

'Byte the Site' Program Wins Award for AU's Career Development Center

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Alfred, NY -- A two-week initiative to increase traffic to Alfred University's career development web site earned the highly competitive Philip J. Brockway Innovation Award from the 1,500-member Eastern Association of Colleges and Employers. Kathy Woughter, director of the Robert R. McComsey Career Development Center at AU, said the promotion, "Byte the Site," was aimed at increasing awareness and use of the CDC web site: www.alfred.edu/cdc. During "Byte the Site," students were awarded points for putting their resumes on-line; checking jobs through the website and submitting answers to the question of the day. Daily prizes were awarded, and at the end of two weeks, the high-point winner received dinner for two at a local restaurant and tickets to concert on the AU campus. "'Byte the Site' was a resounding success for us," said Woughter. Analysis of web site statistics showed that during the two weeks of the contest, web traffic to the CDC site jumped by 300 percent, and has remained about 50 percent more active on a daily basis since the promotion ended. In addition, a large number of both current student and alumni resumes were added to the site. The Philip J. Brockway Innovation Award "recognizes an innovative existing or proposed system, program, method or procedure related to the common interests of EACE members," according to the association. "Criteria include innovation, applicability, effectiveness, presentation and focus." Nominations were open to all 1,500 EACE members, who represent colleges, universities and employers in a region that encompasses all of the Northeast, including south to North Carolina and west to Ohio.