



2018 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 2018

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. Forty-seven of these events were held in 2018.



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. All but one of the 33 new members joined at a MeetUp. One joined online.

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.



Personal Support and Encouragement

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. MeetUps and classes are often the only places they go where everyone is job searching.

Marketing at Job Fairs

We staffed seven Job Fair tables at these events:

- Employment for Seniors Career Expo,
- Three Franklin University Job Fairs for students and alumni and
- Three ABC6 Job Boot Camps.

At the latter, Jim Bishop led a workshop which gave him a free table that he donated to us which we much appreciate. At one of the Job Boot Camps, 35 people signed up to receive our emails about MeetUp speakers.

During the Employment for Seniors Career Expo, we also supplied two resume reviewers –Steve Bennison and Carol Davis. In return, we received a free table.

Surprise Visit by WBNS 10TV

10TV's Laura Borchers arrived unannounced before we started the weekly Monday Meetup on October 8, 2018. She interviewed Member President John Ridge before and taped part of Sharon Hammersley's presentation. It aired at 6 a.m. on the following Monday's morning show. We received an email from an alumnus who said it was great.

Professional Networking and Alumni Socials

Career Transition Institute hosted three Professional Networking and Alumni Socials in a private room at King Avenue 5 Sports Bar. The organization provided light refreshments and there is a cash bar. Fundraising opportunities were a silent auction and 50/50 raffle. Alumni, prospective members, Monday speakers and the public were invited. Average attendance was 22 and meaningful connections were made!



The Socials provide 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.

Community Shares of Mid Ohio

Community Shares is a federation of small nonprofits who need assistance in fundraising. Thanks to this group, we are on the list of organizations 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.



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 \$1,010.

Constant Contact

We utilize Constant Contact to email our Prospective Members 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 were also sent.

A "thank you" email to current and former members, speakers, the board and advisors featuring links to donate to CareerTI and to sign up for the Kroger Community Rewards and Amazon Smile program produced a 32% open rate, the highest ever.

Membership Comparisons

Landed Members as % of Total Members – 2018: 41%
 Five Year Avg: 31%

Average Time from Joining to Landing – 2018: 2.2 months
 Five Year Average: 4.8 months

	2018	Five-Year Average
Total Members	51	26
New Members	30	14
Reinstated Members	3	5
Landings	21	10
Members who went Inactive	14	7

Inactive Members as % of Total Members – 2018: 28%
 Five Year Avg: 23%

	2018	Five Year Average
# of Guests	176	100
# Already attended Overview	70	36
Guests at Overview	81	42
New Members	30	14

Conversion Rate

Percentage of Guests who attend Overview and join within their first three Mondays – 56%
 Five Year Average – 44%

How Did Guests Find Career Transition Institute?

Referrals	MeetUp	Job Fair	Email	Other
52%	13%	10%	4%	18%

Training Hours Report

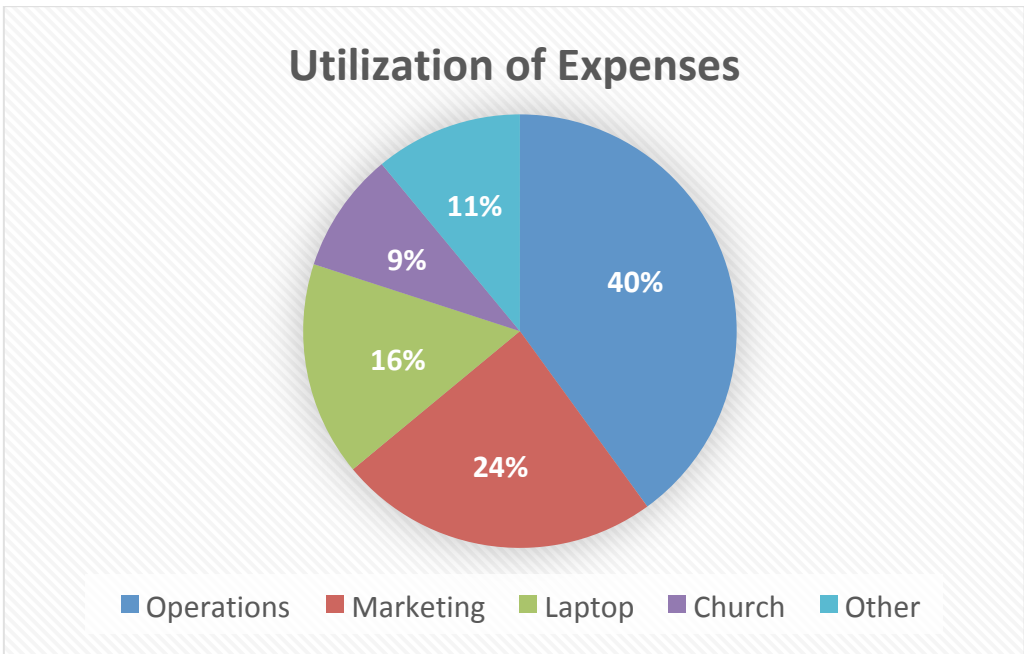
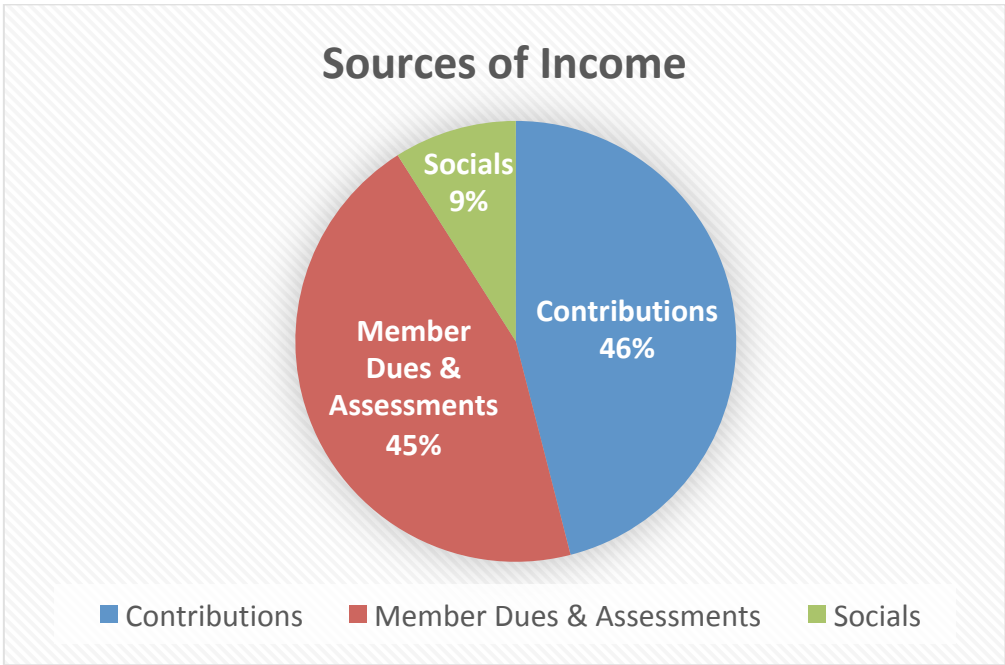
	2018	Five Year Average
Total # of Classes	113	167
Total # of Hours	604	593
Total # of Participants	302	297

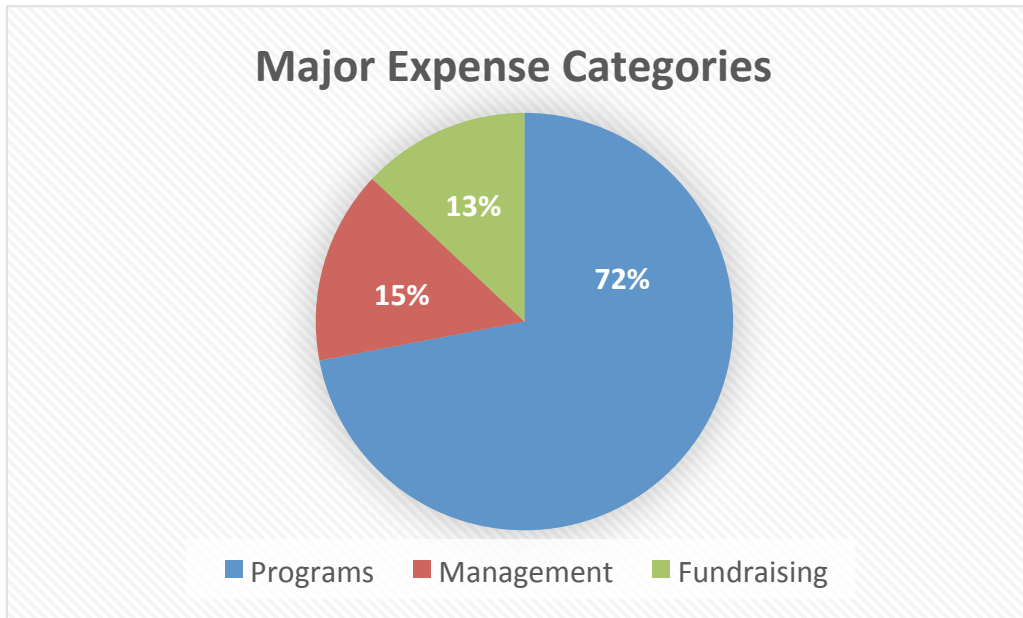
Funding

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 2018.





Programs and Services Expenses

Programs and Services expenses came to \$6,679 which was 72% of total expenses

Management and General Expenses

Management and General expenses came to \$1,395 which was 15% of total expenses

Fundraising Expenses

Fundraising expenses came to \$1,243 which was 13% of total expenses.



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

12/31/18

POSITION	MEMBER / TERM	BUSINESS
Chairperson	Christopher Welch Thru Dec. of 2022	Fahey Bank, Vice President 127 N. Main St. Marion, OH 43302 W 740-751-6937 cwelch@faheybank.com
Vice Chairperson	Nancy Howard Thru Dec. of 2022	Brisk Heat Corporation Vice President, Human Resources 4800 Hilton Corporate Drive Columbus, OH 43232 W 614-294-3376, Ext. 1124 nhoward@briskheat.com
Treasurer	Jim Purman Thru Dec. of 2021	H&R Block 9874 Brewster Lane Powell, OH 43065 W 614-792-6568 jamespurman1756@gmail.com
Secretary	Carol Davis Thru Dec. of 2020	Retired H 614-336-0389 carold606@gmail.com
Member	Diane Wingerter Thru Dec. of 2020	Face-to-Face Marketing C 614-556-3049 diane.Face2FaceMarketing@gmail.com
Member	Mark Gillotti Member President	C 614-570-2056 markgillotti@gmail.com
Member	John Ridge Member Vice President	C 610-496-4501 johnjridge@gmail.com