



# Athens University of Economics & Business



## Career Office

### AUEB Career Office-Facts & Figures

Scientific Coordinator: Prof. I. Halikias  
Counselors: M. Rafailidou, PhD – V. Koukis, MSc



European Union  
European Social Fund



MINISTRY OF EDUCATION & RELIGIOUS AFFAIRS  
MANAGING AUTHORITY

Co-financed by Greece and the European Union

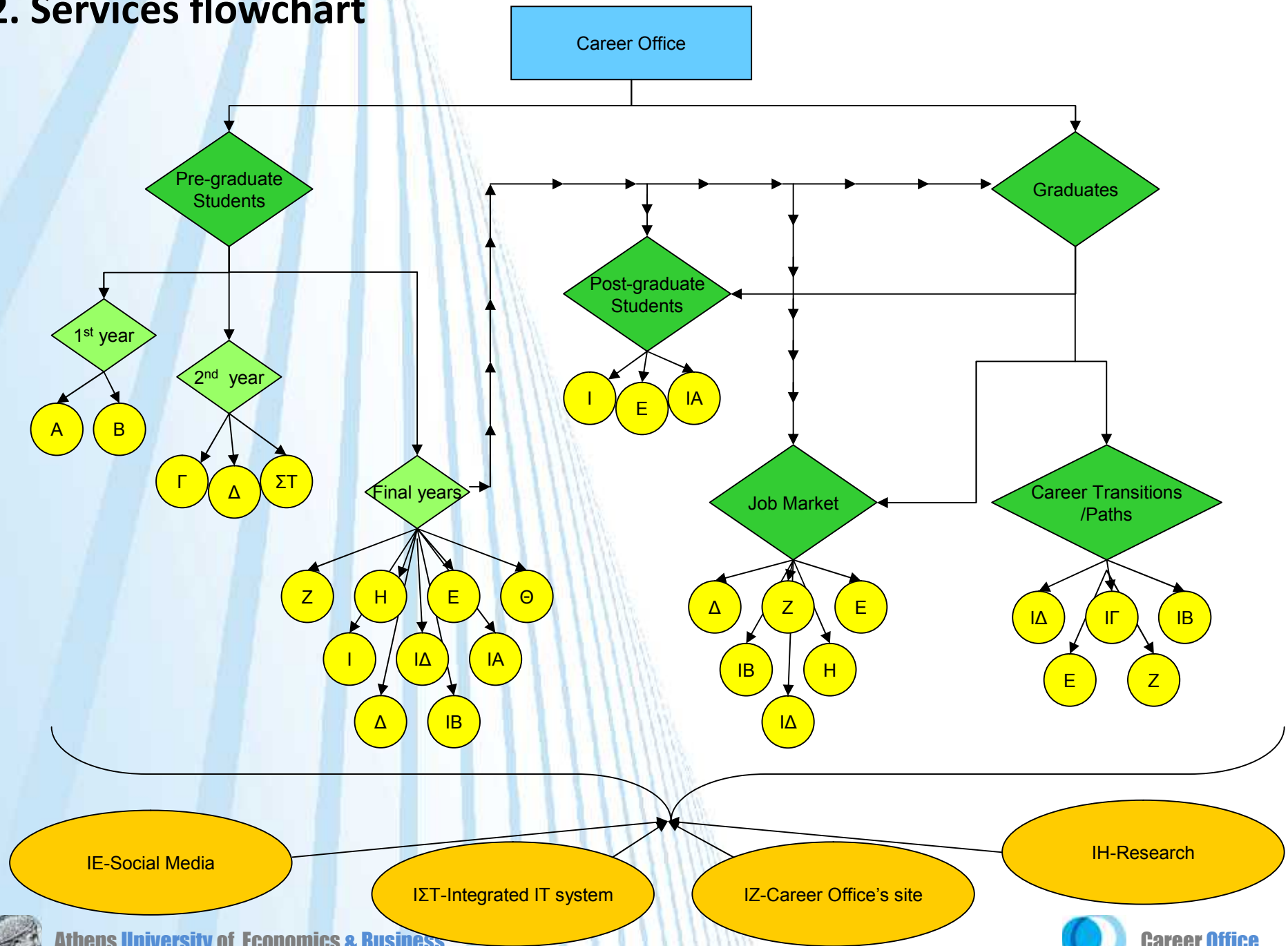


# 1. Who are we?

- ❑ 1<sup>st</sup> Career Office in a Greek university, established on March, 1992
- ❑ Scientific coordinator: Professor Ioannis Halikias, Department of Marketing & Communication
- ❑ Counselors: Myrto Rafailidou, PhD – Viktoras Koukis, MSc
- ❑ Beneficiaries: all students and graduates of AUEB (no age restrictions)
- ❑ We offer a variety of services, including finding and posting new job openings, CV forwarding, counseling, organizing Career Fairs and other events, etc.
- ❑ Each individual beneficiary is unique for us – extensive service customization according to their needs



## 2. Services flowchart



### 3. Flowchart ledger

- A) New students' Welcoming Ceremony-information about CO and its services
- B) Participation in various events about new students and distribution of informative material
- Γ) Use of fully customized psychometric tools in order to promote vocational self-awareness
- Δ) Organization of workshops & seminars (subjects include CV, cover letter, networking, interview and selection process, etc.)
- E) Face-to-face career counseling (customized according to each individual's needs)
- Z) Organization of "Career Days" fair/Start-Up Career Day
- H) Assessment center preparation (psychometric tools)
- Θ) Information about post-graduate studies in Greece and abroad-collaboration with organizations such British Council, DAAD, Dutch Embassy, etc.
- I) Organization of events about post-graduate studies/research in Greece and abroad
- IA) Counseling about options after graduation
- IB) New job openings posting
- IΓ ) Information about other alternatives apart from finding a job (e.g. entrepreneurship)
- IΔ) Organization of events about working abroad (participation of organizations such as EURES, etc.)
- IE) Extensive use of social network (posting of informative material, promotion of events, etc.)
- IΣT) Use of integrated IT system
- IZ) Extensive use of our site for promotion and information purposes
- IΗ) Planning & conducting research about graduate employability, etc.



## 4. What do we do? (I)

### Provide information about post-graduate studies & the job market

- ✓ Communicate with potential employers, find new job openings, post them, forward CVs
- ✓ Create/find and offer informative material (creation of leaflets: CV & Cover letter, Interview, Vocational skills, etc. – purchase for university's library books about the aforementioned subjects)
- ✓ Gather & distribute information regarding post-graduate studies in Greece and abroad

### Career Counseling – Individual counseling sessions

- ✓ Subjects may vary according to beneficiary's needs – full customization

*(e.g.: Career Planning, Create the perfect CV, Job Market trends & available options, Preparation for selection process & interview, How to build your professional network, etc. )*



## 4. What do we do? (II)

- ❑ **Use of psychometric self-assessment tools, fully adjusted to our population**

- ✓ Vocational interests test, Mathematical/Verbal/Graph reasoning test

- ❑ **Personal Development Workshops**

- ✓ Participation of HR managers & other managers from big companies
- ✓ Very positive feedback from participants

- ❑ **Organization of Career Days & other various events**

- ✓ Career Days: participation of up to 60 major companies and 700 beneficiaries, in situ job interviews, valuable experience of how a selection process actually works
- ✓ Each year (for the last 20 years) at the end of the spring semester
- ✓ Start-Up Career Day: new innovative event with Start-ups, in situ job interviews, promotion of entrepreneurship



## 5. Key Performance Indicators

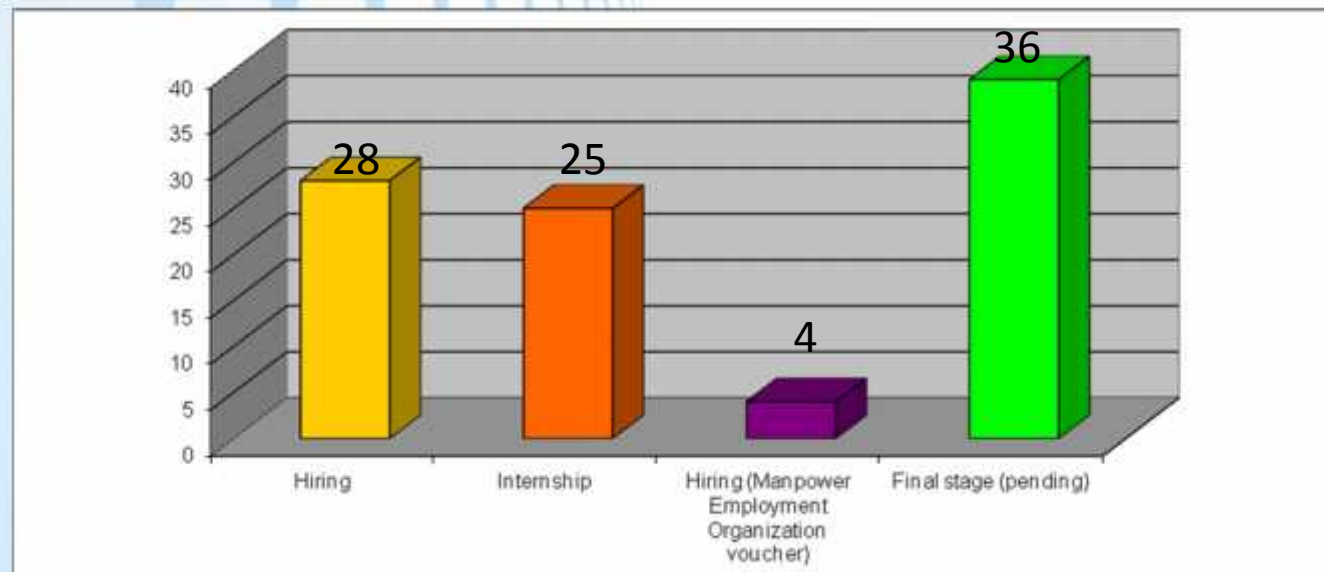
KPI (approx.)	January-June 2013	July-December 2013
Total No of Beneficiaries	900	1200
CVs sent	300	650
Job postings	50	160
Workshops/seminars	150	120
Career Counseling	150	170
Career Days	700+ beneficiaries, 30 companies	150 beneficiaries, 20 companies



## 6. Services' Assessment (I)

### □ Promotion of beneficiaries' employability

- ✓ On-going quantitative & qualitative survey regarding successful CV forwarding/participation in Career Days (results up to November, 2013)
- ✓ Sample: companies that participate in Career Days and/or send us job postings (70 companies so far)
- ✓ Qualitative results: very satisfied from offered services, "Career Office is a valuable partner"



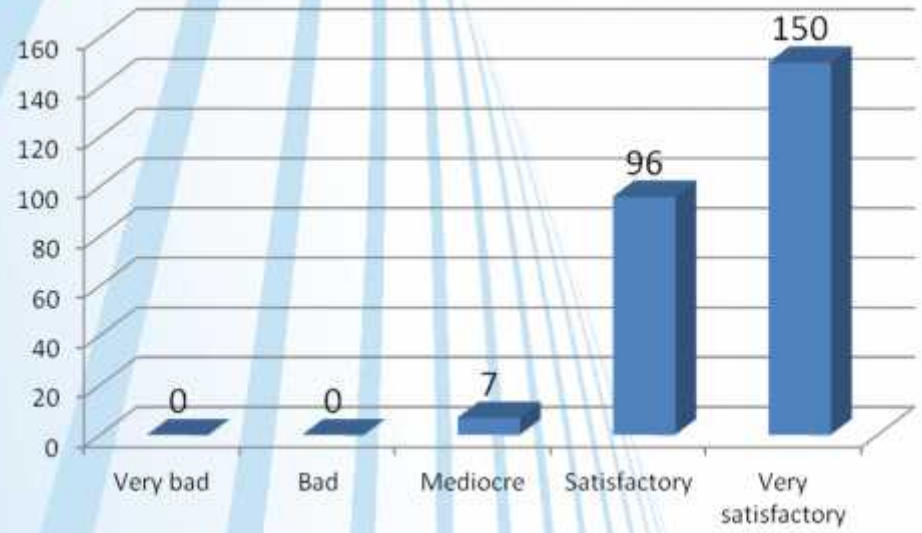


## 6. Services' Assessment (II)

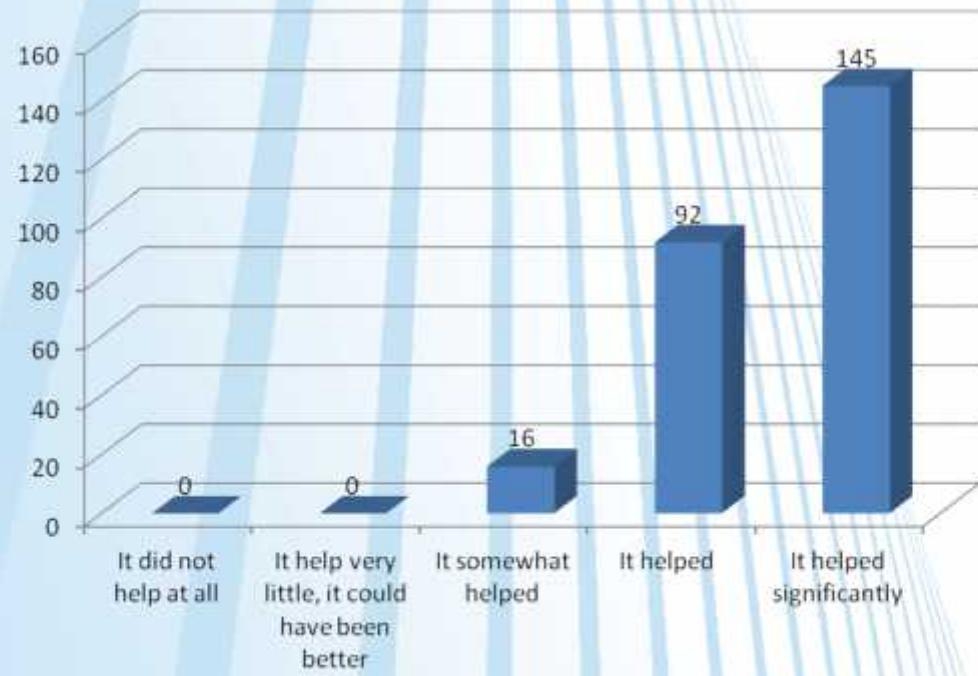
### ❑ Individual Career Counseling – Workshops/seminars

- ✓ Sample of 253 individuals (1<sup>st</sup> semester of 2013-2014 academic year) – anonymous questionnaires
- ✓ Average beneficiary: female, 23 y. o., graduate, unemployed
- ✓ Spectacular results – random quotes from questionnaires:
  - Female graduate, Department of Informatics: “I’m very satisfied from the session. Everything was up to my expectations”.
  - Male student, Department of Economics: “I wish the meeting lasted longer. I will definitely be back”.
  - Male student, Department of Accounting & Finance: “I wish there were more counselors, they do a pretty good job and the office’s existence is fundamental to us”.
  - Female graduate, Department of Marketing & Communication: “You do a thorough and very professional job, thank you for all your help!”.
  - Female graduate, Ms in HRM: “The workshops were indeed an eye-opening experience. I’ve learned many useful things and now I have more confidence in my job hunting”.





□ 59,3% of participants (150 individuals) were very satisfied by the quality of our services.



□ 57,3% of participants (145 individuals) answered that our services significantly helped them to successfully acces the job market

# 7. Site & Social Media (I)

- ❑ **Site:** Innovative, continuous flow of information, trusted by beneficiaries & companies alike. Content includes job postings, information about our services, useful content such as articles, guides, etc. – [www.career.aueb.gr](http://www.career.aueb.gr)
- ❑ 59627 visits, 25778 unique visitors over the course of a year



Google Analytics, January – December 2013



## 7. Site & Social Media (II)

- ❑ **Facebook:** Rapidly expanding page, continuous flow of information, adapted to young population's lifestyle - <https://www.facebook.com/CareerOffice.Aueb>
- ❑ Total Likes (December 2013): 3473 - Average reach: 2000



*Facebook Insights, January – December 2013*



# 7. Site & Social Media (III)

❑ **LinkedIn:** 2105 contacts including several managers of large companies, organizations, etc. LinkedIn Group: 1310 members, closed group, closely monitored content



*LinkedIn Group Statistics – December 2013*







## Career Office AUEB

Career Office at Athens University of Economics and Business

Greece · Higher Education

Education Athens University of Economics and Business

Γραφείο  
Διασύνδεσης

ΟΠΑ

Improve your profile

Edit

500+  
connections

gr.linkedin.com/company/career-office-aueb/332841600/

Contact Info

### Background



#### Summary

Το Γραφείο Διασύνδεσης του Οικονομικού Πανεπιστημίου Αθηνών, είναι το πρώτο Γραφείο που λειτουργεί σε Ελληνικό ΑΕΙ και συγκροτήθηκε με απόφαση της Συγκλήτου του Οικονομικού Πανεπιστημίου Αθηνών στις 27-3-1992. Σήμερα το Γραφείο λειτουργεί στο πλαίσιο του ΔΑΣΤΑ που εμπεριέχει στο Εθνικό Στρατηγικό Πλαίσιο Αναφοράς (ΕΣΠΑ) 2007-2013. Κύρια απασχολή του Γραφείου Διασύνδεσης είναι να βοηθήσει τους φοιτητές και αποφοίτους του Οικονομικού Πανεπιστημίου Αθηνών στην ένταξή τους στην αγορά εργασίας καθώς και να τους καθοδηγήσει στην αναζήτηση σπουδών μεταπτυχιακού επιπέδου. Επίσης, προσφέρει συμβουλευτικές υπηρεσίες στους φοιτητές και αποφοίτους του ΟΠΑ με στόχο τη λήψη αποφάσεων που αφορούν το εργασιακό τους μέλλον. Το Γραφείο Διασύνδεσης ΟΠΑ συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση (Ευρωπαϊκό Κοινωνικό Ταμείο) και από Εθνικούς Πόρους μέσω του Ε.Π. Εκπαίδευση και Δια Βίου Μάθηση.



#### Experience

##### Career Office

Athens University of Economics and Business

March 1992 – Present (21 years 11 months)



#### Skills & Expertise



311

TWEETS

2

POSTS

928

POSTS

Edit profile

### Tweets

- Career Office-AUEB** (@CareerAueB) · 3h  
Σεμινάρια προετοιμότητας Πρακτικής Άσκησης - Δεκέμβριο 2013-2014. [career.aueb.gr/index.php?c\\_id...](http://career.aueb.gr/index.php?c_id...)  
Expand
- Career Office-AUEB** (@CareerAueB) · 4h  
Πρόγραμμα Υποτροφιών για Μεταπτυχιακές Σπουδές από τον Όμιλο ΔΑΜ/ΝΙΚΑ/ΠΕΤΡΟΛΑΙΑ. [career.aueb.gr/index.php?c\\_id...](http://career.aueb.gr/index.php?c_id...)  
Expand
- Career Office-AUEB** (@CareerAueB) · 7d  
Ενοικίτριο ακαδημαϊκή Starling. [career.aueb.gr/index.php?c\\_id...](http://career.aueb.gr/index.php?c_id...)  
Expand
- Career Office-AUEB** (@CareerAueB) · 29 Oct  
Καλές γιορτές από το Γραφείο Διασύνδεσης ΟΠΑ. [career.aueb.gr/index.php?c\\_id...](http://career.aueb.gr/index.php?c_id...)  
Expand
- Career Office-AUEB** (@CareerAueB) · 6 Oct  
Start-Up Career Day 2013 από το ΟΠΑ. [career.aueb.gr/index.php?c\\_id...](http://career.aueb.gr/index.php?c_id...)  
Expand
- Career Office-AUEB** (@CareerAueB) · 6 Oct  
Υποτροφίες ξένων κυβερνήσεων σε Έλληνες υπηκόους για το ακαδημαϊκό έτος 2014-2015. [career.aueb.gr/docs/yrothofic...](http://career.aueb.gr/docs/yrothofic...)  
Expand



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