

# Wichita State University Career Development Center Strategic Plan

## **Vision Statement**

Wichita State University's Career Development Center is valued as a leader in engaging and equipping individuals to identify and transform their passions, education and talents to find the unique intersection between themselves and where they fit in the world of work.

## **Mission Statement**

The Career Development Center empowers, educates and serves individuals, leading them to lifelong career success.

## **Why We Do What We Do**

We have the power to turn around lives, help students find their "why" and guide them to meet their potential.

## **Goals**

### **GOAL: 1**

**The Career Development Center will establish connections with strategic University stakeholders, including the Innovation Campus, for the purpose of creating collaborative initiatives serving students.**

### ***Learning Outcome:***

*As a result of this goal, SWBAT (students will be able to) utilize the Career Development Center's staff, programs and services to meet their career goals.*

### **Objective 1.1**

Connect with identified, key, strategic University divisions to create innovative initiatives focused on career development of students

**Action 1.1.1:** Schedule at least one meeting during every academic year with academic advisors to share information and resources involving the executive director, college career specialist and career counselor.

**Action 1.1.2:** Develop and execute an annual update/status report and present to key University stakeholders.

**Action 1.1.3:** Establish and implement a process for continuous communication and interaction with key University stakeholders.

**Action 1.1.4:** Identify and include in job descriptions a liaison within the CDC for each major division within the University and key personnel.

## **Objective 1.2**

Create and implement a plan to serve Innovation University employers.

**Action 1.2.1:** Work with NIAR to develop and implement a plan to serve future Innovation University employers.

**Action 1.2.2:** Identify the needs and services of the Innovation University employers which can be met by the Career Development Center.

**Action 1.2.3:** Explore and solicit appropriate resources, including staff, to meet the needs of the Innovation University employers.

## **GOAL: 2**

**The Career Development Center will provide timely, accurate, consistent and meaningful data supporting career development programming to our stakeholders.**

### ***Learning Outcome:***

*As a result of this goal, colleges on campus, as well as the administration of the University, will use the Career Development Center as the principal source of employment data.*

## **Objective 2.1**

Track appropriate student employment data in relation to the academic colleges' accreditation measures as it relates to the Career Development Center.

**Action 2.1.1:** Identify and connect with each college's assessment individual to determine the college's accreditation needs.

**Action 2.1.2:** Develop and implement an effective methodology to collect the identified accreditation data.

**Action 2.1.3:** Schedule annual deadlines for reporting accreditation data to colleges.

## **Objective 2.2**

Educate students, employers and staff on the Career Development Center's database functions, while supporting accuracy of information.

**Action 2.2.1:** Train new and existing staff on how to use the database system, Handshake.

**Action 2.2.2:** Educate and train employers and students on how to use Handshake.

**Action 2.2.3:** Audit the data entered on a regular basis to check for accuracy.

**Action 2.2.4:** Develop and adhere to protocols for the input of data into Handshake.

### **Objective 2.3**

In cooperation with the Office of Planning and Analysis, determine and implement the best method for disseminating and reporting employment data from the Student Exit Survey and the alumni surveys to provide employment data, alumni employment data and co-op/internship graduate data to the academic colleges and the University.

**Action 2.3.1:** Plan and collaborate with Office of Planning and Analysis.

**Action 2.3.2:** Develop a reporting structure and timeline.

**Action 2.3.3:** Disseminate data.

**Action 2.3.4:** Design/create simple, easy-to-read, one-page report for each academic college, as well as one for the University as a whole.

**Action 2.3.5:** Distribute one-page report and annual report. Post on Career Development Center webpage.

### **Objective 2.4**

Create a dashboard for measuring the success of the Career Development Center's services and programs.

**Action 2.4.1:** Identify data to be included in the dashboard.

**Action 2.4.2:** Develop and implement a standardized evaluation process for employers and students to complete following applicable Career Development Center's events, workshops and presentations.

**Action 2.4.3:** Develop and implement a standardized tool to measure customer satisfaction of the Career Development Center's day-to-day services.

**Action 2.4.4:** Schedule regular reporting of dashboard data to Career Development Center's staff.

**Action 2.4.5:** Evaluate effectiveness of College Through Career workshops.

**Action 2.5.5:** Evaluate effectiveness of specialized programming.

### **GOAL: 3**

**The Career Development Center will provide quality programming and services with opportunities for individuals to demonstrate in different ways what they know, understand and can do at different points of their learning cycles.**

#### ***Learning Outcome***

*As a result of this goal, SWBAT participate in programming designed to enhance their knowledge of the world of work, knowledge of themselves (interests, characteristics, talents, skills) and awareness of opportunities for continuing career development.*

#### **Objective 3.1**

Develop and implement innovative programming/services targeting first-year college students designed to make a face-to-face, student-initiated connection with the Career Development Center during their first year at WSU.

- Action 3.1.1:** Research best practices and evaluate feasibility of usage at WSU.
- Action 3.1.2:** Initiate at least two programs/events each semester focused on first-year college students. Focus should be on building an understanding of their career path and steps towards success in achieving their career goal(s).
- Action 3.1.3:** Implement a marketing plan promoting programs/events to first-year college students.
- Action 3.1.4:** Track participation, with a goal of engaging 75% of first-year college students in AY 17 and targeted growth of 2% until 100% engagement is reached.
- Action 3.1.5:** Measure effectiveness of first-year college students' programming/events in engaging students with the Career Development Center.
- Action 3.1.6:** Re-design and re-tool on an annual basis to maintain innovative approach.

#### **Objective 3.3**

Develop and implement dynamic, interactive, new student orientations targeting freshmen, freshmen guests, transfer students and returning adult students for the purpose of initiating a connection to the Career Development Center.

- Action 3.3.1:** Research best practices regarding orientations by career centers targeting new students.

**Action 3.3.2:** Design orientations to be tailored to the specific needs/message for each group. Orientations for freshmen students should be interactive and connected to the first-year college student Objective 3.1.

**Action 3.3.3:** Re-design as necessary and re-tool on an annual basis to maintain innovative approach.

#### **Objective 3.4**

Develop and implement innovative ways to connect with and serve international students.

**Action 3.4.1:** Provide, during the fall semester, a workshop focused on assisting international students on best practices for engaging employers during a career fair or event.

**Action 3.4.2:** Provide, during the spring semester, a workshop focused on assisting graduating international students with the process of transitioning into the American workforce.

**Action 3.4.3:** Interact with the international office to provide additional, appropriate programming focused on assisting international students.

**Action 3.4.4:** Continually research and seek best practices focused on serving international students.

#### **Objective 3.5**

Develop and implement innovative ways to connect with and serve WSU athletes.

**Action 3.5.1:** Collaborate with the Athletic Department to determine challenges faced by college athletes involving career paths and decisions.

**Action 3.5.2:** Host a bi-annual career event (implement fall 2017) focused on athletes; model would include utilizing former athletes to talk about their career decisions, employers interested in hiring athletes and their career direction and roundtable interaction with employers.

**Action 3.5.3:** Develop a new model for internships designed to meet the career objectives and difficult work schedules of athletes; will require working one-on-one with each athlete to meet his/her needs.

**Action 3.5.4:** Provide targeted ½ day seminar focused on assisting athletes in marketing themselves to a prospective employer; seminar to include speakers, resume development, identification of transferrable skills, job search techniques, selecting a career, value of internships, etc.

### **Objective 3.6**

Create and deliver appropriate, targeted College Through Career workshops and programming.

**Action 3.6.1:** Deliver workshops focused on basic career topics.

- Cooperative Education and Internships
- Resume Development
- Job Search
- Social Media
- LinkedIn

**Action 3.6.2:** Provide specialized workshops as required by CDC programming.

- Career Fair Prep
- Interviewing Tips
- Marketing Yourself to Employers

**Action 3.6.3:** Provide workshops designed for Graduating Seniors.

- Negotiating a salary package
- Polish your resume
- Working in another country
- Learning about standard employment benefits

**Action 3.6.4:** Provide an annual event focused on effectively marketing yourself to employers. Possible topics to be covered:

- Dining etiquette
- Professional dress
- Interview tips
- Networking skills

**Action 3.6.5:** Research and offer workshops designed to develop students' transferable skills, utilize employers as presenters.

- Identify and partner with employers to deliver workshops
- Determine best practices from relevant publications and organizations to assist in new trends for workshops

**Action 3.6.6:** Continually gain feedback from students regarding additional workshop topics.

- Distribute and compile evaluation surveys to understand students' workshop needs
- Determine best practices from relevant publications and organizations to assist in new trends for workshops

### **Objective 3.7**

In collaboration with the Graduate School, design and implement innovative, cutting-edge services for current and potential graduate students.

**Action 3.7.1:** Offer workshops designed to guide graduate students through the process of developing a strategy for best presenting his/her skillset to different audiences: utilize case studies; cover both academia and industry as career directions; how to apply to graduate school; and effective, current job search techniques.

**Action 3.7.2:** Become a regional resource for students through the initiation of a regional graduate symposium; could be combined with a graduate school fair. (On Hold per Graduate Dean 5/11/2016)

### **Objective 3.8**

In collaboration with the Alumni Association, design and implement innovative, cutting-edge services focused on engaging alumni as a career resource for current students and serving alumni seeking to make a career change.

**Action 3.8.1:** Identify and engage alumni in Career Development Center's programming as career experts. Utilize as speakers, workshop presenters and potential employers.

**Action 3.8.2:** Develop an alumni career mentoring program connecting with current WSU students; research and secure a web-based tool to make this connection. (Academic Impressions webinar; K-State tool)

**Action 3.8.3:** Research and implement career decision/direction services for WSU alumni; secure a web-based tool targeting alumni services.

### **Objective 3.9**

Develop dynamic, creative programming to drive students to the Career Development Center, including but not limited to:

- 1) Admissions events/high school recruitment
- 2) Lunch and Learns
- 3) Resume Blitz and mock interviews with employer participation
- 4) Workshops for Greek and other student organizations
- 5) Classroom and group presentations

**Action 3.9.1:** Gather information on an ongoing basis about programs and services being offered to students by colleges or other organizations.

**Action 3.9.2:** Utilize Handshake to develop tracking systems for all student interactions.

**Action 3.9.3:** Use data to identify challenges and successes with each program.

**Objective 3.10:**

Implement an annual Majors & Minors Fair that engages all academic departments and focuses on assisting students in the exploration of potential majors and minors.

**Action 3.10.1:** Engage academic departments in the planning of the event.

**Action 3.10.2:** Develop and distribute a guide on “How to Effectively Market Your Academic Program to Students.”

**Action 3.10.3:** Working with advising centers, encourage instructors of introductory courses to include the Majors & Minors Fair in their course syllabus.

**Action 3.10.4:** Coordinate this initiative with the first-year college Objective 3.1.

**Action 3.10.5:** Continually research best practices, evaluate effectiveness, re-design and re-tool on an annual basis to maintain innovative approach.

**Objective 3.11**

Develop and implement a career pathways process of outlining programs and services that touch every WSU student at their current point of career development.

**Action 3.11.1:** Identify current standard used by Career Development Center.

**Action 3.11.2:** Compare against national best practices.

**Action 3.11.3:** For each program/service:

- 1) Research best practices
- 2) Identify programs/services to be implemented
- 3) Schedule programs/services
- 4) Market programs/services
- 5) Present programs/implement services

**Action 3.11.4:** Develop and implement interactive library that contains information that serves as a resource for students and career specialists.

- 1) Informational interviews
- 2) Going Global
- 3) Applying to graduate school
- 4) Resource that shows employment ideas such as student employment jobs, internships, new grad jobs

**Action 3.11.5:** Review and add links to CDC website that help students in career decision making (e.g., *What Can I Do with This Major?*).

**Action 3.11.6:** Update website and other materials to communicate consistent message.

**GOAL: 4**

The Career Development Center will develop and maintain an environment that provides quality, academic-focused Internships and Cooperative Education opportunities for current qualified WSU students.

**Learning Outcome:**

*As a result of this goal, SWBAT utilize the center's services, to prepare for and engage in professional practices that assist in placement and enrollment in quality Co-op or Internship positions.*

**Objective 4.1:** Create an environment that allows all qualified students to participate in Internships and Co-ops for either academic or zero credit.

**Action 4.1.1:** Create and provide workshops, events and one-on-one collisions, developing professional skills in order to successfully transition students into the workforce.

**Action 4.1.2:** Promote the use of Handshake as the "go to" resource for all students to find Internship/Co-op opportunities.

**Action 4.1.3:** Career Specialists will use every form available: print, email, flyers, posters, etc., to notify student of the services provided by the CDC.

**Action 4.1.4:** Motivate students to strive for excellence in Co-op and Internships.

**Action 4.1.5:** Recognize outstanding student performance through website, e-newsletter, events, pictures, annual appreciation breakfast and national recognition through organizations such as CEIA.

**Objective 4.2:** Create an environment that allows open communication between the CDC and the Faculty of the individual colleges.

**Action 4.2.1:** Career Specialists will attend all appropriate Faculty/Staff Meetings and college-specific events to help develop relationships and to build a sense that they are part of the college.

**Action 4.2.2:** Career Specialists will develop and send out a bi-weekly schedule to the Faculty of all events taking place in the college directly tied to the CDC.

**Action 4.2.3:** Career Specialists will work with the Faculty and Staff to coordinate classroom visits and guest lecturing, if possible.

**Action 4.2.4:** The Career Development Center will foster and recognize Faculty/Staff partnerships which support the Co-op/Internship program.

**Objective 4.3:** Build new and nurture existing relationships with employers that result in innovative connections that align with students' unique passions, education and talents.

**Action 4.3.1:** Reach out to new and existing employers annually to engage in conversations regarding cooperative education and internships.

**Action 4.3.2:** Create and provide every employer with an annual employer guide that supports the mission and vision of the CDC and informs employers of the opportunities available to connect with and recruit students.

**Action 4.3.3:** Assist employers with and/or facilitate processes in Handshake to more effectively identify and recruit students for academic-focused Cooperative Education and Internship positions.

**Action 4.3.4:** Ensure quality of Cooperative Education and Internship opportunities by investigating new opportunities and the employers that offer those opportunities.

## **GOAL: 5**

**The Career Development Center will provide valuable and innovative student and employer interactions at every stage of a student's college career and beyond.**

### ***Learning Outcome:***

*As a result of this goal, SWBAT take advantage of various opportunities to interact with employers for the purpose of career exploration, professional development and finding employment.*

### **Objective 5.1**

Develop strategic opportunities for employer interaction that students find unique and relevant to their career development and meets the employers recruitment needs.

**Action 5.1.1:** Utilize employers for specialized resume review and mock interview events, informational panels and Lunch and Learns.

**Action 5.1.2:** Recruit employers and execute career events such as: Accounting Interview Days, Education Interview days, Engineering Career Fair,

Health Professions Career Fair and Career Connection Root Beer Kegger.

- Action 5.1.3:** Create new interactions for employers and students, such as, but not limited to: job shadowing, externship, informational interviews, pop up lab, networking event.
- Action 5.1.4:** Develop an “immersion excursion” program involving visits to two employer sites per semester with students.
- Action 5.1.5:** Collaborate with Office of Diversity & Inclusion to host a semi-annual Exec Connect luncheon offering students the opportunity to interact with a top-level executive and representatives from local/regional industry.

## **Objective 5.2**

Implement processes and procedures that maximize the seamlessness and efficiency of recruitment of Wichita State University students which result in exceptional outcomes for both students and employers.

- Action 5.2.1:** Create Employer Relations Team operations manual outlining policies, processes and procedures for interactions with employers.
- Action 5.2.2:** Work with the Student Team to develop and refine policies, processes and procedures for interactions with employers.
- Action 5.2.3:** Create, design and distribute an annual employer recruitment guide to include: policies, key dates and events, recruitment options, hiring of international students (F-1 VISA), contacts, Handshake. Post on CDC website.
- Action 5.2.4:** Develop a plan for communicating employer policies and procedures to all Career Development Center staff.
- Action 5.2.5:** Establish a methodology for evaluation of employer policies, processes and procedures.
- Action 5.2.6:** Develop and implement an annual employer recruitment symposium.
- Action 5.2.7:** Utilize appropriate, professional local and national organizations to promote the Career Development Center to prospective employer partners.

### **Objective 5.3**

Investigate, develop and implement an effective employer partnership initiative.

- Action 5.3.1:** Research other universities' partnership initiatives.
- Action 5.3.2:** Determine levels of sponsorship.
- Action 5.3.3:** Identify potential partners.
- Action 5.3.4:** Solicit and market partnership program to potential partners.
- Action 5.3.5:** Oversee, manage and serve partners through the assigning of one Employer Relations team member as the partner manager.

### **GOAL: 6**

**The Career Development Center will strategically communicate, market and promote its programs and services to its stakeholders.**

#### ***Learning Outcome:***

*As a result of this goal, stakeholders will have a clear understanding of the programs and services provided by the Career Development Center and how to engage in them.*

### **Objective 6.1**

Develop and implement strategic marketing and communication strategies focused on employers.

- Action 6.1.1:** Create and implement a comprehensive marketing campaign promoting Handshake to employers.
- Action 6.1.2:** Recognize employers for outstanding service and contributions in support of the Career Development Center.
- Action 6.1.3:** Research and invite a relevant national speaker to campus to support our Career Development Center message to employers.

### **Objective 6.2**

Develop and implement strategic marketing and communication strategies focused on current WSU students.

- Action 6.2.1:** Develop comprehensive marketing campaigns that utilize strategic marketing tools including: social media, eNewsletters, website, signage, KMUW, shuttle bus ads, The Sunflower, print materials and TV screens to communicate Career Development Center events, programming and services to students.

- Action 6.2.2:** Create and implement a comprehensive marketing campaign promoting Handshake to students.
- Action 6.2.4:** Provide student promotional materials at student events when appropriate.
- Action 6.2.5:** Build, develop and create mobile pop-up career kiosk to be used at key locations on campus to promote the Career Development Center.
- Action 6.2.6:** Send a postcard, letter or email to all parents of first-year college students about the Career Development Center's services.

### **Objective 6.3**

Assist Admissions and other key University divisions with the recruitment of potential new students to WSU.

- Action 6.3.1:** Attend all appropriate Admissions events as requested; utilize activities that are designed to be interactive and engaging, including road trips, special high school days, campus visitors and others.
- Action 6.3.2:** Meet on an annual basis with Admissions staff to discuss new developments and share initiatives.
- Action 6.3.3:** Respond to on-campus requests for speakers and presentations as appropriate, such as Community College Day and Transition Tuesday.

### **Objective 6.4**

Develop and implement strategic marketing and communication strategies focused on the University (specifically faculty and administration).

- Action 6.4.1:** Develop and implement a campus roadshow presentation to market and communicate our story and services to selected audiences on campus.
- Action 6.4.2:** Market and promote our data to key University audiences to further promote career development.
- Action 6.4.3:** Market and promote to faculty to utilize the CDC for supplemental curriculum instruction.
- Action 6.4.4:** Inform administrative assistants about the Career Development Center's services and events by developing a handout that is revised on a semester basis (fall and spring). At the beginning of each semester,

members of student team will visit administrative assistants about our services and events for that semester and request that they put copies of this handout in faculty/staff mailboxes. (Proposed state date fall 2016.)

**Action 6.4.5:** Involve faculty/staff to participate in appropriate and relevant Career Development events and programming.

**Action 6.4.6:** Publish an eNewsletter highlighting 2-3 co-op/internship students bi-monthly during the fall and spring semesters.

**Action 6.4.7:** The Career Development Center staff will communicate to the Marketing Team innovative stories about the Career Development Center and the students they serve.

### **Objective 6.5**

Assist in the promotion of WSU to the wider community, as it pertains to the Career Development Center.

**Action 6.5.1:** Respond to off-campus requests for speakers and presentations as appropriate.

**Action 6.5.2:** Provide career data to the community as needed.

### **GOAL: 7**

**The Career Development Center will serve as the catalyst in promoting a college through career culture at Wichita State University.**

#### **College Through Career Vision Statement**

***The vision of a college through career culture is to integrate a dialog around careers into all aspects of the college experience. Faculty and staff should engage and encourage students to define their career direction, acquire applied work experience and develop career competencies.***

#### **Learning Outcome:**

*As a result of this goal, SWBAT experience a college through career culture in every facet of their interactions at Wichita State University.*

### **Objective 7.1**

Work with the Provost and Senior Vice President to develop initiatives that will begin a conversation with faculty and staff about what it means to have a college through career culture.

**Action 7.1.1:** Executive Director schedules and meets with Provost and Senior Vice President to determine how a college through career culture should be exemplified at WSU.

### **Objective 7.2**

Collaborate with faculty, staff and students to define “college through career culture” and develop methods to measure attitudes of each group.

**Action 7.2.1:** Develop a matrix outlining the components of a college through career culture.

**Action 7.2.2:** Create and implement a survey to measure the attitude of faculty and staff regarding their roles and attitudes toward a college through career culture at Wichita State University.

**Action 7.2.3:** Identify faculty advocates to be part of a CDC-developed Qualtrics survey to encourage faculty in supporting/reinforcing the college through career culture on the WSU campus.

**Action 7.2.4:** Design and implement a longitudinal study measuring student attitudes regarding the college through career culture at Wichita State University.

### **Objective 7.3**

Implement campus-wide initiatives based on current needs assessment and survey data that define and promote a college through career culture at Wichita State University.

**Action 7.3.1:** Engage in professional development on the subject of college through career cultures.

**Action 7.3.2:** Develop a consistent message outlining professional transferable skills.

**Action 7.3.3:** Ensure that all CDC programming communicates and/or demonstrates professional, transferrable skills.

**Action 7.3.4:** Develop a clear, accurate and consistent schedule for Student Team for student recruitment and retention.

### **GOAL: 8**

**The Career Development Center will establish a high functioning team by hiring, supporting and developing talented, professional, visionary staff focused on meeting the University’s vision, mission, competencies and Career Development Center’s vision and mission.**

### **Learning Outcome**

*As a result of this goal, SWBAT receive quality programming and services that meet their career development needs.*

#### **Objective 8.1**

Seek out and engage staff in professional development opportunities focused on creating a culture of success, innovation, creative collisions and collegiality and develops the University's competencies: teamwork, inclusiveness, initiative, adaptability, customer focus, position knowledge and leadership.

**Action 8.1.1:** Continue to participate in professional organizations, learning best practices and communicating this information to staff — CEIA, NACE, NCDA and ASEE.

**Action 8.1.2:** Support continuous learning and innovative programming ideas by selecting topics to research and sharing findings with staff.

- The first staff meeting of every month, a professional development presentation will be made.
- Presentation will only last 10 minutes.
- Topics are chosen by the presenter. (Could be YouTube Video, PowerPoint, web article, etc.)
- Once presentation is completed, it will be stored in the Career Development Center electronic library. (V:\Career Development Electronic Library)
- Presenters will rotate monthly.
- Presentations will start in April 2016.
- No presentation will be done in July.

**Action 8.1.3:** Invite key Wichita State University organizations and departments to share expertise during staff meetings.

#### **Objective 8.2**

Implement processes designed to create a culture that includes interactive communication, clearly defined expectations, frequent feedback and recognition and celebration of success.

**Action 8.2.1:** Design and implement a staff assessment tool that informs and measures our office engagement twice a year.

**Action 8.2.2:** Develop individual professional goals to assess performance; they should be tied to the Career Development Center's mission and goals and incorporate the University's competencies.

**Action 8.2.3:** Celebrate successes of team members and program each month.

**Action 8.2.4:** Implement cross training of team, and develop and put individual job manuals on V drive.

**Action 8.2.5:** Improve team communication and interaction by learning more about each other via teambuilding tools (such as True Colors, MBTI, Strengths finder, Vista card sort or other).

**Action 8.2.6:** Develop and implement consistent method for two-way communication with Career Development Center's staff, including structure of staff meetings.

### **Objective 8.3**

Hire innovative, highly skilled, adaptive staff who embrace the values, vision and mission, are passionate about the work of Wichita State University and Career Development Center and demonstrate the following competencies: teamwork, inclusiveness, initiative, adaptability, customer focus, position knowledge and leadership.

**Action 8.3.1:** Develop interview questions utilizing WSU vision and goals to identify adaptability and innovation.

**Action 8.3.2:** Carefully define, select and plan search committee to identify adaptive, innovative talent.

**Action 8.3.3:** Provide accurate and concise information to candidate prior to interview.

**Action 8.3.4:** Update all job descriptions each year according to needs, vision and goals of the Career Development Center and reflect the University's competencies.

**Action 8.3.5:** Initiate a peer adviser program utilizing undergrad and graduate students.