

March 17, 2008

Ms. Jean Kwaterski, Search & Screen Committee Chair  
UW Oshkosh Student Affairs office  
800 Algoma Blvd., Dempsey 148  
Oshkosh, WI 54901

Dear Ms. Kwaterski:

I was pleased to read recently about the Director of Career Services position that is currently available at the University of Wisconsin Oshkosh. I believe that my 20+ years of successful, progressive administrative and supervisory experience within the field of Career Services qualifies me for this opportunity. I would like to offer my leadership, management, collaboration, marketing, counseling and presentation skills to the students, faculty/staff and alumni of UW Oshkosh, successfully supporting all of those that Career Services is charged to serve to understand career direction and to secure the post-graduate professional employment opportunities that they (the students and graduates) desire.

Recently I had been the Director of Career Services at the University of Wisconsin – Whitewater (UW-W) for six years.\*\* UW-W has a centralized Career Services operation, which serves the career planning, some internship, post-graduate employment and graduate school needs of 10,500 full and part-time students. I have had managerial responsibility for hiring, training, supervising and evaluating unclassified, classified and student staff in three Career Services environments while having had program and policy development and budgeting responsibility in five. Annual reports and graduate surveys have been fully developed and implemented as a part of all Career Services offices in which I have served as the lead administrator.

Two of my main non-administrative responsibilities at UW-W included assisting students and alumni to secure post-graduate employment and employer relations/development. I directly advised 1,688 students and alumni in job searching-related sessions (and 5,600+ job searching and career planning sessions since 1986). Through outreach efforts, I collaborated with the College of Business & Economics, College of Arts & Communication, the Minority Business program and 12 student organizations to create and implement the *'Hawk All-University Career Fair'*, an annual event in which 115 employing organizations participated in its first year. I also partnered with UW-W's four colleges, Minority Business and Teacher Preparation Programs and student organizations to co-sponsor the annual, highly successful *Etiquette Dinner & Dress for Success* program as well as present multiple all-university job searching workshops. Additionally, I assisted numerous employers with creating custom "Best Practices" marketing strategies for improving their campus recruitment program, including the establishment or strengthening of their relationships with targeted student organizations & faculty.

#### **A Track Record of High Productivity and Job Performance**

##### UW-Whitewater

- **128%** increase in career counseling and job searching student sessions, from 886 to 2,025 annually. Academic staff provided **7,849** sessions.
- **70%** increase in Career Services student registrations.
- **72%** increase in Career Services junior and senior minority student registrations.
- **37%** increase in student attendance at Career Services presentations, averaging **3,934** annually.

##### Westminster College

- **80%** of the senior class participated in *Senior Saturday*, an early September program created and implemented annually to energize and motivate senior students to initiate an early job search. A post-program survey indicated that **99%** of attendees would recommend *Senior Saturday* to the following year's graduating class.

##### Southwest State University

- Co-implemented successful video conferencing interviews at the Minnesota State Universities' Job Fair, (believed to be) **the first video interviews in the nation** to take place in a job fair setting.

##### Covenant College

- Designed and operated the college's first Career Planning and Placement Center.
- Created, organized and directed an annual career/job fair of six liberal arts colleges & universities.

Ms. Kwaterski, I believe that my knowledge of, experience in and passion for the field of Career Services is what you are looking for. I would very much like the opportunity to make an impact in the lives of the students and graduates of the University of Wisconsin Oshkosh as a member of the Career Services staff, providing progressive programs and services that enhance student learning and give UW Oshkosh students and alumni a distinct, competitive edge in the marketplace.

Thank you for your consideration. I look forward to hearing from you.

Sincerely,

Craig Mosurinjohn

\*\* My position as Director of Career Services at UW-W was eliminated due to budget reductions. The Assistant Chancellor of Student Affairs at UW-Whitewater had the challenge of having to cut \$236,000 and 2.35 positions from the Student Affairs budget during a previous biennium.

# CRAIG W. MOSURINJOHN

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## CAREER SERVICES EXPERIENCE

**Director of the Career Development Center**, University of South Dakota, Vermillion, SD 2006-07

- Managed career planning and employment programs and services in a centralized setting. (USD enrollment: 8,700 undergraduate and graduate students, full and part-time.) In process of: hiring all new staff, conducting employer home office site visits to increase institutional positioning and employer participation in post-graduate employment and internship postings, on campus recruiting and resume reviews for post-grad and internship opportunities, developing and delivering an All University Job & Internship Fair, collaborating with all Colleges/Schools & IT to fully implement the USD Graduate Survey and creating a comprehensive marketing matrix for promoting CDC programs and services to internal and external constituencies. Left USD, currently pursuing new career services opportunities.

**Director of Career Services**, University of Wisconsin –Whitewater, Whitewater, WI 1999-2005

- Managed all aspects of comprehensive career planning, internship and employment programs and services in a centralized setting. (UW-W enrollment: 10,500 undergraduate and graduate students, full and part-time.) Supervised and evaluated three academic staff (Associate Director, Assistant Director, and Career Development Specialist) and oversaw support staff (three Program and 12 Student Staff). Used eRecruiting software as the office management information system. Responsible for short and long range planning, assessment, policy development and budgets (GPR - state funded, Program Revenue and Gift accts).
- Academic staff increased career (undecided) and major (undeclared), internship & job searching and graduate school counseling sessions for UW-W's undergraduate and graduate students, alumni and community members from 886 ('00-'01) to 2,025 ('04-'05), an increase of **128%**. Academic staff provided **7,849** sessions ('00-'05). Directly provided **1,688** sessions ('00-'05). Utilized the computer-based FOCUS II career guidance program to assist students in determining career direction and major.
- Created and implemented the *'Hawk All-University Career Fair*, sponsored by Career Services and 12 student organizations represented by the Colleges of Business & Economics and Arts & Communication, and the Minority Business Program. Participants included **115** employing organizations and **860** students. Presented four All-University Pre-Fair job searching workshops (averaging **150** students/wksp), designed to prepare and energize students for the fair. A post-event survey indicated that **92%** of employers planned to participate in following year's fair. The *'Hawk Career Fair* took place annually the last Wednesday in September. Note: Anecdotal evidence suggests that more employers and students participated in 'Hawk Career Fairs than in any other prior career fair in UW-W's history.
- Created and implemented the *Etiquette Dinner & Dress for Success* program, sponsored by the Colleges of Letters and Sciences, Arts and Communication, Business and Economics, and Education. The Etiquette Dinner was hosted by an etiquette expert; Dress for Success is hosted by area retailers. Free tickets (\$15 value) were distributed to juniors and seniors based upon sponsorship level of each College. **302** students, staff, faculty and administrators participated in this event. A post-program survey indicated that **98%** of attendees (n=181) recommend this event to next year's junior and senior class. This Pre-Fair program took place annually the last Tuesday evening of September.
- Taught *Career Information*, a job searching course required of all students assuming a major within the College of Business & Economics (CBE). Three sections of this course were taught, averaging **98** juniors and seniors per section (Spring '05). The median student evaluation scores reflected a mean of **4.527**. (Likert Scale 1-5, n=205 usable evaluations) Taught this course as an overload, sustaining a vital connection between Career Services and CBE students.
- Partnered with Minority Business and Teacher Preparation Programs, increasing the percentage of junior and senior minority students registered with Career Services by **72%**, or 13.8% of all junior and senior registrants. Minority students comprised 9.9% of all UW-W students.
- Additional Career Services Statistics ('04-'05):
  - + Students Registered with Office -- 1513 (**70%** increase since '00-'01)
  - + Internships Posted -- 496
  - + Jobs Posted -- 3,480
  - + On Campus Recruiting -- 104 employers, 252 schedules, 1,845 interviews
  - + Attendance at Presentations: Campus and Community Outreach – 3,934 (**37%** increase since '99-'00)
- Career Services Office Planning and Review (Five Year) Report – Selected Findings:
  - + All Career Services staff indicated a high commitment level to serving students. Each staff member articulated very clearly the mission and goals of Career Services. [*Campus Review Team (CRT) Report*]
  - + The documents provided included Goals Statements for two consecutive academic years. The goals and associated activities suggested that the office is actively involved in retention efforts and earlier contact with students; they seem to be taking action to accomplish their stated goals. [*CRT Report*]
  - + It appeared that, overall, the Department of Career Services was well known and highly regarded by the UW-W community. [*External Review Team (ERT) Report. Team: Director of CS, UNC Chapel Hill & U of Tennessee*]

- + There seemed to be a general opinion among faculty and staff that Career Services has improved significantly in the last few years. Some attributed this directly to new leadership in the department while others noted more obliquely that Career Services seemed more cooperative and helpful than it had in the past. [*ERT Report*]
- + A number of faculty members commented that they were impressed with the work ethic of the professional staff and didn't know how they met all their commitments so well. [*ERT Report*]
- + Employer contact with the Director about recruiting efforts was seen as very positive. [*CRT & Self-Study Reports*]

**Director of the Career Center**, Westminster College, New Wilmington, PA

1995-99

- Developed and managed career planning and employment programs and services while supervising two professional staff (Assistant Director and Career Counselor) and overseeing support staff (Administrative Assistant, Business Institute of Pennsylvania interns and student employees). Responsible for policy development and operating budget.
- Directly provided **700+** career counseling, job searching and graduate school sessions for Westminster's undergraduate students, Lifelong Learning Program representatives (non-traditional students), alumni and community members. Used the computer-based FOCUS II career guidance program to assist students undecided about career direction.
- Created and directed *Senior Saturday*, an early September program designed to energize and motivate senior students to initiate an early job search. **80%** of the senior class participated in this event (option: AM or PM session) which included a Career Center program and service orientation, and employer and Career Center staff-led workshops: *Writing Targeted Resumes & Cover Letters*, *Job Searching Using Networking*, *Job Searching Using Technology* and *The Initial Interview: Your Opportunity to Shine!* Luncheon keynoted by an alumnus well networked in business and industry. Post-program survey indicated that **99%** of attendees would recommend *Senior Saturday* to next year's graduating class.
- Chaired the Technology Committee for the WestPACS Job Fair, a consortium of 32 colleges and universities in Western Pennsylvania (including Carnegie Mellon University, Duquesne University and the University of Pittsburgh). Led the effort in the development and implementation of a consortium website that allowed local, regional and national employers to post employment opportunities online. Additionally, led the effort to bring about employer-student interviews using videoconferencing to the job fair. Employer participants included AT&T Solutions (Chantilly, VA), Andersen Consulting (Washington, DC), and Sears, Roebuck & Co. (Chicago).

**Career Services Coordinator**, Southwest State University, Marshall, MN

1992-95

- Directed all career planning and employment programs and services as single professional in the office. (SSU enrollment: approx 2,700 students in '92-'95.) Responsible for policy development and operating budget.
- Provided **1000+** career counseling, job searching and graduate schools sessions and **100+** workshops and for SSU's undergraduate students, alumni and community members. Utilized the computer-based DISCOVER career guidance program with students undecided about career direction.
- Managed individual and group career counseling sessions utilizing academic advising and personal counseling staff.
- Co-taught *Life/Career Planning*, a course for credit to undecided students (four semesters).
- Implemented on-campus recruiting and computer job matching programs.
- Directed/Co-directed four career/job and continuing education fairs annually.
- Taught *Employment Skills*, a course for credit designed to prepare seniors for their job search (three semesters).
- Co-researched videoconferencing technology and solicited employer participation for employer-student video interviews during the Minnesota State Universities' Job Fair. Employer participants included IBM (Research Triangle Park, NC), Intel (Portland), and Kohl's Department Stores (Milwaukee). Note: The videoconferencing interviews were believed to be the first in the nation to take place in a job fair setting.

**Director of Career Planning and Placement**, Covenant College, Lookout Mountain, GA

1986-91

- Designed the Career Planning and Placement Center (CPPC) facility for the Covenant College community. Developed virtually all career planning and employment programs and services as a relatively new department. Responsible for policy development and operating budget.
- Provided **2300+** career counseling, job searching and graduate school sessions for Covenant's undergraduate students, Quest representatives (non-traditional students) and alumni.
- Emphasized early career guidance by administering and interpreting the Self-Directed Search to first year students. Counseled undecided students to actively participate in completing the computer-based SIGI PLUS career guidance program. Followed up with sophomore undecideds.
- Taught *Career/Life Planning*, an interdisciplinary two credit course (six semesters).
- Conducted residence hall workshops geared toward early career preparation.
- Initiated, organized and directed OPPORTUNITIES, an annual career/job fair implemented by a consortium of six liberal arts colleges and universities ('88-'91).

**Career Planning and Placement** and Residence Life, University of Wisconsin-Oshkosh

1992

Created job searching kits for professional and paraprofessional staff members to utilize in their residence hall programming efforts. Counseled students undecided about career direction as well as in resume writing, job search strategies, interviewing skills and graduate school planning. Provided on-campus workshops on similar topics.

Managed the on-campus recruitment program. Promoted St. Norbert College and its students to area employers through home office visits to create job opportunities for graduating seniors. Counseled students and alumni with career concerns. Participated in summer orientation sessions promoting Career Services' programs and services.

### ADDITIONAL TEACHING EXPERIENCE

**Instructor, *Pathways to a New Career***, University of Wisconsin – Milwaukee Spr 2006

- A UW-Milwaukee online career transition course for adults seeking guidance for change in their working lives. Assisted students in identifying and articulating career interest and strengths, examining choices for career advancement and making decisions to maximize their career potential.

**Instructor, *Career Information***, University of Wisconsin – Whitewater 2005-06

- A job searching course required of all students assuming a major within the College of Business & Economics. Taught six sections of this course as an overload, averaging 96 juniors and seniors per section.

### RELATED EXPERIENCE

**Student Services Program Manager 3**, Department of Student Life, University of Wisconsin – Whitewater 2005-06

- Coordinated the *'Hawk Career Fair, Etiquette Dinner* program and all Pre-Fair job searching workshops.
- Investigated and adjudicated university non-academic misconduct cases.

**Residence Hall Director**, Department of Residence Life, University of Wisconsin-Oshkosh 1983-86

- **Career Planning Intern**, Career Planning and Placement Office
- **Co-Instructor of Career Planning Class for Undecided Freshmen**, College of Education and Human Services

### PROFESSIONAL ASSOCIATIONS

National Association of Colleges and Employers ('86-'08)

American Association for Employment in Education

Marshall Area Toastmasters Club

Wisconsin Assn of Colleges and Employers ('99-'06)

- President
- Co-Chair: Employer Recruitment Ad Hoc Team
- Presentations/Co-Presentations:
  - + *It Worked for Georgia...Moving Toward One Common (State Employment Database) System*
  - + *Alternative Revenue Generating Ideas for Career Services: State & National*
  - + *Job Shadowing in Recruiting and Career Services- Find Out What We Really Do!*

## **CONTINUING EDUCATION**

### **NACE Management Leadership Institute for Career Planning and Placement**

E. Clairborne Robins School of Business, University of Richmond, Richmond, VA

- Enhanced skills and knowledge in strategic planning, marketing, human resource management, financial management, leadership and ethics.

### **NACE Camp Cyberspace**

Pratt Institute, Brooklyn, NY

- Participated in hands-on training in learning and applying computer technologies to career services.

## **EDUCATION**

Master of Arts, Wheaton Graduate School, IL 1985

Point 1978

Program: **Counseling Psychology**

**Psychology**

Bachelor of Science, University of Wisconsin-Stevens

Major: Communicative Disorders Minor: