2013-14, a series of regional career exploration trips occurring over fall, Interim and spring breaks. The Connections Program provided 75 junior and senior students with the opportunity to explore the career paths of hundreds of St. Olaf alumni and parents in cities throughout the country.

### Chicago

- 25 students traveled to Chicago to explore careers in consulting, law, communications, and social services
- 100% of students found the program successful in exposing them to a wide variety of alumni and other professionals working in a range of career fields
- Students met with 40 alumni and parents at their place of employment
- 141 alumni and parent contacts were engaged during the program
- 80% of students rated the experience as extremely valuable
- 68% of students will change their future career goals and plans based upon what they learned.

### New York City

- 25 students traveled to NYC to explore careers in art, business, journalism, and performing arts
- 100% of students found the program successful in exposing them to a wide variety of alumni and other professionals working in a range of career fields
- Students met with 55 alumni and parents at their place of employment
- 122 alumni and parent contacts were engaged during the program
- 90% of students rated the experience as extremely valuable
- 80% of students will change their future career goals and plans based upon what they learned.

### Denver

- 25 students traveled to Denver to explore careers in environment, health care, marketing, and research
- 100% of students found the program successful in exposing them to a wide variety of alumni and other professionals working in a range of career fields
- Students met with 38 alumni and parents at their place of employment
- 72 alumni and parent contacts were engaged during the program
- 80% of students rated the experience as extremely valuable
- 73% of students will change their future career goals and plans based upon what they learned.
Ole Career Central is the Piper Center’s career management tool where students can find complete details on all upcoming workshops, career fairs, job and internship postings, and on-campus recruiting. Career coaches help students create strong application materials, network effectively, and prepare for interviews.

<table>
<thead>
<tr>
<th>19,725 student logins to Ole Career Central</th>
<th>2,332 employers have profiles in Ole Career Central</th>
<th>1,739 unique students attended workshops, networking events, or on-campus interviews</th>
<th>552 students attended an employer or grad school info session (340 unique students)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,880 unique students</td>
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<tr>
<td><strong>633 Seniors</strong></td>
<td><strong>2,069 jobs and internships were posted by 770 employers</strong></td>
<td><strong>1,675 Seniors</strong> 511 unique students 64% of class</td>
<td><strong>307 Seniors</strong> 164 unique students</td>
</tr>
<tr>
<td>80% of class, 9,188 total logins</td>
<td>15 average logins per Senior</td>
<td>511 unique students 64% of class</td>
<td>95 unique students</td>
</tr>
<tr>
<td>11 average logins per Junior</td>
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<tr>
<td><strong>511 Juniors</strong></td>
<td><strong>183 employers, service programs, and graduate schools visited campus</strong></td>
<td><strong>975 Juniors</strong> 369 unique students 54% of class</td>
<td><strong>148 Juniors</strong> 95 unique students</td>
</tr>
<tr>
<td>75% of class, 5,751 total logins</td>
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<tr>
<td>11 average logins per Junior</td>
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<tr>
<td><strong>474 Sophomores</strong></td>
<td><strong>875 Sophomores</strong></td>
<td><strong>875 Sophomores</strong> 407 unique students 49% of class</td>
<td><strong>78 Sophomores</strong> 62 unique students</td>
</tr>
<tr>
<td>56% of class, 3,865 total logins</td>
<td>8 average logins per Sophomore</td>
<td>407 unique students 49% of class</td>
<td></td>
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<tr>
<td><strong>262 First Years</strong></td>
<td><strong>977 First Years</strong></td>
<td><strong>977 First Years</strong> 664 unique students 88% of class</td>
<td><strong>19 First Years</strong> 19 unique students</td>
</tr>
<tr>
<td>35% of class, 921 total logins</td>
<td>4 average logins per First Year</td>
<td>664 unique students 88% of class</td>
<td></td>
</tr>
</tbody>
</table>

Employers involved in on-campus recruiting included: Allianz, Ameriprise, Analysis Group, Best Buy, Boom Lab, Boston Consulting Group, Brattle Group, College Possible, Conservation Corps, Deloitte Consulting, Discover, Ecolab, Elite Medical Scribes, Epic, Ernst & Young, ELCA, Exploration Summer Programs, General Mills, Google, Health Care Futures, Lazard, Lutheran Volunteer Corps, Mayo Clinic, McKinsey & Company, Microsoft, Morningstar, Optum Insight, Peace Corps, Piper Jaffray, Proto Labs, Sage, Securian, Target, Teach for America, Travelers Insurance, United Health Group, ValMark Securities

Graduate school visits included: Columbia University, Georgetown University, Georgia Institute of Technology, Harvard University, Johns Hopkins University, Monterey Institute of International Studies, Tufts University, University of Michigan, University of Minnesota, University of Virginia, Valparaiso University, Yale University
Internships

Eighty-one percent of employers expect students to complete an internship or community-based field project to connect classroom learning with real world experiences. The Piper Center established several new cohort-based internship programs while significantly increased funding for unpaid or underpaid internship opportunities.

176 Students received $349,599 in internship support

- 145 received financial support for unpaid/underpaid internships ($200,499)
- 12 Social Entrepreneurship Scholars ($29,600)
- 12 Mayo Innovation Scholars ($20,000)
- 8 Kloeck-Jenson International Development Scholars ($25,000)
- 6 Rockswold Health Scholars ($24,000)
- 5 Legal Scholars ($12,500)
- 4 Norway Innovation Scholars ($8,000)
- 3 Health Scholars at the Mayo Clinic ($12,000)
- 2 Community Development in Asia Scholars ($8,000)
- 1 Davis Projects for Peace ($10,000)
- 153 students registered for academic credit internships during 2013-14

83% of the Class of 2014 reported participation in at least one of the following experiences

- Paid or unpaid internship
- Funding for an unpaid internship
- Academic internship (for-credit)
- Undergraduate research at St. Olaf or another institution
- St. Olaf funded internship
- Student teaching or field experience
- Practicum
- International internship
- Community-based work study

Sample internship locations

The Piper Center provided support to students interning at these and other organizations:

- Ameriprise Financial
  Minneapolis, Minnesota

- Dole Food Company
  San José, Costa Rica

- Ernst & Young
  Moscow, Russia

- Ernst & Young
  Shanghai, China

- International Organization for Migration
  Yangon, Myanmar

- Jane Goodall Institute
  Vienna, Virginia

- Kingcar Education Foundation
  Taipei, Taiwan

- Oregon Bach Festival
  Eugene, Oregon

- Mayo Clinic
  Rochester, Minnesota

- Minnesota Children’s Museum
  Minneapolis, Minnesota

- National Institute of Cultural Heritage
  Riobamba, Ecuador

- National Institutes of Health
  Bethesda, Maryland

- Noguchi Memorial Institute
  Legon, Ghana

- Stamford Hospital
  Stamford, Connecticut

- Trinity College
  Dublin, Ireland

- U.S.A.I.D.
  Washington, D.C.

- Walker Art Center
  Minneapolis, Minnesota

- Yale University
  New Haven, Connecticut
Investing in Student Innovators

The Piper Center made significant investments in student-run businesses, entrepreneurial internships, and college-wide competitions that harnessed student creativity and innovation.

**Invested $16,775 in 4 student-run businesses through the **Finstad Entrepreneurial Grant** program.**

The Finstad Entrepreneurial Grant program awards grants to St. Olaf students or teams that develop the best business plan for a for-profit venture. Students work with the Associate Director for Entrepreneurship to develop a business plan and then pitch their project for consideration.

**Supported the 3rd annual STO Talks, a student-run event for students, faculty, alumni and parents.**

STO Talks is a unique St. Olaf version of the popular TED Talks, which highlight short, vibrant, and engaging lectures. STO Talks is a forum for people to share their diverse ideas about how we think, live, and learn, and we are excited to provide such a forum to the St. Olaf community.

**Launched the inaugural Ole Cup, a college-wide student business plan and pitch competition. The winner of the Ole Cup qualifies for the semifinal round of the state-wide Minnesota Cup.**

32 student businesses applied, 12 pitched, and 3 were awarded prizes ($7,000, $5,000, $3,000 for first, second, and third place respectively).

**Partnered with Mayo Clinic, Minnesota Private Colleges, and the Medtronic Foundation to support 12 students in the Mayo Innovation Scholars Program, a team-based research opportunity where students from various disciplines evaluate projects submitted to Mayo Clinic Ventures for licensing.**

**Launched the inaugural Norway Innovation Scholars program, an opportunity for four St. Olaf students to complete research projects and provide consulting services to a Norwegian-based biotechnology company.**
Self-Assessment

The Piper Center introduces critical self-assessment and vocational discernment tools to students in their first two years of college. Centered on the question “who am I?” the Focus on First Year program helped First-Year students understand how they gain energy, gather information, make decisions and approach life.

726 First Year students (96% of the class of 2017) took the Myers-Briggs Type Indicator online — a widely used self-assessment tool used for vocational discernment.

■ 636 First Years (85% of the class of 2017) who had taken the assessment attended an interpretation session led by certified Piper Center and Residence Life facilitators

■ 100% of Junior Counselors (JCs) received training and an interpretation of their MBTI results in advance

Vocational Discernment

The Quo Vadis Sophomore retreats focused on the question “where am I going?” and helped students identify their values, interests, skills, and abilities. The retreats involved 10 faculty and staff in large and small group discussions.

182 students attended two Quo Vadis Sophomore Retreats at Camp Ihduhapi in Loretto, Minnesota.

■ 100% of students stated that the goals of the retreat were met

■ 89% of students rated the event as extremely valuable

Quo Vadis retreat participation comparison

<table>
<thead>
<tr>
<th></th>
<th>2010-11</th>
<th>2011-12</th>
<th>2012-13</th>
<th>2013-14</th>
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<tbody>
<tr>
<td></td>
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</tr>
<tr>
<td>2011-12</td>
<td>54</td>
<td>447</td>
<td>726</td>
<td></td>
</tr>
<tr>
<td>+728%</td>
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<tr>
<td>2012-13</td>
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<tr>
<td>2013-14</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>+100%</td>
<td>+26%</td>
<td>+80%</td>
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</table>
First Destination

St. Olaf graduates are in high demand among employers, graduate schools, and full-time service programs throughout the world. Surveys from the Classes of 2011, 2012, and 2013 demonstrate the broad range of success our graduates experience.

<table>
<thead>
<tr>
<th>First Destination</th>
<th>Class of 2011 (92% response rate, 634 students)</th>
<th>Class of 2012 (92% response rate, 674 students)</th>
<th>Class of 2013 (91% response rate, 630 students)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed or in full-time service programs</td>
<td>70%</td>
<td>70%</td>
<td>73%</td>
</tr>
<tr>
<td>Pursuing graduate or professional school</td>
<td>28%</td>
<td>28%</td>
<td>24%</td>
</tr>
<tr>
<td>Still working on it</td>
<td>1%</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Pursuing other adventures</td>
<td>1%</td>
<td>1%</td>
<td>—</td>
</tr>
</tbody>
</table>

10
Class of 2013 — Where are they now?

**Sample Employers**
3M
Allianz
Allina Health Care
Ameriprise Financial
Apple
Best Buy
Blue Cross and Blue Shield
Boom Lab
Cargill
College Possible
Deloitte
Ecolab
Epic Systems
Evangelical Lutheran Church in America
Federal Reserve
Goldman Sachs
Habitat for Humanity
Jewish Family Services
Kennedy Center
Lutheran World Federation
Mayo Clinic
Merck
Minneapolis Public Schools
Minnesota Office of the Attorney General
Minnesota Senate
Minnesota Wild
Morgan Stanley
Northwestern Mutual
Oxford University Press
Seattle Children’s Theatre
Target
Thomson Reuters
UnitedHealth Group
U.S. Bureau of Land Management
Wells Fargo
YMCA
YWCA

**Sample Graduate Schools**
Columbia University
Creighton University
Harvard University
Indiana University
Johns Hopkins University
The Juilliard School
London School of Economics
Loyola University Chicago
Mayo Medical School
Massachusetts Institute of Technology
Mayo Medical School
New York University
Northwestern University
Pennsylvania State University
Princeton University
Purdue University
Savannah College of Art and Design
University of Alaska
University of California Berkeley
University of Chicago
University of Minnesota
University of Washington
University of Wisconsin–Madison
Washington University in St. Louis
Yale University

**Sample Full-Time Service**
AmeriCorps
ELCA Young Adults in Global Mission
Jesuit Volunteer Corps
Lutheran Volunteer Corps
Minnesota Reading Corps
Peace Corps
Teach for America
U.S. Army
U.S. Navy