



STUDENT SUCCESS CENTER

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

2014 – Baseline

2015 – 5% increase

2016 – 10% increase

Objective based on 2013 CAS Assessment: Update CTS programs/events based on feedback from participants and identify impact of programs/events on outcome measures.

Strategy	Review evaluations, surveys, and reports to determine program needs
Action Plan	<ol style="list-style-type: none">1. Review most recent CCSSE report and document program intended changes resulting from this review2. Review most recent Graduating Class Exit Opinion Survey and document intended program changes resulting from this review3. Review most recent evaluations from CTS programs and document intended changes resulting from this review4. Document evidence of impact of identified changes on individual sessions/workshops/seminars/events
Responsibility	CTS Coordinator
Cost	TBD (Potential for catering, printing, or speaker costs)
Assessment	Measurement of improvement in participant feedback on surveys and evaluations.

Performance Indicator: Employer Engagement

2014 – Baseline

2015 – 5% increase

2016 – 10% increase

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.

Strategy	Reach out to state-wide employers via Career Connect, email, and face-to-face contact requesting participation in events, programming, and committees each semester.
Action Plan	<ol style="list-style-type: none">5. Develop a Career Services Advisory Council6. Consult with Council on strategies to establish long-term relationships with academic departments7. Share employer feedback via Advisory Council, survey responses, etc. with campus community
Responsibility	CTS Coordinator
Cost	TBD (Potential for catering, printing, or travel costs)
Assessment	Measurement of number of employers participating in events, programming, and committees.

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

Strategy	Reach out to students through, not only generalized programming but also, population specific programming.
Action Plan	<ol style="list-style-type: none">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

Strategy	Reach out to Chancellor’s Council highlighting the need for a dedicated line item/budget.
Action Plan	<ol style="list-style-type: none">1. Develop proposed Career & Transfer Services budget2. Submit proposal to VCSS for review3. 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.

Strategy	Utilize a variety of tools including both qualitative and quantitative methodologies to assess program effectiveness.
Action Plan	<ol style="list-style-type: none">1. Update evaluations and surveys to include assessment of learning outcomes in all programming2. Update evaluations and surveys to include both pre-program learning outcomes and post-program learning outcomes to better assess gains3. Distribute and review evaluations for the following:<ol style="list-style-type: none">a. Career & Transfer Expob. Lunch & Learn Programc. Career Development Workshops/Seminars4. Review Career Connect Reports regarding:<ol style="list-style-type: none">a. Counseling Sessionsb. Student Activityc. Recruitment Activityd. Information Sessionse. Workshopsf. Employer Activity5. Determine whether CTS mission/goals were met through programming6. Determine whether CTS learning outcomes were met through programming7. Determine whether program was comprehensive in nature8. Make adjustments to programming to meet student needs and interests based on written feedback as needed9. 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	<ol style="list-style-type: none">1. Develop a proposal to increase SSC staff by one or release from additional duties.2. Submit proposal to VCSS for review3. 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.