



The Boerigter Center for Calling and Career

**2020-2021
ANNUAL HIGHLIGHTS**



Executive Director Update

I think it's fair to say that 2020-2021 was the most unusual year in the history of Hope College. And it was no exception at the Boerigter Center. We pushed ourselves to be creative and try new things, from fully remote work to virtual job fairs. Our team innovated and found interesting ways to connect with students, alumni, and employers. I'm very proud of their efforts and all that we were able to accomplish this year through the challenges. In addition, I'm thankful that Hope College remained a residential community for the full academic year, providing the best possible experience for our students that was lost at other institutions.

We grieve together for those who suffered hardship and lost loved ones this past year. In times like these, we find inspiration in the name of our institution. We look forward with optimism to what the next year will bring. We're excited for the innovations from the past year that will live on, and we are excited about the energy surrounding the Hope community right now.

Thank you so much for your support of the Boerigter Center and Hope College! Your generosity this past year has encouraged us through a difficult season. Please enjoy this update on where we are going. I look forward to connecting in person in the coming year!



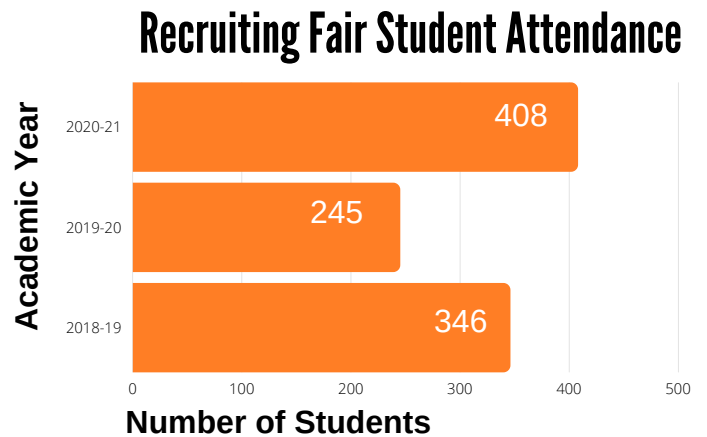
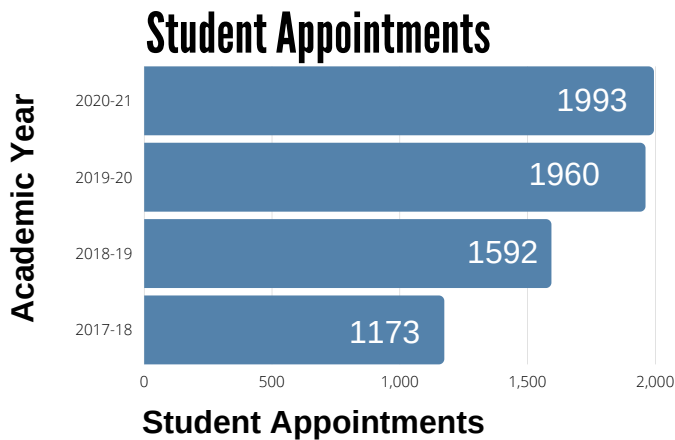
A handwritten signature in black ink that reads "Shonn Colbrunn". The signature is fluid and cursive, with a long horizontal line extending to the right.

Shonn Colbrunn
Executive Director
Boerigter Center for Calling and Career

Boerigter Center Goals

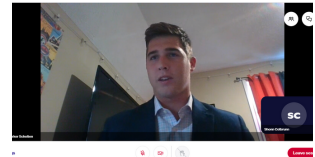
Student Engagement

- Transitioned to all virtual student appointments without losing ground. Overall volume stayed about the same as the previous year (up 2%).
- Opened up our office and gave up our desks to become a very popular study space for students.
- Launched an Instagram account (attracting 200 followers in the first six weeks) and updated our website.
- Attracted 244% more students to workshops and events such as Career Camp and the 30 Day Challenge (2,014 registrations vs. 826 last year).



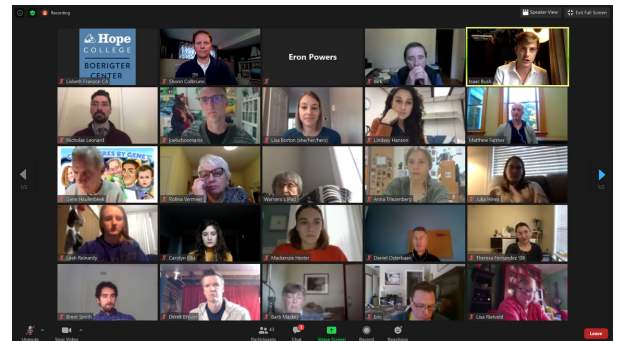
Employer Engagement

- Held two virtual recruiting fairs, attracting more out-of-state employers than in previous years.
- Launched our new Employer Advisory Council with representatives from 10 key organizations representing multiple industries.
- Connected with Pfizer to refer new grads (science majors) to work in their vaccine production facility in Kalamazoo.



Alumni Engagement

- Held virtual workshops and information sessions almost every week featuring Hope alumni from multiple disciplines.
- Conducted an increased level of virtual appointments with alumni - up 27% over last year.



Academic Program Involvement

- Partnered with faculty to lead presentations in 87 class sessions, impacting about 1,800 students.
- Administered grant funding to enhance two required major courses with vocational exploration and career transitions content: PSY 295 Human Strengths and Struggles, and EDUC 275 Secondary Teacher Education.

Integrated Advising

- Conducted 564 pre-health advising appointments (up 6% over last year).
- Provided guidance and coaching to 26 students applying to medical school, resulting in 22 acceptances (85%) in an extremely selective year.

Highlights from the Year

CFL Integration

In January of this year, the Center for Leadership (CFL) became a part of the Boerigter Center. Established in 2006, the CFL has a strong track record of preparing students for the future through the leadership minor, student consulting operations, and leadership development for students. We recognized a number of ways these efforts are synergistic with the emerging work of the Boerigter Center, and we are eager to position the topic of leadership as one that spans across all academic divisions of the college.



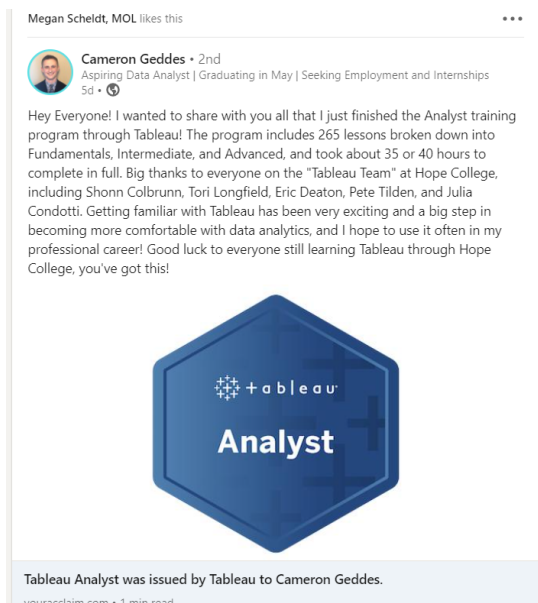
Focus on Diversity

This year, we increased our efforts on topics related to diversity, equity, and inclusion, partnering with the Center for Diversity & Inclusion and others on campus.

- We held multiple workshops for students and alumni focused on diversity in the workplace.
- We updated our website to include resources for historically underrepresented students.
- As a team, our staff engaged in multiple professional development opportunities.
- In October, we led a career discernment workshop with 39 local high school students who were part of Hope's TRIO/Upward Bound program.
- We saw a meaningful impact in our outreach to first-year students. 32% of our 1:1 appointments were with students of color (compared to 18% of students of color on campus), and 21% of our 1:1 appointments were with first-generation students (compared to 14% of first-generation students on campus).

Experiential Learning Student Grants

As a part of a program sponsored by NetVUE we were able to award experiential learning grants to 11 students totaling \$15,750. The student recipients included freshmen, sophomores, juniors, and seniors and were students of color and/or high-financial need students. The students also represent a diverse set of majors including Nursing, Biology, Global Studies, Dance, and Psychology. Students have been able to apply their learning through on-site and remote experiences working in settings such as Mary Free Bed Rehabilitation Center, The New York Dance Project Summer Intensive Program, and a variety of other internship sites.

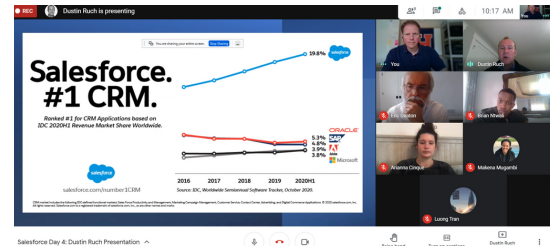


Expanding Skills Training

We are in our second year of offering targeted skills training to all Hope students. By adding an externally recognized, in-demand credential to their résumés, students will be able to stand out when applying for their first job. We continued to offer Tableau (to 94 additional students) and expanded to offer a certificate in Salesforce, a leading customer relationship management system (61 student registrations). We were excited to see a 72% completion rate for students who participated in last year's cohort, and we were thrilled to see some of them land data analytics jobs at places such as NielsenIQ and NPD Group in Chicago.

Group Innovation Award

Our work on targeted skills training received national attention through an award from the American College Personnel Association (ACPA). They recognized our work and our innovative partnership with the Van Wylen Library by awarding us the Commission for Career Services Group Innovation Award. We are proud of our work and thankful for the recognition, which was also highlighted by a [Hope College news article](#).



Interactive Monitor

During the fall and spring semesters, we worked with a group of Computer Science majors to develop a special app called “Where Will You Go?” The app is displayed on a large touch-screen monitor in the lobby of the Boerigter Center, and it shows locations of alumni and career opportunities around the world, along with highlighted alumni stories. This monitor has become a major focal point for guests over the past few months. Stop by and check it out!



We're Being Watched

Throughout the year we were benchmarked by 14 colleges and universities from Massachusetts to Maryland to Michigan to Missouri and beyond. They are interested in how we develop programs, use software, and structure our staff. While we all can learn from each other, this is a good sign that we are well on our way to achieving our vision of being nationally recognized as a leader amongst Christian liberal arts institutions.



Staff in the Spotlight

Dale Austin

- The Purposeful Work Podcast with Bryan Dik: [Promoting Purpose on Campus](#) (December 2020)
- Small College Career Alliance (SCCA) Conference: Intercultural Fluency, Delivered (May 2021)
- Michigan Colleges Alliance (MCA) Annual Midwest Roundtable on Talent: Engage, Educate and Equip ALL Students (June 2021)



Marikay Dobbins

Marikay was nominated by her peers to serve the National Association of Advisors to the Health Professions Advisory Board as the liaison to the American Association of Colleges of Podiatric Medicine.

Shonn Colbrunn

- WHTC Radio Interview: [Shonn Colbrunn Talks Employment - Hearing Voices with Scott Watson](#) (April 2021)
- News from Hope Magazine: [A Guide for the Journey](#) (April 2021)
- Hope Academy of Senior Professionals: [Preparing Students for the Future of Work](#) (May 2021)
- Hope Faith, Vocation, and Scholarship Speaker Series: When God Said Yes, No, and Not Now (June 2021)

Yolanda Vega

- Hope Family Engagement Blog: [Fall 2020 Reflections and Questions to Ask Your Student](#) (December 2020)
- Hope Faith, Vocation, and Scholarship Speaker Series: Seeing with the Eyes of the Heart: Past, Present and Future (June 2021)

Dr. Ryan White

- Loyola University Maryland Annual Faculty Advising Day Keynote Address: Advising and Vocational Discernment (May 2021)

What's Coming

New Director - Leadership Minor

Starting in July 2021, Dr. Marcus Fila will be serving as the next faculty director for Hope's Leadership minor. Marcus is currently an Associate Professor of Management and has worked at Hope since 2013. He holds a Ph.D. in Leadership and Organizational Analysis from Western Michigan University. Prior to joining Hope, Marcus gained hands-on leadership experience working 10 years in international business development and recruitment. We are excited about the ideas and energy Marcus will bring to the program!



Dr. Malcolm H. McKay - Health Sciences Scholarship

In conjunction with our health professions advising program, we are looking forward to launching this new scholarship program in the coming academic year. Named in honor of Dr. Malcolm H. McKay, this scholarship was established to encourage students to pursue doctoral-level graduate studies in the medical, optometry, dental, physical therapy, or occupational therapy field upon graduation by making it a viable option versus other STEM graduate programs that offer tuition waivers and stipends. Initial funding for this scholarship has been provided through a generous gift, and we are looking forward to growing the impact as we get started!

The Future of Work Renovation Project

We are preparing to engage in a major renovation project to create a space focused on the “Future of Work.” Located in a popular building in the middle of campus (the DeWitt Center), this space will be a new, collaborative home for the Center for Leadership, the Boerigter Center for Calling and Career, and the Office of Alumni and Family Engagement. This space has the opportunity to create important connections, begin and sustain lifelong relationships and strengthen the Hope College brand.

Specifically, this project will:

- Provide a collaborative environment for student and staff projects that tackle real-world challenges with alumni and employers.
- Create a welcoming home for alumni, adjacent to the Bookstore, to return for lifelong learning opportunities.
- Support students and staff with space to make professional presentations to companies seeking innovative ideas.
- Host on-campus interviews with recruiters from top organizations as well as networking events, career panels and presentations showcasing alumni career paths.
- Differentiate the value of Hope College for current and prospective students.
- Demonstrate best-in-class work and learning spaces that are adaptable to changing needs, integrate technology and help prepare students for leadership and the Future of Work.



We are currently in the fundraising phase and are eager to engage others who would like to be a part of this vision coming to life.

What We Heard

From Alumni

Oh my goodness, so thankful for you; for the perspective, Christ-centered comfort and cheer and you're just awesome. Thanks for these notes and I can't wait to see what God has in store and to be able to share that with you in the future.

Talking yesterday was so incredibly helpful to me, thank you for listening with such interest and excitement. I think you're exactly right about many points you made, but particularly about needing some assurance on however this deal pans out - and assured is exactly what I feel after mulling over our conversation more. THANK YOU for that, it's incredibly appreciated in a time that's filled with waves of big questions. Thanks again, your role with the career center is perfectly suited to your strengths / how you've always helped me. I'm so glad Hope has that resource, and I'm incredibly thankful to have a direct line to you!

I'm sure you get these notes all the time! Madelyn reached out to me and we got coffee today to talk and she was amazing. Had great questions and we talked all about people to get connected with on-campus and opportunities to look into. So fun! Happy to be a resource to you and Hope students!

From Professors

Thank you for the excellent presentation on diversity in the workplace. My internship students viewed the presentation and found it very beneficial and helpful. I also viewed the presentation and thought that it was excellent. We had a great classroom discussion surrounding many of the points that you both brought up. Thank you for educating our students on this very important topic. This should be a required feature of the internship programs.

Great project and presentation! Thanks for sharing, and thanks for giving our students the opportunity to put their education into practice and learn a whole lot more in the process.

In Fall 2020, as part of retooling my course, I included an intensive engagement with the Boerigter. Students worked with Mary Ellen Kettlehut on cover letters and resumes via online workshops and then they completed the Strengths Quest. The student feedback made me smile the first time I read it and I hope it makes you and your team smile too. A little late saying this, but I'm grateful for the support you and your team provided to our students during a really rough academic year.

From Parents

I wanted to give some feedback to Hope about last night's Health Science Majors Meeting. The meeting was so informative! The advisor made me feel as a parent that she would be there to guide my son through the process of completing his degree. Applying to professional school was a focus, and I felt relief to know someone would be there to help my son along if needed during a process that we know nothing about. So thank you. I thought it was an extremely good use of time to attend! And it definitely convinced me that Hope is our top choice for next year!

Thank you for taking the time to speak with my son about your business/finance programs. He found the discussion with you super-helpful. Specifically, I think you raised his awareness of the benefits of taking classes from several disciplines. In short, your time was much appreciated, and you left a lasting positive impression.

From Students

*The Transition to Health Professions class offered in the Spring was VERY helpful for the application process. **I felt prepared** to fill out my PTCAS application and knew what to expect. I have attended a few online informational meetings that were offered by schools I applied to, and after hearing other people's questions I realized how well you prepared me! Thank you for taking the time to read through my essays and give feedback. I appreciate all of your hard work and dedication to prepare health profession students at Hope College!*

*I just wanted to send a quick note of gratitude to you and the whole Boerigter Center team. As a recent 2020 graduate, I entered the workforce at an unfortunate time. I thought I was going to enter a long season of unemployment and/or work somewhere that did not involve my degree. However, after just 2.5 months, my season of unemployment has come to an end. I have accepted a social work position at one of the best non-profits in the Kansas City area. I have no doubt that **the Boerigter Center played a huge role in getting this job**. The mock interviews, resume/cover letter reviews, and advice you gave me set me up for success. So, thank you! I hope more students continue to see the value in the work the Boerigter Center does, I know I have! I appreciate you and the work you do to help students succeed during college and beyond.*

*I just wanted to notify you that I have been offered, and have officially accepted, a 2021 Summer Audit Internship at Plante Moran! Thank you for all of the work you have done organizing recruiting events. **I wouldn't have had the exposure to PM and PM professionals without these events.***

*I am not sure if you remember me, but I met with you earlier in the break to discuss internship opportunities in Computer Science for me, as an international student. I just wanted to update you on my application process. I actually got an internship for this upcoming Summer as a full stack developer intern at Herman Miller! I am very grateful and super excited to meet, work with, and learn from everyone and Herman Miller. I also wanted to take some time and **thank you for all your help and support as I was interviewing. I appreciate it very much.***

*It wanted to let you know that a few days ago I was offered and accepted an Industrial Engineering Intern position at Shape Corporation in Grand Haven. **Thank you so much for your help with resumes and internships** in these last few months, I am greatly appreciative of your help.*

*Over the weekend, I was accepted to Wayne State's medical school program! **It must have been the advice that you gave me that tipped the scales!** Thanks again for your time spent interviewing me and helping me to make my statements more bold, rather than "I think". I remember actively making myself say "I am" in response to some questions. Thanks again for your help!*

*I just wanted to let you know that I accepted a job at ICS Bangkok for the next school year! I will be the elementary special education teacher. **I would not have had this opportunity if it weren't for the trip you organized last year.** I owe you a big thank you!*

*I thought that you would be excited to hear that I was offered the Genetic Counselor Assistant job at the Children's Hospital of Michigan! Thank you for all of your help interviewing! **This will definitely set me up for my future career** as a genetic counselor.*

*I wanted to let you know that I decided to go to U of M for grad school! I'm very excited with my choice and how it will prepare me for my social work career. **Thank you so much for all your help and support as I went through the application and decision process!***

*I wanted to update you about my internship search. I have been interviewing with Haworth for a marketing internship and just got the call from Haworth and they want to offer me the position! I am so excited. **Thank you for working with me and helping to prepare for the internship search process.***

*Being a part of CFL has been a highlight for me at Hope. I really believe it is why I have been able to get a job post-grad due to talking about it in interviews! **Thank you for giving us everything we need to succeed.** The past three projects certainly have been invaluable experiences.*

*I am very excited to share some great news! I got hired by TEKsystems today as a Technical Staffing Recruiter at the Detroit office after 3 rounds of interviews. First, I want to thank you for all your help and support. I greatly appreciate your time and guidance in job searching, resume editing, cover letter writing, and interviewing. **On top of that, you connected me with alumni that helped me get this job.***

*I am very thankful for my experiences with CFL at Hope College. Over the last 2 years, my time as a student consultant has been incredibly impactful on my development as a professional. Consulting for local small businesses and giving back to the community has made my time at Hope all the more meaningful. CFL at Hope College empowers students to be servant leaders through real-world application using critical thinking to solve problems. **This opportunity has been a great example of the emphasis Hope College has on its students' development.***

*I accepted an internship offer for a Public Relations internship at Guinness World Records. I am very excited to be hands-on with a project focused on pitching and receiving pitches from the media and press. Additionally, I will be researching and establishing partnerships with brands and influencers. I will be working closely with the Public Relations team, as well as the Head of Brand and Digital. I also would like to say **thank you again for meeting with me to assist in the process, I really appreciate it!***

*I just wanted to send a note of thanks for all your work with me this year on preparing for my graduate school interviews. **Preparing with you helped me to feel more confident** going into my Zoom interviews, and I really appreciate your feedback and wisdom throughout the process. I wanted to share with you that I will be attending my top choice of school, the University of Wisconsin, in the fall for my master's in genetic counseling. **I truly believe this wouldn't have been possible without your help- I really can't thank you enough.***

*I am so excited to tell you that I just received a call from Lenoir Rhyne that I am accepted into their graduate program for occupational therapy! **Thank you so much for all your help and support.***

*I wanted to reach out to you and let you know that I accepted the position offered to me by Lakewood. I want to extend a very gracious thank you for helping me get this opportunity! I know you have been a big factor not only in my life but others at Hope in terms of career development and want to say thank you. **I'm very grateful to have mentors like yourself at Hope College.***

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.



CONNECT WITH US!

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