

CAREER CENTER 2014-2019 STRATEGIC PLAN

January 7, 2014 DRAFT

Mission

The UO Career Center inspires futures. As educators we serve a diverse population of students and alumni and support them in exploring meaningful careers. We build thoughtful relationships and facilitate connections that lead to experiential learning and professional development opportunities. Through our work we enhance student and alumni success and the value of a University of Oregon education.

SA Goal I: Student Affairs will create an exceptional experience for every student

CC Objective #1: Support student and alumnus(a) career exploration and decision-making

Strategies:

- a) Help students/alumni identify relevant next steps in their career development and engagement with the Career Center through responsive Information and Referral (i.e., I&R) services and high-quality customer service
- b) Enhance students'/alumni's awareness about their career development needs and strategies through counseling, advising, online resources, social media, workshops, events, and programs
- c) Facilitate students'/alumni's individualized career action planning through the instruction of career decision-making and job-search strategies courses
- d) Make hands-on career exploration opportunities available to students/alumni through hosting professionals, employers, and alumni in multiple and diverse networking events, on-campus recruiting, and career fairs
- e) Enhance students'/alumni's career exploration and decision-making through diverse employer outreach and facilitated internship experiences, including GoIntern! credit-bearing internship opportunities and career instruction and coaching
- f) Provide students/alumni with self-directed career exploration and decision-making resources and tools through extensive online resources, including DuckConnect, My@Vantage experiential learning interface, and the Career Center website

CC Objective #2.1: Design strategic and collaborative opportunities for students/alumni to engage in experiential learning with professionals, employers, alumni, and the campus community

Strategies:

- a) Provide students/alumni with a variety of meaningful learning and interaction opportunities with employers by conducting specific outreach to diverse industries and organizations
- b) Facilitate structured networking and interviewing experiences with students, alumni, and employers for the development of students' professional communication skills
- c) Maximize the breadth and depth of our student/alumnus(a) services and engage captive student audiences by producing programs and events in collaboration with on campus partners
- d) Maximize students', alumni's, employers', and staff's time, cost, and connections by designing strategic events
- e) Facilitate academically supported experiential learning opportunities for students' professional development through credit-bearing courses and internships
- f) Collaborate to provide opportunities each term for professionals to engage students/alumni in career development curriculum
- g) Promote and/or facilitate extended experiential learning opportunities for students'/alumni's professional development (e.g., internships, internships for credit, part-time and full-time employment, and leadership opportunities)
- h) Support students'/alumni's experiential learning through DuckConnect, My@Vantage experiential learning interface, and the Career Center website, enhancing access to as well as broadening and deepening student's/alumni's experiences
- i) Facilitate career-development opportunities for students/alumni, enhance employer visibility on campus, and increase the revenue of the Career Center by developing and cultivating mutually beneficial employer partnerships

CC Objective #2.2: Promote and support on campus student employment as experiential learning to enhance students' development of transferrable skills, to assist students in developing a sense of professionalism, and to enhance students' career development

Strategies:

- a) Inform campus of the relevance of enhancing student employment and initiate and facilitate campus conversations about student employment enhancements
- b) Develop resources and a toolkit for on campus student employers and provide them with support mechanisms for their involvement
- c) Develop a Career Center model of student employment enhancement

SA Goal II: Student Affairs will serve as a model of equity, inclusion and collaboration

CC Objective #3: Respond to the diversity and uniqueness of our students, alumni, staff, and partners

Strategies:

- a) Provide career services to diverse underserved groups by identifying and publicizing resources, establishing key partnerships, and creating customized programming to meet students' and alumni's unique needs
- b) Establish an inclusive and welcoming environment at the Career Center through the following:
 - Establish an MCOB (i.e., Multicultural Competence Organizational Development) committee
 - Design and implement an MCOB strategic plan in response to 11 MCOB indicators
 - Implement a rubric to assess MCOB progress
 - Dedicate one staff meeting per month to MCOB development and training
- c) Enhance the Center's leadership and decision-making inclusion and transparency through an inclusive leadership team structure
- d) Develop MCA (i.e., Multicultural Career Alliance) programs in order to enhance and create meaningful opportunities for employers and diverse students to connect
- e) Continue to expand MCA membership among a variety of campus constituents in order to ensure greater representation of underrepresented students

SA Goal III: Student Affairs will prioritize decisions using evidence-based analysis, working to maximize effectiveness and efficiencies

CC Objective #4: Assess needs and share relevant information with on- and off-campus partners to actively engage students and alumni

Strategies:

- a) Better inform our on- and off-campus partners about our collective work by collecting and disseminating relevant job market and student/alumni career development data
- b) Enhance the Career Center's knowledge base by constantly pursuing relevant training, education, relationship-building, and networking on career development and job market theory, data, and best practices
- c) Develop efficiency measures and assess the return on investment on all of the Career Center's services, programs, and events
- d) Continue the development of fiscal efficiencies through strategic fiscal management practices, revenue development, and service assessment

CC Objective #5: Consistently measure and analyze learning on the five co-curricular areas central to the career and professional development of students and alumni (i.e. career decision-making, self-promotion, networking, experiential learning, career action planning) to make informed decisions about the Career Center's work and impact

Strategies:

- a) Measure students/alumni in the five co-curricular areas by creating and implementing professional observation and evaluation rubrics and mechanisms
- b) Help the Career Center tell the story about UO student/alumnus(a) career and professional development by analyzing and using student/alumnus(a) reported data and professional/employer evaluations
- c) Make informed decisions about the effectiveness and efficiency of the Career Center's services, programs, and events through the collection and analysis of student-learning data