



2017 Career Transition Institute Annual Report

Our Mission

To educate our members about the professional skills and strategies needed for a successful job search, career change, or career advancement in today's job market.



Who We Are

Career Transition Institute (CareerTI) is a 501(c)(3) nonprofit organization providing enhanced job search skills, accountability and encouragement to move member job seekers through their professional career transition journey. We have no paid staff.

What We Did in 2017

New Brochure and Display!

Last fall we hired a graphic artist to design our new brochure. After much discussion, we printed 2,000 in September and promptly distributed 1,300 of them to local libraries in Franklin and surrounding counties.

Our old foam-core display was showing its age and we had the funds to bring us into the 21st century. With the expert assistance of Diane Wingerter, Board member, we purchased a retractable display featuring the front page of the brochure and a table runner with our logo. These items have definitely increased the professionalism and pride in our table display. Its inaugural event was the Franklin University Job Fair on October 24th.

Human Resources Association of Central Ohio (HRACO)

Thanks to Vicki Drabick, a member who was also a member of HRACO, we obtained a table at their January meeting at the one-time nonprofit rate of \$200. Vicki and one other member staffed the table increasing the awareness of Career Transition Institute among HR people in Central Ohio. Twenty-four people from 39 companies stopped at the table and signed in.

Vicki did follow up with an email to everyone on the sign-in list. As of yet, no companies have taken us up on our offer to assist with employees they lay off. We never know when one of those people may contact us. And since we could never afford to do this before, it was a great opportunity.

Monday Morning MeetUps

Monday Morning MeetUps are held every Monday at 9:30 am except for major holidays. We meet at North Broadway United Methodist Church, 48 E. North Broadway in Clintonville. We made a \$70 donation per month for use of their facilities.



Monday Morning MeetUps are free and open to the public. Visitors are welcome to learn from the day's speaker and get to know the members. They are then invited to the Guest Overview to learn how a Career Transition Institute membership can assist them in their job searches.

Job Search Curriculum

Our job search curriculum of 12 courses continue to cover the full spectrum of today's job search process, from getting organized through salary negotiation. Evaluations from participants remain very positive. Titles and descriptions are attached.



What We Did in 2017 (Cont'd)

Marketing at Job Fairs

We staffed several Job Fair tables including the Employment for Seniors Career Expo, two Franklin University Job Fairs for students and alumni and one ABC6 Job Boot Camp. At the latter, Jim Bishop was leading a workshop and therefore had a free table that he donated to us which we much appreciate. Unfortunately for us, the ABC6 Boot Camp changed its venue to Columbus State Community College. Those who visited our table were not the professionals who make up our audience, so we only participated once.

During the Employment for Seniors Career Expo, we also supplied three resume reviewers – Doug Miller, Dean Pulliam and Carol Davis. In return for this, we received a free table.

Personal Support

Members often tell us that the most important service we provide is personal support through what is generally considered a rough time in someone's life. The encouragement, reassurance, answers to questions and new ideas that members provide each other are priceless.

Professional Networking and Alumni Socials

Again this year, Career Transition Institute hosted four Professional Networking and Alumni Socials at King Avenue 5 Sports Bar which has an excellent back room that fits our purpose very well. The organization provided the appetizers and there is a cash bar. Fundraising opportunities were a silent auction and 50/50 raffle. All of our alumni, prospective members, Monday speakers and the public are invited. Average attendance was 22 and meaningful connections were made!



The Socials are also a fantastic opportunity for members to network with and learn from alumni and guests. Members are encouraged through these gatherings, as they often receive referrals to hiring managers or to companies that are hiring.

Membership in Community Shares of Central Ohio

Community Shares is a federation of small nonprofits who can use assistance in fundraising. Thanks to this group, we are one of the organizations on the list that federal, state and county employees can donate to through their paycheck. In order to increase awareness, we staff a table at Charity Fairs sponsored by these governments for their employees. This year we maximized the opportunity.

Community Shares membership is \$250. In return we received 100% of the funds donated to CareerTI and we always meet the criteria to receive a share of undesignated funds. This year we received \$1,613.

Columbus Foundation’s Big Give

Every other year, the Columbus Foundation sponsors The Big Give. This year they could match donations up to \$1 million. They received so many donations that they could only match 10% of each donation. We made \$695.

Constant Contact

We utilize Constant Contact to email our database regarding each of our 47 Monday Morning MeetUps. Content is specific to each MeetUp and is on a regular basis to prospective members, news media, libraries and churches. Invitations to our four Alumni Socials and three requests for donations to The Big Give were also created and sent.

Membership Comparisons

	2017	Five-Year Average
Total Members	39	37
New Members	28	23
Reinstated Members	4	7
Landings	13	14
Members who went Inactive	9	13

Landed Members as % of Total Members – 2017: 33%
Five Year Avg: 39%

Inactive Members as % of Total Members – 2017: 23%
Five Year Avg: 33%

Average Time from Joining to Landing – 2017: 5.9 months
Five Year Average: 5.2 months

Visitors at Monday Morning MeetUps

Each visitor has an opportunity to attend the Guest Overview after the MeetUp. They can attend for three Mondays before they must decide to join or not return.

	2017	Five Year Average
# of Visitors	155	145
# Already attended Overview	63	36
Visitors at Overview	63	63
New Members	28	23

Conversion Rate

% of Visitors who attend Overview and Join within those three Mondays – 44%
Five Year Average – 44%

How Did Visitors Find Career Transition Institute

Referrals	MeetUp	Job Fair	Former Member	Other
55%	14%	11%	8%	12%

Training Hours Report

	2017	Five Year Average
Total # of Classes	114	144
Total # of Hours	646	753
Total # of Participants	323	377

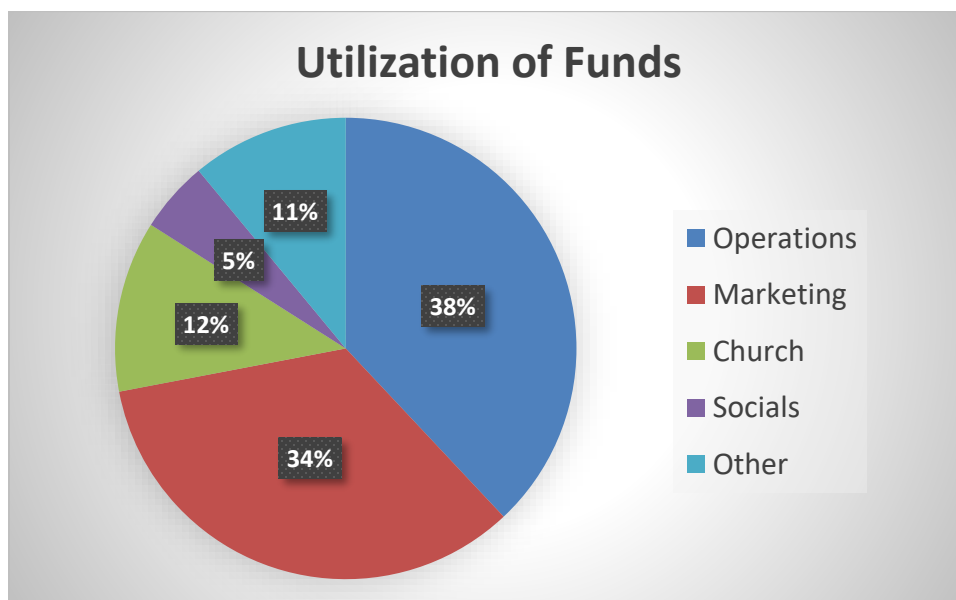
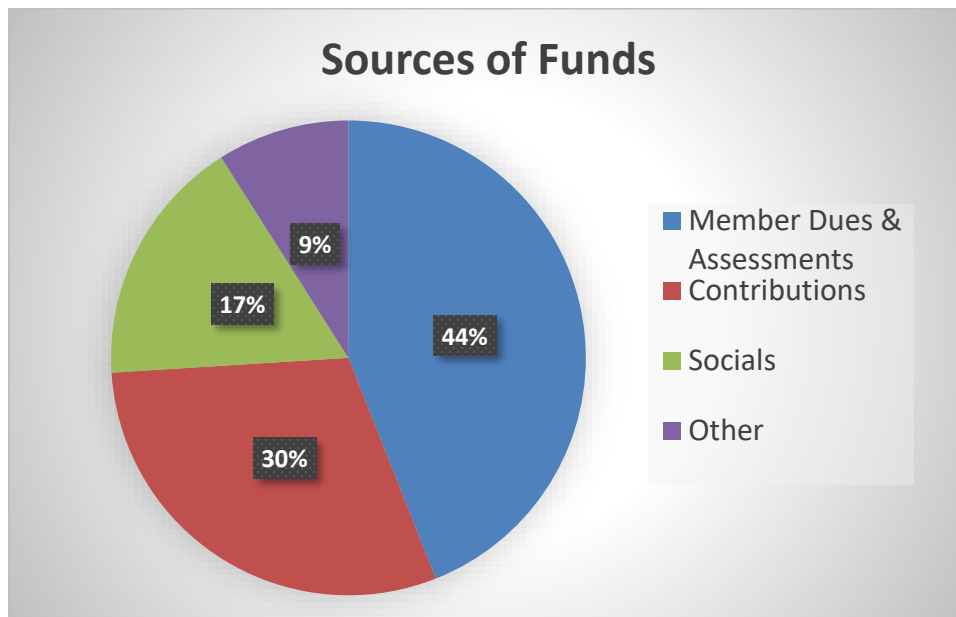
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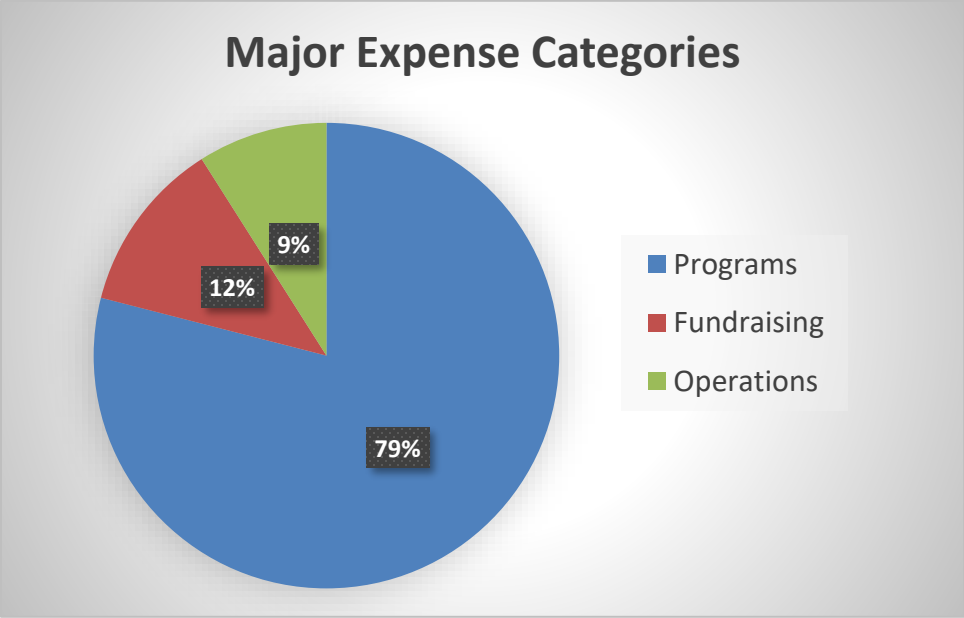
Funding

Funding for Career Transition Institute is driven by a combination of member dues, donations from alumni and others. Non-member workshop fees also add to our funds. Seventy nine percent of our income is used to provide programs to our members. There is no paid staff.

Sources and Utilization of Funds

The charts below provide a breakdown of the sources and uses of funds for Career Transition Institute in 2017.





Programs and Services Expenses

Programs and Services expenses came to \$5,643 which was 79% of total expenses

Fundraising Expenses

Fundraising expenses came to \$851 which was 12% of total expenses.

Management and General Expenses

Management and General expenses came to \$645 which was 9% of total expenses

Financial Summary

	Accrual 2017	Accrual 2016	Cash 2015
Membership Dues and Assessments	4,268	3,295	3,733
Contributions, Gifts and Grants	4,118	5,405	10,809
Alumni Socials	2,011	1,699	1,134
Sale of Assets during Move	0	1,585	0
Other Revenue	<u>1,259</u>	<u>283</u>	<u>1,316</u>
Total Revenue	11,656	12,267	16,992
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Church & Utilities	1,579	6,152	11,099
Marketing	2,401	1015	576
Printing and Postage	915	1,087	634
Moving Costs	0	1,000	0
Alumni Socials	358	279	1,449
Other Expenses	<u>1,886</u>	<u>2,408</u>	<u>2,924</u>
Total Expenses	7,139	11,941	16,682
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Excess (Deficit) for the year	4,517	326	310
Net Assets, Beginning of Year	891	6,205	6,205
Other Changes in Net Assets	4,407	3,111	0
Net Assets, End of Year	5,298	3,094	6,205



PASSPORT TO SUCCESS

Take the courses you need.

1. **Organizing Your Job Search** – how do I prepare myself to begin my job search.
2. **Introduction to Accomplishment Statements** – these are your on-the-job achievements that go on your resume. We show you how to find and write these statements.
4. **Oral Communications Skills** – includes 30-Second speech, effective use of the phone and handling tough questions in interviews.
5. **Written Communication Skills** – includes resume styles and formats and guidelines for writing it; creating your professional profile and writing professional
6. **Effective Networking Skills** – why network and what are best practices. How to prepare for it, what to do during and how to follow-up.
7. **Effective Interviewing Skills** – learn to confidently handle interviews; how to prepare, what to do during and how to follow-up
8. **Interviewing Skills Lab** – come dressed for an interview; bring your resume and a job description. The instructor videos you as he asks you questions. You get to see yourself as the interviewer sees you.
9. **Effective Negotiation Skills** – role play the best ways to negotiate salary and other employment-related matters.
10. **LinkedIn: Ask the Expert** – LinkedIn is the place for professionals to be found by recruiters and others. Also find hiring managers and others working for the companies you want to work for to contact for informational interviews. Learn how to use it to your advantage.
11. **LinkedIn: Profile Review** - LinkedIn is the place for professionals to be found by recruiters and others. Also find hiring managers and others working for the companies you want to work for to contact for informational interviews. Learn how to create an All Star profile.
12. **Resume Boot Camp** – your resume critiqued by an experienced resume instructor.



Board of Trustees

12/31/17

POSITION	MEMBER / TERM	BUSINESS
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Vice Chair	Nancy Howard Thru Dec. of 2019	Brisk Heat Corporation Director of Human Resources 4800 Hilton Corporate Drive Columbus, OH 43232 614-294-3376, Ext. 1124 nhoward@briskheat.com
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Trustee	Cynthia Kincaid Thru Dec. of 2021	Ohio State Bar Association Chief Marketing Officer 1700 Lake Shore Drive Columbus, OH 43204 W 614-487-2050; C 425-355-1953 ckincaid@ohiobar.org
Trustee	Nelson Avery Thru Dec. of 2021	Anchor Hocking 1115 W. Fifth Avenue Lancaster, OH 43130 W 740-681-6151; C 740-415-8148 nelson.avery@theoneidagrouop.com
Trustee	Diane Wingerter Thru Dec. of 2020	Totally Exposed, LLC C 614-556-3049 Diane.Face2FaceMarketing@gmail.com