



The University of Akron Student Success Retention and Completion Plan

Career Placement Group

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Team Members

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1. Goals Review

Goals	2016	2020	Revised 2020	Comments
1. Participation in Career relevant learning experiences	70 %	75 %	100 %	Can more realistically be accomplished with recent broader definition from NACE, including such experiences as clinical, internships, field experiences, practicums, service learning, student teaching, study abroad, undergraduate research, student employment and volunteer related work in major.
2. Job/graduate school placement in career relevant position within 6 months	75 %	80 %	See comment section	These goals will likely not be reached without significant cultural, and curricular changes, especially those related to item #1, "Participation in Career relevant learning experiences"

2. Progress and current aligned practices

- A. Increased integration of career services with new Student Success Orientation Course
 - i. Required by all new freshman not directly admitted into a college on emergent and preparatory pathways
 - ii. Approximately 2,200 student
- B. Increased integration of career services with colleges

- i. Ex: Integration into business management courses
 - ii. Visit classes to talk about internships and career link
 - iii. Revamped Career Link
 - iv. Higher standards for professional dress at U of A Career Fairs, with stricter enforcement
 - C. Start career focus freshman year and continue on through graduation
 - a. Engineering Tools Program- with focus on freshman resume and how to build it better; career exploration, internships
 - b. Engineering Senior Portfolio: Due first two weeks of senior year; resume, cover letters. Thank you letters, references, examples of work
 - c. CBA EDGE program- introduce career focused strategies and success strategies
 - D. Isolated examples of documentation of Career relevant experiences in transcripts and DARS
 - a. School of Law- Pro-Bono Volunteer work as graduation requirement
 - b. CAST- Construction Management and Surveying: Apprenticeship experiences
 - E. Increase in Internships
 - a. Shift in culture and expectations
 - b. Marketing Department in CBA
 - i. Reached 80%
 - ii. Nicki Grambo, new position as internship coordinator
 - iii. Faculty Focus
 - iv. Required for graduation or take another 3 credit Professional Workshop series
 - v. Advisory Board members support and promote
- 3. New Initiatives- Proposed
 - A. New Overarching Competitive Position for University
 - a. Goal of all graduates career ready through 100 % participation in career relevant learning experiences
 - b. Market to parents
 - c. Culture of Practice
 - d. Colleges provided goals- but how to accomplish will vary widely
 - B. Documentation and Pricing evaluation and integration
 - a. Establish a group to make recommendations for documentation on transcripts and DARS- "Participation in Career relevant learning experiences"
 - b. Can variable pricing be used to better reflect the true cost and not discourage students from registering
 - C. Evaluate Best Practices within our own colleges and at other universities
 - a. Engineering, CBA, CAST, Communications
 - b. Northeastern, Highpoint
 - D. Need for Additional Focus on Career ready skill sets
 - a. Attendance Policies encouraged
 - b. Soft skills – including professional attire, etiquette, language, mobile device usage
 - c. Career Fair Preparation: Resume, cover letter, attire, thank you letter, elevator pitch
 - d. Create a culture of professionalism throughout the university
 - E. Investigate how to give credit and document past career related experiences
 - F. Need to balance giving students the freedom to choose but also to require their exposure to the needed Career relevant learning experiences- or as stated by a student "only be requiring these activities will I be absolutely sure to take advantage of them"

G. Consider and document the ripple effect of how career related experiences enhances not only student job placement , but economic vitality of the regions, and state but also creates good will with alumni

4. Next Steps

- a. Involve more faculty, departments and key staff; create awareness and ask colleges to document existing and develop plans for additional career related experiences
- b. Laura Carey, New Director of Career Services to head up an advisory committee with input from all relevant areas to discuss these ideas, evaluate best practices and make specific recommendations to Student Success Team(SST), University Council and Faculty Senate