

Focus Area: Career Services and Graduate Student Programming

Leader(s): Darcie Campos

Implementation Year: 2015 -2016

GOAL 4: Strengthen and expand relationships with employers in the Chicago Southland region.

Objective 1:	Continue to work collaboratively across colleges, and also with development, alumni and the small business development center to share employer resources and bring new employer recruitment opportunities to GSU.
Action Items	<ul style="list-style-type: none">• Follow up on leads to visit and recruit new employers to hire GSU students for internships and/or job opportunities as time permits/ongoing (Cynthia, Darcie)• Attend local and regional business activities to increase networking contacts and learn about current, local business trends (Cynthia, Darcie)• Meet annually with staff members in the alumni, development and small business development centers to discuss ways to promote OCS activities, such as career fairs, to university and community stakeholders (Cynthia, Darcie)• Actively participate as part of the GSU 360leadership team. (Darcie/Cynthia)• SBDC will be collaborating during PICC to provide session on entrepreneurship. (Jessica and Dartina)
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.
Milestones (Identify Timelines)	
Desired Outcomes and Achievements (Identify results expected)	

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Objective 2:	Identify and target local businesses and organizations to specifically address the employment needs of the GSU student body.
Action Items	<ul style="list-style-type: none"> • Attend various external employer-related events to effectively gauge current work trends. (Cynthia, Darcie) • Identify employers willing to speak to student populations in campus-sponsored events. (Cynthia, Darcie, OCS) <ul style="list-style-type: none"> • Collaborate with YWCA to provide information sessions on certifications in human/social services
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.
Milestones (Identify Timelines)	
Desired Outcomes and Achievements (Identify results expected)	

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Objective 3:	Reevaluate existing recruitment events and career programming to ensure the offerings are best meeting the needs of our students and employers.
Action Items	<ul style="list-style-type: none"> • Create and distribute a brief survey to existing employers with active relationships with OCS to determine if they feel that their needs are being met and how could we improve our services to strengthen these relationships (Cynthia) • Survey the students after recruitment and on campus career service related events to gather feedback on the effectiveness of the event. (OCS Staff) • Examine SLO and GEO outcomes from the previous year to make changes for programming the following semester. (OCS Staff) • Respond to student feedback on Professional Etiquette Luncheon - Transition to Professional Etiquette <i>Dinner</i>; also reorganize presentation format so that the dining tutorial is presented prior to eating, rather than during. • Respond to lack of attendance during Professional Image and Career Conference – Incorporate new topic areas by collaborating with campus and community services. • Respond to lack of preparation and awareness of career fairs by providing preparatory workshops prior to each of the three annual fairs.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Attendance will be one measure, as well as evaluation feedback
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)	