

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Career Services and Graduate Student Programming

Leader(s): Darcie Campos

Implementation Year: 2015 -2016

GOAL 1: Create, promote and navigate undergraduate students through a Four-Year Career Development Plan (Four Year Career Compass) from freshman to senior year with an emphasis on fully preparing students to define their career goals and ensuring they are career ready professionals by graduation.

Objective 1:	Rebrand existing programming to integrate the Four-Year Career Development Plan (Four Year Career Compass) throughout; exploration, discovery, experience and presentation.
Action Items	<ul style="list-style-type: none">• Revise Four Year Career Plan brochures to use language of Four Year Career Compass, and continue to work with Roshaunda Ross to gather feedback from the transfer specialist on how to develop a transfer marketing piece specifically (Darcie Campos)• Begin to create new programming to accommodate areas that have not previously been addressed in Exploration, Discovery, Experience and Presentation.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Assess if students are noticing the theme areas, see if they would be more or less interested in attending if they knew of the program's theme
Responsible Person and/or Unit (Data collection, analysis reporting)	*Please note: Some action items may have specific staff members leading the efforts, but we will all work as a collective team to meet the objectives for our yearly goals.
Milestones (Identify Timelines)	
Desired Outcomes and Achievements (Identify results expected)	

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Objective 2:	Facilitate students career planning and correspondence preparation through academic and career decision making courses and career preparation workshops.
Action Items	<ul style="list-style-type: none"> • Expand upon current programming <ul style="list-style-type: none"> • Career Fair (resume) Prep Labs • Present the Student Teacher Workshop to specifically prepare future educators on how to maximize their professional identity on their resumes and cover letters (Cynthia) • Present a workshop available to all students on How to Get the Best Out of Career Fairs (Cynthia) • Implementation of the COUN 2100 course in the spring semester.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	
Responsible Person and/or Unit (Data collection, analysis reporting)	*Please note: Some action items may have specific staff members leading the efforts, but we will all work as a collective team to meet the objectives for our yearly goals.
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Objective 3:	Promote Four Year Career Compass through university website and printed promotional materials at on campus events and in class presentations.
Action Items	<ul style="list-style-type: none"> • Distribute the Four Year Career Compass materials at OCS events, in class presentation, Career Fairs, etc. (OCS Staff) • Continue to include sessions to introduce 4 year career compass to mastering college students, orientation, resource fairs and on website • Include compass theme on marketing of future programming; help to draw particular audience for certain programs
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	
Responsible Person and/or Unit (Data collection, analysis reporting)	*Please note: Some action items may have specific staff members leading the efforts, but we will all work as a collective team to meet the objectives for our yearly goals.
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Objective 4:	Utilize technology to better promote career services offerings, assess student learning outcomes, and provide professional development to meet the needs of the GSU student population.
Action Items	<ul style="list-style-type: none"> • Expand our utilization of social media to increase promotion of opportunities and resources offered. (utilizing GSU facebook, twitter, and linkedin) • Increase student opportunities for exploration and professional development through the utilization of current and new online assessment tools. (strengthsquest, mbti, strong, and to also utilize survey monkey for all assessments.)
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	
Responsible Person and/or Unit (Data collection, analysis reporting)	*Please note: Some action items may have specific staff members leading the efforts, but we will all work as a collective team to meet the objectives for our yearly goals.
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<p>Objective 5:</p>	<p>Maintain network of faculty and advising professionals from across campus to ensure four-year career development plan continues to reflect timely steps towards degree completion and obtaining a career position in one’s respective field. <i>(i.e., the Internship Advisory Council and “Connecting Advisors Across Campus” to ensure our methods match up with program requirements, student needs, etc…)</i></p>
<p>Action Items</p>	<ul style="list-style-type: none"> • Collaborate with Internship Advisory Council members on Internship topics three times per the fall and spring semesters (Cynthia/Darcie) • Meet regularly each semester with faculty members and other stakeholders of each division to discuss particular ways that OCS can assist with meeting specific needs through a variety of programming and event planning (Cynthia/Darcie) • Collaborate with OCS colleagues to discuss topics of interest related to Academic Advisors through “Connecting Advisors Across Campus” (Counselors)
<p>Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)</p>	
<p>Responsible Person and/or Unit (Data collection, analysis reporting)</p>	<p>*Please note: Some action items may have specific staff members leading the efforts, but we will all work as a collective team to meet the objectives for our yearly goals.</p>
<p>Milestones (Identify Timelines)</p>	
<p>Desired Outcomes and Achievements (Identify results expected)</p>	