CAREER SERVICES 2014-2016 STRATEGIC PLAN

Mission
Career Services is a lead campus resource to help students, alumni, and community members successfully develop and implement college and career plans while building bridges between academic programs and diverse employment opportunities.

Vision
Career Services will be recognized by the academic and business communities as a leader in the delivery of career development services, resources, and solutions.

Core Values
The Career Services program strives to further its mission and vision through the integration of our core values:

Commitment to lifelong learning
Achievement in the classroom and beyond
Respect for self and others
Ethical behavior through mindful interaction
Enthusiasm for personal and professional growth
Relationships with campus and business communities

Program Objectives
As a result of actively participating in the Career Services program, participants, through utilization of the counseling process, assessment tools, print resources, various internet websites, event participation, and experiential learning opportunities, will be able to:

1. Select an appropriate major
2. Identify career options and follow through with career decisions
3. Utilize job search resources
4. Demonstrate an ability to interact appropriately in a professional setting
5. Develop an effective resume focused on a specific career goal
6. Prepare for the interview process using strategies for successful interviewing
7. Acquire technical and professional skills through real-world experience.
8. Articulate how real-world experience has prepared participants for the workforce
Learning Outcomes

1. Assessment
   Students will:
   - Identify strengths and skills
   - Explore personality, interests, and values

2. Research and Exploration
   Students will:
   - Understand how to market strengths and skills to employers in industry of interest
   - Apply prior work experience and academics to job choice and application materials

3. Resume Writing
   Students will:
   - Build basic application materials using strengths and skills
   - Develop application materials that are industry appropriate; highlighting relevant skills and experiences and incorporating keywords

4. Job Search Strategies
   Students will:
   - Consider occupations and industries based on major choice, personality, interests, skills and values
   - Identify potential career options and occupations
   - Research job opportunities in areas of interest

5. Interview Preparation
   Students will:
   - Practice basic interviewing skills including eye contact and speaking about strengths and skills
   - Learn and practice various types of interviews such as telephone, individual, panel, and behavior-based

6. Professional Networking
   Students will:
   - Learn how to network and why it is important
   - Identify and contact individuals and groups of interest
   - Conduct informational interviews with professionals
   - Build and maintain relationships with individuals and groups of interest

7. Real-World Experience
   Students will:
   - Learn about professional verbal and written communication
   - Effectively manage time, set goals and execute tasks
   - Develop personal and professional etiquette skills
   - Learn about organizational structure and resources
   - Learn about ethics in the workplace
**Performance Indicator**: Programming Initiatives

<table>
<thead>
<tr>
<th>Year</th>
<th>Baseline</th>
<th>Goal</th>
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<tbody>
<tr>
<td>2014</td>
<td></td>
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<tr>
<td>2015</td>
<td></td>
<td>5% increase</td>
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<tr>
<td>2016</td>
<td></td>
<td>10% increase</td>
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**Objective based on 2013 CAS Assessment**: Update CTS programs/events based on feedback from participants and identify impact of programs/events on outcome measures.

<table>
<thead>
<tr>
<th><strong>Strategy</strong></th>
<th>Review evaluations, surveys, and reports to determine program needs</th>
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</table>
| **Action Plan** | 1. Review most recent CCSSE report and document program intended changes resulting from this review  
2. Review most recent Graduating Class Exit Opinion Survey and document intended program changes resulting from this review  
3. Review most recent evaluations from CTS programs and document intended changes resulting from this review  
4. Document evidence of impact of identified changes on individual sessions/workshops/seminars/events |

<table>
<thead>
<tr>
<th><strong>Responsibility</strong></th>
<th>CTS Coordinator</th>
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</thead>
<tbody>
<tr>
<td><strong>Cost</strong></td>
<td>TBD</td>
</tr>
<tr>
<td><strong>Assessment</strong></td>
<td>Measurement of improvement in participant feedback on surveys and evaluations.</td>
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</table>

**Performance Indicator**: Employer Engagement

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**Objective based on 2013 CAS Assessment**: Collaborate with area employers to ensure a greater employer presence on the ASU-Beebe campus in an effort to provide increased employment opportunities for students and graduates.

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<th><strong>Strategy</strong></th>
<th>Reach out to state-wide employers via Career Connect, email, and face-to-face contact requesting participation in events, programming, and committees each semester.</th>
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</table>
| **Action Plan** | 5. Develop a Career Services Advisory Council  
6. Consult with Council on strategies to establish long-term relationships with academic departments  
7. Share employer feedback via Advisory Council, survey responses, etc. with campus community |

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<td><strong>Assessment</strong></td>
<td>Measurement of number of employers participating in events, programming, and committees.</td>
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Performance Indicator: Diversity Initiatives
2014 – Baseline
2015 – At least 2 annual programs
2016 – At least 3 annual programs

Objective based on 2013 CAS Assessment: Provide programming that is inclusive of all ASU-Beebe students

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<th>Strategy</th>
<th>Reach out to students through, not only generalized programming but also, population specific programming.</th>
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| Action Plan | 1. Develop at least one new program each year targeted to specific groups such as women, LGBT, ex-offenders, veterans, individuals with disabilities, etc.  
2. Ensure all linked documents on the Career & Transfer Services webpages are accessible or provide a statement identifying that accessible documents are available by contacting……… |
| Responsibility | CTS Coordinator |
| Cost | TBD (Potential for catering, printing, or speaker costs) |
| Assessment | Measurement of the number of population-specific programs offered to the campus community. |

Performance Indicator: Budget Initiatives
2014 – Budget Approval
2015 – Budget line continued
2016 – Budget line continued

Objective based on 2013 CAS Assessment: Obtain budget specifically dedicated to Career & Transfer Services

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<th>Strategy</th>
<th>Reach out to Chancellor’s Council highlighting the need for a dedicated line item/budget.</th>
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| Action Plan | 1. Develop proposed Career & Transfer Services budget  
2. Submit proposal to VCSS for review  
3. Submit proposal to VCFA and Chancellor’s Council for review and decision |
| Responsibility | CTS Coordinator, Student Success Center Director, VCSS |
| Cost | No new money to be requested; proposing to move money from various accounts within the Student Success Center |
| Assessment | Decision to approve/deny request. |
**Performance Indicator:** Assessment Initiatives

2014 – Baseline
2015 – 5% increase
2016 – 10% increase

**Objective based on 2013 CAS Assessment:** Develop and implement assessment tools to best determine whether program objectives and learning outcomes are being met.

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<th>Strategy</th>
<th>Utilize a variety of tools including both qualitative and quantitative methodologies to assess program effectiveness.</th>
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| **Action Plan** | 1. Update evaluations and surveys to include assessment of learning outcomes in all programming  
2. Update evaluations and surveys to include both pre-program learning outcomes and post-program learning outcomes to better assess gains  
3. Distribute and review evaluations for the following:  
   a. Career & Transfer Expo  
   b. Lunch & Learn Program  
   c. Career Development Workshops/Seminars  
4. Review Career Connect Reports regarding:  
   a. Counseling Sessions  
   b. Student Activity  
   c. Recruitment Activity  
   d. Information Sessions  
   e. Workshops  
   f. Employer Activity  
5. Determine whether CTS mission/goals were met through programming  
6. Determine whether CTS learning outcomes were met through programming  
7. Determine whether program was comprehensive in nature  
8. Make adjustments to programming to meet student needs and interests based on written feedback as needed  
9. Upload CTS strategic plan to main CTS webpage as a method to better communicate goals and objectives with appropriate constituencies |
| **Responsibility** | CTS Coordinator |
| **Cost** | TBD |
| **Assessment** | Measurement of the percentage of program objectives and learning outcomes being met. |
**Performance Indicator:** Human Resource Initiatives  
2014 – Release from Additional Duties Approved  
2015 – Release continued  
2016 – Release continued

| Objective based on 2013 CAS Assessment: Restructure workload to be consistent with NACE best practices of one full-time Career Services Professional to every 1,889 students. |

| **Strategy** | Reach out to Chancellor’s Council identifying the discrepancy between current ASU-Beebe practices and recommended NACE best practices. |
| **Action Plan** | 1. Develop a proposal to increase SSC staff by one or release from additional duties.  
2. Submit proposal to VCSS for review  
3. Submit proposal to Chancellor’s Council for review and decision |
| **Responsibility** | CTS Coordinator, Student Success Center Director, VCSS |
| **Cost** | TBD (Potential for salary costs) |
| **Assessment** | Decision to approve/deny request. |