

ANNUAL HIGHLIGHTS

2022 - 2023



Hope COLLEGE

BOERIGTER CENTER FOR
CALLING AND CAREER

EXECUTIVE DIRECTOR UPDATE

Greetings from the Boerigter Center for Calling and Career!

I am excited to share this update with you! This past year has been a year of blessings for us. I am extremely grateful for...

- A newly renovated and expanded office space that easily outshines most career centers across the country.
- The largest incoming class in Hope's history, which reflects our positive momentum as a college.
- Five new staff members that have quickly gelled with our existing staff to become an innovative, high-performing team.
- Highly collaborative relationships with faculty and staff across campus, all connected by a common mission.
- Our faithful employer partners and sponsors who have shown commitment over the years, and our new corporate friends who are looking to Hope to fill talent needs.

Finally, I am overwhelmed with gratitude for our alumni and friends who volunteer their time and treasure to make all of this happen. Your contributions turn into life-changing experiences for our students, and we feel so privileged to watch it happen every day.

Please read on to get a snapshot of this past year. I was not able to list all of the great things that are happening, but hopefully, you will get a glimpse of the things that make me thankful to go to work every day!



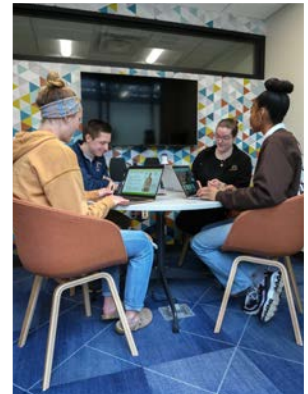
SHONN COLBRUNN
EXECUTIVE DIRECTOR
BOERIGTER CENTER FOR CALLING AND CAREER

A handwritten signature in black ink that reads "Shonn Colbrunn". The signature is fluid and cursive, written in a dark blue color that matches the page's branding.

HIGHLIGHTS FROM THE YEAR

NEW EXPANDED OFFICE

Perhaps our most exciting highlight from the year was the opening of our \$2.47M renovation on the main floor and lower level of the DeWitt Cultural Center! The current Boerigter Center space was upgraded and expanded, evolving into a collaborative hub that now includes the Center for Leadership and the Office of Alumni and Family Engagement. A dedication ceremony and open house were held in April to thank the many donors and corporate sponsors who made it possible.



We have already been using the space in exciting new ways:

- The large gathering area “under the glass” has served as a hub for presentations, events, and receptions with students, alumni, and employers.
- Our 30-person Learning Lab, which is optimized for hybrid classes or virtual events, has been the location for CFL presentations with companies, meetings, and student workshops. Going forward, this will be the space for Leadership minor classes and First Year Seminar class presentations.
- Four interview rooms are very popular when students need a quiet space for online interviews.
- Our innovative work room was used daily by CFL student consulting project teams.
- The Alumni & Family Lounge features mementos reflecting the nostalgia of the Kletz.
- Multiple conference rooms, collaborative work areas, and staff offices are set up to ideally support our work and appointments with students.
- Comfortable, open spaces on both levels are almost always filled with students throughout the school year.

If you haven't seen it yet, please stop by anytime to take a look and say hello!





In March, we participated in the Catalyst Summit, which featured Malcolm Gladwell and many other guests to discuss the Hope Forward initiative. We were excited to host a lunch and learn session entitled "Preparing for the Future of Work." We discussed workplace trends and ways in which Hope is helping students get ready for what the workforce is expecting.

ACADEMIC PROGRAM INVOLVEMENT

One key goal for our office is to embed lessons related to calling and career into the classes students take for their majors. By working closely with faculty to find the right fit, we surpassed our 2025 goal of one class in every academic division (now up to 11 in total). With this approach, vocational learning happens with faculty in the context of discussions specifically related to students' majors. We are continuing to partner with faculty in new departments to add even more content.

STARTING SALARIES

One metric we track is the median starting salary of our graduates. In a time when inflation is on the rise, I'm happy to share that starting salaries have risen 30% since 2018. This exceeds our 2025 goal of 25% growth (with two years to spare). While salaries vary widely depending on a student's chosen career path, we continue to stay focused on building relationships with high-paying organizations across industries for the benefit of our students.



ENGAGED STUDENTS

While we continue to engage students through classroom presentations, events, and appointments, we are seeing additional traction with digital engagement. This included providing content through videos, such as our popular “Faith and Calling” series that featured 13 respected professors, chaplains, and advisors. Our social media followers on Instagram increased 54% from 463 last year to 712 this year. In addition, our monthly email open rates improved from 45% to 62%. We have learned that it’s important to meet students where they are at while also inviting them to experience the personalized in-person experiences that are uniquely Hope.



FOLLOWERS ON INSTAGRAM

463

712

 **54%**
INCREASE



EMAIL OPEN RATE

%45

%62

 **17%**
INCREASE

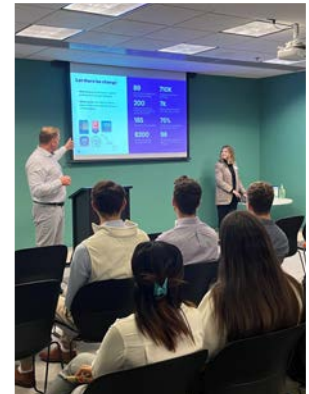
INNOVATORS AWARD

PeopleGrove, the software company behind the Hope College Connection, was so impressed by our “Where Will You Go?” interactive map that they presented us with their inaugural Innovator’s Award this past year. Amanda Root accepted the award on behalf of Hope College at their annual conference this past August.



EMPLOYER ENGAGEMENT

Demand is growing for Hope students. Our Fall Career Fair was packed with many big-name companies, and we drew in a record number of students at the event. We exceeded our annual corporate engagement goal as representatives from dozens of organizations connected with students throughout the year, including two prominent consulting firms (McKinsey and Accenture). In addition, we launched our sponsorship program to highlight specific organizations on our digital monitors and through social media, increasing visibility with our students. We are very grateful for these relationships and look forward to strengthening them in the years to come!




PROFESSIONAL CLOTHING VOUCHERS

Not all students come to Hope with clothing typically needed for career fairs and job interviews. Thankfully, we were able to use funds from a grant and donors to take a group of students shopping who otherwise would not be able to afford it. One student shared, "It was truly an incredible experience getting to purchase clothes for my professional wardrobe. Being a first-generation student, I never realized the importance of having professional clothes to wear as I prepare to enter the workforce. Through this experience, I began my professional wardrobe and learned a lot more about the importance of professionalism. Thank you!"

FEATURED EVENTS

Fall Career & Internship Fair (& Early Access Reception)
H Club Hope College Connection LIVE: Athletics Alumni & Student Athletes
Center for Diversity & Inclusion Casual Conversations - Where Can We Go?
Resident Assistant Development Day
Off-Campus Domestic Internships Training
Hope College Connection LIVE: Grand Rapids
Accessibility and Inclusion Career Workshop
Personal Finance Workshop
Latino Student Organization Resume/CV Workshop
Resident Assistant Interview Prep Workshop
DiscoverWork Drop-In Session
CFL Leadership Development Retreat with Athletics
Your Health Lecture Series (pre-health students)
Black Student Union Resume Session
Anchor Day Campus Conversations - Boerigter Center
CFL Leadership Development Retreat with CDI
Help! I'm Still Undecided Workshop
Resume Workshop 1GEN Student Union
Resume Drop-In/Launch Event for Career Fair
Hope College Connection LIVE: Around the World
Health Professions Showcase
Hope College Connection LIVE: Leadership
Employer Internship Training Session
Advising Students Under the New Curriculum
Leadership Minor Information Sessions
Spring Career Fair (& Early Access Reception)
Admitted Students Day
Hope College Connection LIVE: Chicago
Pre-Health Multiple Mock Interviews
Designing FYS Courses (Anchor Plan Series)
Summer Career Accelerator Kickoff
Summer Career Accelerator Employer Showcase



NEW STAFF MEMBERS

Krista Carter

Krista joined the team last August as an Academic & Career Advisor. Her prior experience as an academic counselor, program director, and writing instructor at Calvin University allowed her to jump into grant writing and advising our students.



Stanley Duncan

Stanley works in our office and in Hope's Student Development office as the Coordinator & Advisor, Student Learning Communities. His prior work at Anderson University prepared him well to work 1:1 with students and oversee First Generation student programming.



Maricela Mireles

Maricela initially joined the team to lead operations and events and was quickly promoted to the role of Career Advisor & Operations Manager. She brought strong organizational skills and years of experience working with students in Hope's TRIO Upward Bound program.



Nic Pangborn

Nic serves as our Career Advisor & Content Specialist. His past experience at Clemson University and in film production in Los Angeles have helped us up our game in communications and social media. In addition, his diverse experiences have provided great perspectives to our students!



Jill Roof

Jill joined the Center for Leadership in November as the Program Manager. Her prior experience in public policy and government work has helped us expand the reach of our program and build research and presentation skills with our students!



STAFF IN THE SPOTLIGHT

Shonn Colbrunn

- National Association of Colleges and Employers (NACE) Insights Newsletter: [Creating an Interactive Visualization of the Scope of Jobs, Hope College's Alumni](#) (August 2022)
- WHTC - Hearing Voices with Scott Watson: Labor Market Update (October 2022)
- Christ Memorial Church, Holland, MI: Career Advice from God (November 2022)
- TEA/HRG Human Resources Fall Conference, Grand Rapids, MI: Hiring Gen Z: What's Important to Them Now and How to Attract Them to Your Company (November 2022)
- U.S. News and World Report: [How to Write a Resignation Letter](#) (May 2023)



Stanley Duncan

- Association of Christians in Student Development (ACSD) Conference: 1GenHope: Hope College's Approach to Supporting First-Generation College Students (June 2022)



Amanda Root

- PeopleGrove Annual Conference: Where Will You Go? Connecting Students on Campus with Alumni and Families Around the Globe (August 2022)

Shannon Schans

- Hope Faith and Scholarship Speaker Series: Living Hard or Hardly Living: Strategies for Operationalizing Vocational Discernment (June 2023)

Dr. Ryan White

- News from Hope Magazine: [Blazing Trails](#) (August 2022)

WHAT'S COMING

EXPANDING LEADERSHIP PROGRAMMING

Hope's Center for Leadership (CFL) experienced another successful year with growth in all areas, especially the number of declared Leadership minors (up another 24% to 62). Looking ahead, we expect to expand our impact through more consulting clients and students, more leadership development retreats (including the Hope Forward Scholars), and a revamped curriculum for the Leadership minor.



PEER ADVISING PILOT

With the financial resources from a new grant from NetVUE, we are excited to launch our Peer Advising program this fall! In this program, upperclassmen students will be assigned to each First Year Seminar section as a teaching assistant and mentor to all of the first year students in the class. Through 1:1 connections, peer advisors will be an additional resource to help new students with the transition into college. This program will contribute to the college's goal of maintaining a first-year retention rate of 92% or higher, which is typical for top universities.

EXPANDING BOERIGTER CENTER LIAISONS

As a part of our desire to partner more closely with faculty to help students with career preparation, we started establishing "Boerigter Liaisons" - members of our staff who would be officially assigned to academic departments. We piloted this approach this past spring with Art & Art History, Communication, Education, History, Nursing, and Psychology. We will continue to expand to other departments this fall.

WHAT WE HEARD



ALUMNI

I have recently taken a position at Gordon Food Service, as a cost analyst. Thank you again for all of your help in preparing for interviews, getting my resume right, getting me connected with people, etc. I am sure that made a difference in this process, as I was able to get a role with a great company.

CFL certainly helped me build the foundation to make it through a few levels on a consulting firm which set me up well for a quicker rise at Blue Cross. You've been such a blessing to so many students and have helped keep that place running! Thank you, Sarah!!

I wanted to give you a little update: I got a job offer to work for a company called Common Grounds. They are a crisis organization and I will be working on the operations side of things. I start tomorrow and am so beyond excited about this opportunity. Thank you for all of your help and support!

I am writing to thank you for your help with my job search over the summer, and for connecting me with Brown and Brown. I began in November and am in the middle of my first stint of my rotational program. I am really enjoying it so far and am learning so much. I cannot thank you enough for all the support during the process.

I wanted to thank you so very much for all your support throughout this process and for being one of the first voices that I believed when you told me I can do this. You have been so helpful, and I felt so much better going through this crazy process, knowing that you were always available to answer my questions and offer insight. Thank you so much again. I am so excited about this next chapter!

I wanted to reach out and let you know that I was accepted into graduate school! I will be heading to the University of Wisconsin-Madison in August for my MBA with an HR specialization. I wanted to say thank you for all your help with my letters of recommendation and for taking the time to write and submit each one. My applications were made all the stronger with your kind words.

I can't believe I'm saying this, but I just received my acceptance letter for GVSU!! I submitted my application last week (Friday), so I was shocked to hear back so quickly. I just wanted to let you know and also thank you again for all the advice and support as I began this process.





EMPLOYERS

I loved getting to speak with the students and am really impressed with those who attended! I hope this event continues in the future – I wish it were a thing when I was at Hope! :)

We have recruited on campus for several years, and the students we talked to in the Virtual Career Fair were more prepared and engaging than we have seen in the last couple of years! Students came prepared with questions and had done prior research on our organization. Multiple of them followed up with me after thanking me for my time. For our sake, it was a great way to meet a lot of students in a short time and get our name out there. I'm hoping it translates into a strong turnout this fall.

Thank You to the CFL Team – as well as Consumers Energy, for making this project happen. Fascinating topic indeed; the students and their mentor Bob conducted exceptional work. Grateful. And much looking forward to continued engagement in Phase 2 of this important undertaking!

It was a fantastic experience working with each one of you. We're incredibly grateful to the CFL program for pairing us with such high-caliber young professionals. You tackled a complex challenge this semester, acquainted yourselves quickly with a difficult concept, and produced meaningful and actionable recommendations for our team. Props to each of you for your professional skills, people skills, and project management.

It has been great to work with you and this team, Bill! Thanks to you and the CFL team for the great work you guys have been doing. We appreciate it! Hope to see you all again soon.

Excellent job, team! Way to roll with the punches and deal with technology challenges on the fly. Impressive project and quality presentation.

This particular CFL Project was divided into semesters (fall '22/winter '23). As with the first semester, the CFL students involved in Phase 2 demonstrated outstanding research and analytical skills, as well as strong presentation skills. In the end, their recommendations were, in my opinion, spot-on. Grateful to have engaged with the CFL to learn more about EV for Ottawa but also rewarded to see how well served our community will be with these outstanding impending college graduates!

The entire team worked hard, had wonderful communication, and delivered amazing results. Every member acted extremely professionally throughout the entire process, and it was easy to engage in and participate from the client's side. I would highly recommend this program!

Very impressed by the research and insights from the team. It was a great investment, and I will definitely do this again.





PROFESSORS

Just wanted to say thank you for coming and sharing with the students yesterday. Always great information!

Just want to say "thanks" again for visiting my senior seminar class yesterday. As always, you were engaging, supportive to students, and extremely knowledgeable about the StrengthsQuest material in a way that is really useful. And it is so gratifying when the main points you make are the ones we've been focusing on in the seminar! Great minds think alike. I hope students will take advantage of the opportunities that the BCCC provides for them. Thanks again for your good work.

Thank you so much for coming in early today to share your expertise and wisdom with my students. Since class time, I've talked to several of them, and they appreciated your passion and knowledge. I'm blessed to have you as a colleague, helping and guiding our students in the way that God intended for them to go.

Thank you, Megan. I had 8 students attend. One student went out of her way to tell me that she liked it and that they mentioned a lot of things that she hadn't thought about before. I liked the format of a short talk and then questions. Overall, great panel.

Students were really thankful for the session and affirmed as one mind that it was helpful, so I'm really pleased, and I knew it would help them to discern.

Thank you for allowing us to use the new Boerigter Center "Under the Glass" and classroom. What a great space for a small event like our alumni guest speaker event with Jim McFarlin. This was a great opportunity for current Hope Communication students to hear the professional life story of an alumnus who will be inducted into the Journalism Hall of Fame later this month. What a great space you have that will serve to benefit the students of Hope College for years to come!

STUDENTS

I am excited to say that I have been accepted to the University of Michigan - Flint PA Program for the class of 2025! I have accepted their offer and will start this January! Thank you to both of you for your guidance and support as I went through the process of getting here. Go Blue!

I accepted the EL position at ZPS for this upcoming school year. Thank you so much for your help in preparing for the interview!





STUDENTS CONT'D

Recently, I got a job offer from Social Security Services that I have accepted. It's at the Holland office, and I'll be starting at the end of September. I just thought you would like to know. I also wanted to say thank you for all your help and support throughout this process and my four years at college. I couldn't have done it without you. I can't thank you enough for the opportunities you've given me and for helping me to better know my self-worth. Thank you.

Wanted to say to both of you a BIG thank you for your help in this next step of the Dow interview process. I had my interview with the Dow CDP director this morning, and I think it went well! Overall feeling good, and wanted to provide an update! Thanks again!

Thank you for dedicating your Tuesday and Thursday mornings to us this semester. You shared vulnerably, and you taught from both your experiences and your heart. We are better for having heard both! On day one, you stated that your goal was to make this our favorite class of the year. I was pleasantly surprised to see it become just that!

It was so great to talk with you! Very helpful, and I really enjoyed our conversation! Thank you for the link to Hope Connections; it is such a great resource. Thank you for everything.

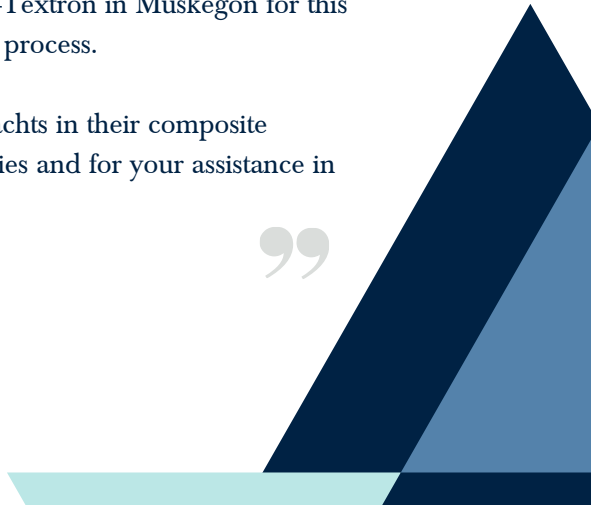
I wanted to update you on my admission process to the GVSU Nursing program. I thought my interview went pretty well, even with a couple of expected slip-ups and a generally awkward demeanor from my interviewers. I just heard back yesterday that I was admitted into the program for this coming January! I appreciate your advice and support!

I have considered my offers for this summer, and I have decided to accept an offer from Stryker for a Robotics R&D internship, so I will not be doing research at Hope. I appreciate all your help and advice in this process. I found many of the tips from your internship sessions to be useful throughout all of my interviews and networking calls. Thank you!

I actually just accepted an intern position at Shape Corp. for the summer yesterday afternoon. Thanks for reaching out to all of those companies, and your help throughout this process has been greatly appreciated. Thank you again!

I just wanted to let you know I have accepted an internship at Kautex-Textron in Muskegon for this upcoming summer. Thanks again for all your help with the internship process.

I wanted to let you know that I just accepted an internship at Tiara Yachts in their composite department. Thank you for forwarding my resume to various companies and for your assistance in this process.





STUDENTS CONT'D

I am glad to say that I have heard from Robert Bosch and I will be interning for them this summer. Thank you for taking the time to send out my resume to them. Have a great day.

I just wanted to reach out and say thank you so much for all of your advice from cleaning up my résumé to mock interviews to job opportunities. It has been so helpful. I actually got the position at Northgate, and I am so excited. Thank you for all of your help!

I wanted to just update you on my shadowing hour situation over break. I ended up going into some dental offices and one ended up hiring me on the spot. I met with the dentist, and he offered me a full-time dental assistant position. Thanks again for all your help.

I wanted to reach out and thank you for connecting me with Don at Campaign Resource Group. I ended up getting a job offer from him as their events and fundraising manager. I accepted the offer, and I am super excited to start there in May!

As of this morning, I accepted a position at Tiara Yachts for a summer internship with their process engineering team. Thank you for reaching out to give me this opportunity, to begin with.

I just had an interview two days ago for a civil internship at the engineering company called Hubbel, Roth and Clark, Inc. Today I just received an employment offer from them which I plan to accept. Thank you for helping me and getting me internship opportunities.

I wanted to update you on my job search. Just accepted a job with Cintas today! Management Trainee that will lead to a Sales Rep job after 15 months! Thanks for everything you have done to help me along the way and for putting me in contact with Christina!

I just wanted to let you know that I received an internship offer from G.S. Precision this summer - I accepted, and I think it will be a great experience for me to work on their continuous improvement team. I start on May 22nd so I should get in a solid three months of work experience. Thank you for your help and support throughout the internship process!

I'm emailing you to inform you that I have received an internship for this upcoming summer with Shape Corp. Thank you for your help.

I know this was not a "real" interview so a thank you note is not necessarily required, but I wanted to thank you anyway! I was very nervous about this, but your kindness and encouragement made me feel more confident about my future interviews. Thank you for taking the time to do this and for offering very helpful advice.



ABOUT THE BOERIGTER CENTER

Hope's Boerigter Center for Calling and Career, opened in the fall of 2018, is a college-wide initiative that seeks to inspire students to engage in lifelong practices of career development by emphasizing discernment, preparation, and pursuit.

Programming for the Boerigter Center is designed to enable all Hope students, beginning in their first semester, to understand their strengths, engage in experiences that directly connect to career preparation, discern vocational and life goals, and ascertain clear next steps toward their future. The Boerigter Center was made possible by a major gift from SoundOff Signal in honor of founder and chairman George Boerigter, who is a 1961 Hope College graduate, and his wife, Sibilla.





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**CAREERS@HOPE.EDU | 616.395.7950
HOPE.EDU/BOERIGTER**