

Career Center



Service delivery was a
static model.....

**Moving to a
strategic model**

New and Improved!

**Comprehensive
Career
Center**

The
Center
was...



Cooperative
Education

Career
Development

Employer
Relations

The

Center

is...

First Year Services



Career Exploration



Partnerships

**Online
resource!**

Career Implementation

**Graduation
Rates**

**Leadership
Development**

**Student
Employment**

Retention

**Decision
Making**



...So Much More!



Moving to a.....



**Generalist
Approach**

Sphere of Influence



Areas of Focus:

- Career Readiness for first and second year students, rework ZipWay, impact retention
 - Look at the career development model in terms of the following content areas:
 - Self-assessment; add assessment tools to the office, engage more staff in the Career Planning Course
 - Career exploration: add shadowing, mentoring, increase internship program for first and second year students outside the structured co-op/internship program. Implement the **Sophomore Start** program with the assistance of the Registrar's Office
 - Career decision-making; provide avenues to gather information. Add **Graduate and Professional School Fair**, encourage student attendance at the UA Career Fair, provide networking opportunities with local area companies and alumni
 - Career implementation: Job and Graduate school search, post-graduate service options.

Areas of Focus (Cont'd):

- **Technology Implementation**
 - Flip Videos
 - CareerCam
 - Skype
 - Interfolio
 - LinkedIn
 - Facebook
- **Online resources:**
 - What Can I Do With This Major
 - Focus 2: Interactive Career Development Software
 - Internships.com
 - Internships-usa.com
 - CareerSearch
 - Update website; navigation ready

Areas of Focus (Cont'd):

- **Employer Development**
 - Small to medium employer base
 - Employer Advisory Board
 - Utilize local area chambers
 - Alumni groups
 - Faculty
 - Employer Recognition Program
 - Employer Sponsorship Program
- **Post-Graduate Status Report**
 - Collect status of graduating seniors
 - Utilize the protocol model annually to solicit information
 - Faculty assistance
- **Student Employment**
 - Utilize a career development model
 - Develop employer newsletter and student newsletter
 - Continue with online forms, FAQ's and procedures
 - On campus, federal work study, off campus job fair

Areas of Focus (Cont'd):

- **Leadership Development**
 - Pilot program with CBA: Professional Career Development Program
 - Pilot program with a student organization: MEN
 - Analyze the Career Assistant Program and Graduate Assistant Program
- **Branding**
 - Host Meeting of the Minds on the UA campus inviting the MAC schools and NE Ohio area colleges and schools for a knowledge-sharing, best-practices drive-in workshop hosted by the Career Center
 - Develop the office Strategic Plan as the road map
 - Utilize Institutional Marketing for a position statement
 - Begin student focus groups to ascertain real estate on campus
- **Co-Op/Internship Program**
 - Remove road blocks for student access
 - RooLink access for all students
 - Online orientation without delay and instant access
 - Employer outreach: small, medium, large
 - Alumni outreach
 - Faculty outreach
 - Updated documentation

Areas of Focus (Cont'd):

- **Liaison Roles**
 - Benchmarking with peer institutions to look at models
 - Develop a faculty advisory board
- **Policies and Procedures**
 - Host Meeting of the Minds on the UA campus inviting the MAC schools and NE Ohio area colleges and schools for a knowledge-sharing, best-practices drive-in workshop hosted by the Career Center
 - Develop the office Strategic Plan as the road map
 - Utilize Institutional Marketing for a position statement
 - Begin student focus groups to ascertain real estate on campus
- **Engagement Across Campus**
 - Outreach with the Office of Accessibility
 - Outreach with Transfer Admission Office
 - Outreach with Residence Life
 - Outreach with Student Organizations
 - Outreach Adult Focus
 - Outreach with Institute for Teaching and Learning

Areas of Focus (Cont'd):

- **Co-Op/Internship Program**
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Strategic Planning Priorities 2010

- Student Engagement
- Career Development
- Partnerships
- Marketing
- Assessment

The Career Center....Connecting You to Success!



QUESTIONS?

