



*The Boerigter Center for Calling and Career*  
**2019-2020 HIGHLIGHTS**



## ABOUT THE BOERIGTER CENTER

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*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.*



*Executive Director Update*

# HELLO FRIENDS!

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*As we wrap up our second year for the Boerigter Center for Calling and Career, I look back and see a time of both significant accomplishments and unexpected challenges. We started the year with a “construction” theme as we made plans to build out programs and launch new software platforms. The following months brought energy and excitement as we kicked off new programs and engaged more students in our offerings. Our plans significantly altered in March as the COVID-19 pandemic drove Hope College to online instruction and remote operations. As we wrap up the year, we find ourselves in a situation that continues to have high levels of uncertainty about the labor market.*

*Through all of this, I look back with a sense of pride, and I look forward with a sense of hope. I’m proud of all that our team accomplished this year, and I’m proud of how we are responding to the COVID-19 crisis. I’m hopeful for our students and the future. As the world heals and opportunities become more abundant, the Boerigter Center will be working even harder to help our students and alumni find their calling and paths to success.*

*Thank you, friends, for your support of our office and Hope College! We are well on our way to achieving our vision of nationally-recognized leadership for career and life preparation for our students!*

*Shonn Colbrunn*

Shonn Colbrunn  
Executive Director  
Boerigter Center for Calling and Career



# BOERIGTER CENTER GOALS

This year saw active progress on all of our five main objectives.

## Student Engagement

- Activated the self-scheduling feature of Handshake for students to easily make appointments with our office from their computer or mobile device.
- Launched the Mentor Map framework and Mentoring 101 workshop, teaching 333 students skills for establishing relationships with multiple life mentors.

## Employer Engagement

- Established a framework for building and maintaining relationships with key employer partners.
- Hosted three job fairs with 121 employers in attendance - the most ever in Hope's history.

## Alumni Engagement

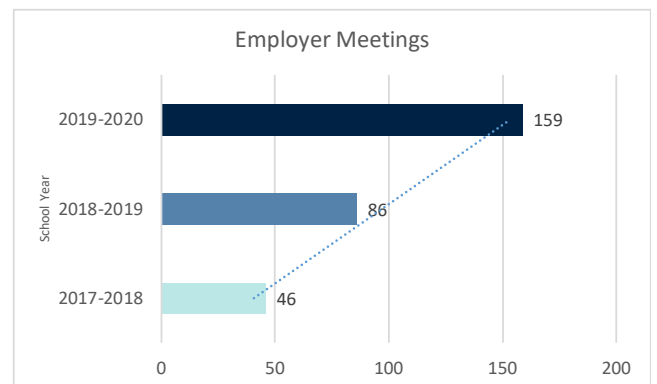
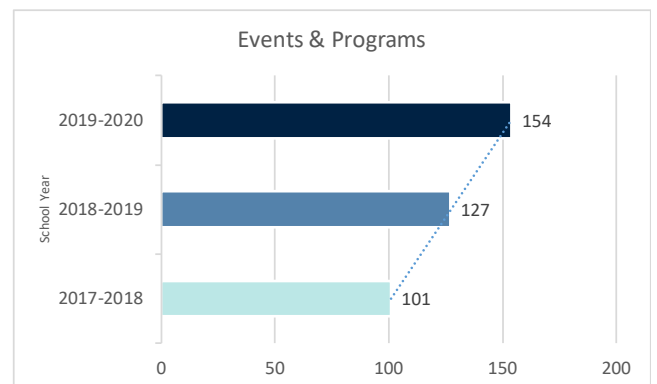
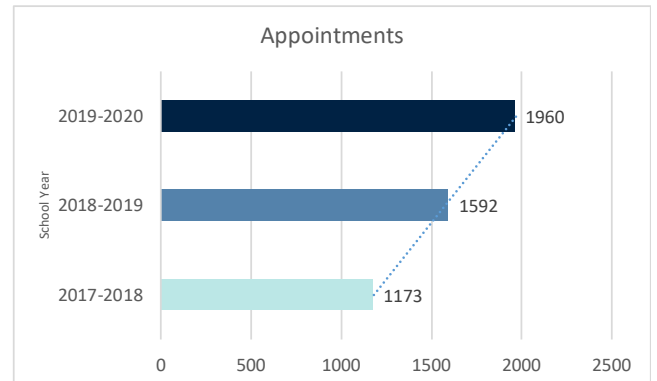
- Launched The Hope College Connection, an online platform for networking and mentoring. So far, 200 students and over 2,100 alumni and mentors have registered and engaged in active networking.
- Continued the successful DiscoverWork program, establishing opportunities for alumni from across the country to host students for short-term job shadowing.

## Integrated Advising

- Launched PathwayU, an assessment and career-matching tool for students. PathwayU provides opportunities for career exploration in areas most aligned with interests, values, and workplace preferences.
- Created new educational workshops for faculty through an advising professional development series.

## Academic Program Involvement

- Taught three class sections of Hope's First Year Seminar program and two class sections of our Second Seminar focusing on deeper career discernment.
- Created and launched an applied learning internship class for students from multiple disciplines.
- Administered funds from a NetVUE grant to fund the redesign of five core departmental courses with calling and career content and provide experiential learning stipends to six students.



# SPOTLIGHTS

Noteworthy areas that make us proud!



## National Recognition

This spring, the Boerigter Center was recognized by Colleges of Distinction for excellence in career development. Colleges of Distinction bestows the recognition on programs that have a “superior ability to think ahead about how their students will succeed after they graduate.” Criteria for selection include providing integrated career exploration across a student’s entire time at college; accessible programs and training; a career-center staff; assessments to help students clarify their skills, interests and career goals; and strong employer relations that include involving and assisting alumni. Hope College is one of only three colleges and universities in Michigan to be recognized for this achievement.

## Early Access Reception

Our Spring Career and Internship Fair this February included a special reception prior to the event for select student groups. After employer representatives set up their tables for the fair, they were invited to a casual reception with students from our Phelps Scholars program, multicultural student organizations, and WISE (Women in Science and Engineering). This event allowed for more relaxed conversations and a chance for students and employers to get to know each other. Employers also walked away with a curated book of résumés pre-submitted by the students in attendance.

## Skills Development Program

As a supplement to the comprehensive liberal arts curriculum that serves as the hallmark of a Hope education, we delivered a number of extra-curricular programs focused on key skills and competencies valued by employers.

- We are in our third year of delivering digital badge programs on the topics of critical thinking and intercultural fluency. In conjunction with Hope’s Center for Diversity and Inclusion, the Boerigter Center has been at the forefront of digital badging efforts led by the Education Design Lab, a national leader in skill development programs.
- In partnership with the VanWynen Library, the Boerigter Center launched an online learning program to 46 students this spring to become certified in Tableau, a popular data analytics and visualization tool. The program included enrichment sessions featuring panel discussions with executives, professors, and young alumni.





### COVID-19 RESPONSE

As the COVID-19 pandemic began to impact college operations in March, the Boerigter Center team quickly shifted our focus to two key priorities:

- **Serving Students.** We immediately transitioned to virtual appointments using Google Meet technology and opened up additional times for our standard appointments, class assignments (mock interviews), and pre-registration advising. In addition, we worked with faculty to develop supplemental learning activities for internships that were cut short.
- **Finding Jobs for Seniors.** We started with a targeted survey to graduating seniors to understand how we could be most helpful, and we followed up with hundreds of phone calls and résumé reviews. We hosted multiple webinars providing job search advice, and started “Colbrunn’s Corner,” a daily video series highlighting real job leads and useful resources - exclusively for graduating seniors and Hope alumni.

### THE FUTURE OF WORK

The Boerigter Center was featured in the college’s Board of Trustees meeting in January, which included a plenary session on “The Future of Work.” Highlighting one of the elements of President Scogin’s vision for the future, Shonn Colbrunn and Scott Travis prepared materials highlighting five key trends in the workplace. Shonn also led a presentation providing an update on how Hope is preparing students for the workplace. The session wrapped up with a time for active dialogue and input with the Trustees.

### DALE AUSTIN HONORED

Dale Austin received the honor of being selected as the 2019-2020 presenter for the “Last Lecture Series” organized by the college’s chapter of the national Mortar Board honorary society. In his address on November 11, entitled “Off the Record: Adventure, Purpose, Service,” Dale reflected on his life and 38-year career at Hope College. The series title “Last Lecture” is rhetorical. The lectures are not literally presented as the last that the speakers will deliver at Hope, but are meant to highlight the advice that faculty and staff would most want to share if the event was indeed their final opportunity to address the college’s students.

### NEW TEAM MEMBERS

We were excited to welcome two new members to the Boerigter Center team this year.

- **Ned Nielsen** came to Hope this past fall with a joint appointment as both an engineering professor and career advisor. In addition to his teaching duties, Ned works closely with our engineering students on résumés and internship preparation. In the coming years, Ned will also lead a new summer off-campus study program for engineering students in Berlin, Germany.
- **Yolanda Vega** joined the team this year and serves as a senior academic and career advisor. In addition to helping students explore majors and careers, she also oversees Hope’s Summer Bridge program and our First Gen Student Union. Prior to joining the Boerigter Center team, Yoli was the director of Hope’s Phelps Scholars Program. We are so happy to have her using her talents to continue to make a difference in the lives of our students.



# IN THE MEDIA

Did you see our expert advice online?

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FAST COMPANY

UB University Business

## AUGUST 27, 2019 | FAST COMPANY

In Stephanie Vozza's Fast Company story on exit interviews, [Shonn Colbrunn provided helpful advice on how to gracefully make job changes throughout your career.](#)

## MAY 15, 2020 | UNIVERSITY BUSINESS

University Business published a [round-up of 14 ways campus career offices are serving students during school closures](#) by Melissa Ezarik. The Boerigter Center is included in "Part 4" at number 14.

# WHAT'S COMING

Developing programs and initiatives

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## BUILDING BRIDGES THROUGH EDUCATION

This spring, Hope College joined an initiative called "Building Bridges Through Education," which is run by the West Michigan Hispanic Chamber of Commerce. The goal of this collaborative program is to create a career pipeline for Latinx students through colleges and universities into major employers in West Michigan. Beginning this fall, Hope students will engage in workshops, part-time jobs, internships, and mentoring as a part of this initiative. We are really excited to be a part of this program and the possibilities it will bring!

## JOB-READY SKILLS DEVELOPMENT

The popularity of our Tableau certification and digital badging initiatives aligns well with President Scogin's priority of preparing students for the future of work. As we look ahead to offer badges and certifications in other areas, we will work with our colleagues across faculty units and other support offices to determine the best way to teach skills to our students.

## NEW SPACE IN DEWITT LOWER LEVEL

Since the Bultman Student Center opened in 2017, the old Kletz in the lower level of the DeWitt Center has remained unused. We are extremely excited to announce that Hope's Administrative Council just decided to allow the Boerigter Center to expand into this space, along with the Office of Alumni and Family Engagement and the Center for Leadership. The proximity to the existing Boerigter Center is ideal, and it provides an opportunity to meet our need for interview rooms and larger gathering spaces. In addition, the overlapping missions of our three offices will create an ideal hub for intersections between students, alumni, and employers. This decision is an indication of the college's continuing enthusiasm for the work of the Boerigter Center, and it creates another opportunity for us to demonstrate national leadership in space design!

# WHAT WE HEARD

Our constituents share their feedback and experiences.

*"After contacting the alumni you suggested, I ended up having conversations with ~10 of them and they were able to give me a good overview of what working in the aerospace industry is like. I wanted to let you know that I recently accepted a job with SpaceX to test rocket engines in Waco, Texas. This is quite literally my dream job and I'm super excited for it. All this to say, networking has been really helpful for me in finding internships and jobs and I'm super glad I came to the Boerigter Center for your help.*

- Hope Student

*"Thank you so much for teaching this course! You have invested so much into me this semester, and you have helped me reframe the way I think about career and vocation. I admire your willingness to share from your own experiences and hearing your personal story encouraged me so much. I'm so glad I took this class."*

- Hope Student (Second Seminar Course)

*"I wanted to express how much Bill and I enjoyed our visit and how impressed and encouraged we were with what you are doing and planning to do to help current students and alumni navigate toward successful careers. Keep up the good work!"*

- Community Leader



*"I truly look forward to a great collaboration and partnership between Hope College and the West Michigan Hispanic Chamber of Commerce. I am excited about a great future for our community in West Michigan and for having leaders like you that are working hard to change models and bring new opportunities for our communities of color. We genuinely appreciate you!"*

- Community Leader

*"Last week, I had Marissa and Abby come to job shadow me here at Herman Miller. They were absolutely wonderful guests. They asked great questions and it was fun to get to know each of them and hear about their thoughts about what they might want to do with their careers. My coworkers LOVED having them visit. My boss even let me know afterwards how thankful she was that I held that meeting with the students and the work team. I could tell it helped them a lot to visualize what the workload can be like in a job like this one. I would love to host students again next year!"*

- Hope Alumna

*"I just wanted to thank you and your colleagues at the Boerigter Center for planning the Hope Connection Live event last night in Lansing! I greatly appreciate the informational emails that were sent out periodically leading up to the event, as well as the simplicity of the RSVP on Handshake. Thank you also for bringing in so many outstanding alumni! It was a privilege to speak with and learn from them."*

- Hope Student





*"Thank you so much for helping me throughout the interview process this year as well as last year. Through our mock interviews, I was able to learn so much valuable information on proper interview etiquette. With this being said, I am happy to tell you I have accepted a full time audit position with Beene Garter."*

*- Hope Student*

*"I'm reaching to say 'Thank you!' for all your team is doing to keep students engaged and encouraged online over the past few months and into the summer. The Boerigter Center is making a difference in the Hope Community and that is because of you and your entire team. Thanks for being a great resource to our students and great colleagues to work with!"*

*- Hope Staff Colleague*

*"My wife and I had the privilege of being at Hope College on Anchor Day this past week. We got to enjoy your presentation on Career & Calling and I have to say, I was very impressed. I believe that what the Boerigter Center for Calling & Career is doing is SO RIGHT ON! My only regret is that I didn't have this kind of resource and philosophy when I was in college!"*

*- Prospective Parent*

*"As you may recall, we had a mock interview earlier this month to practice for a Graduate Assistant position. I just wanted to give you a big thank you for the advice, encouragement, and confidence. I got the position! I couldn't have done it without your guidance! Thank you so much!"*

*- Hope Student*

*"Our daughter is a freshman at Hope this year. Thankful for the Boerigter Center which has already helped her! Also, I am a practicing physician in Texas, and the Boerigter Center has already connected me with a premed Hope student. Keep up the good work!"*

*- Hope Parent*

*"Thank you for inviting us to participate today---what a great event! As always, it's such a pleasure to connect with you and the awesome team at Hope! Thank you always for your hospitality and partnership."*

*- Employer Representative*

*"Thank you once again for meeting with me this afternoon regarding the field of HR and helping me in my process of discerning how I can integrate my passion for people into an actual job. Your variety of experiences in the past have clearly led you to the success and the passion for the work you are currently doing, and that is really inspiring for students (like me) to see!"*

*- Hope Student*

*"The Career Center, and then the Boerigter once it made the switch, were integral to my experience in finding internships and eventually my job offer through my four years. Whether it be help with my resume, career fair preparation, cover letters, and even narrowing the search of positions to look into based on my skills and interest, I learned so much from you all."*

*- Hope Student*



## WHAT WE HEARD CONTINUED



## **CONNECT WITH US!**

**careers@hope.edu | 616.395.7950**  
**hope.edu/boerigter**