

# 2013-2018



***Strategic Plan***

## Vision

The Florida State University Career Center strives to be the preeminent career center model for designing and delivering comprehensive, innovative, and inclusive career and employment services.

## Values

**Service:** The Florida State University Career Center provides quality, holistic, compassionate, and professional services to all of its constituent populations, including, but not limited to, students, alumni, employers, campus partners, and community members.

**Excellence:** The Career Center is accountable for providing excellence through quality programming and professional services.

**Development:** The Career Center provides comprehensive programs and services for students and alumni to help them cultivate and attain their career, academic, and life goals and models this value by supporting all Career Center staff members in their own professional development.

**Ethics:** The Career Center promotes ethical behavior through social responsibility, integrity, inclusion, and respect within all aspects of its organizational culture.

**Collaboration:** The Career Center engages in collaborative efforts to provide diverse and inclusive services, programming, and outreach to University and external constituents.

**Communication:** The Career Center values open and honest communication, focusing on availability and responsiveness, in its outreach to internal and external partners.

## Mission

- Provide comprehensive career services
- Train career service practitioners
- Conduct life/career development research
- Disseminate information about life/career services and issues to the University community, the nation, and the world

## Strategic Priorities

**SP 1.0** Promote students' career preparedness through career advising, counseling, programming, and instruction

**SP 2.0** Provide and expand experiential learning opportunities for students

**SP 3.0** Create collaboration between The Career Center, Division, academic colleges, University, and community organizations to support students' career success

**SP 4.0** Increase employment and graduate and professional school opportunities for students

**SP 5.0** Provide opportunities to enhance students' employability skills

**SP 6.0** Provide accountability for career services and student outcomes

**SP 7.0** Contribute to the career development profession worldwide

# Strategic Goals and Priorities



## ***CAREER PREPAREDNESS***

Promote students' career preparedness through career advising, counseling, programming, and instruction

### **Strategic Priority 1.1:** Enhance continued advising support via electronic communication

#### **Critical Success Factors:**

- 1.11 Send students and alumni an additional link for a career advising resource guide
- 1.12 Utilize Electronic Individual Learning Plans (ILPs) for ongoing development of goal setting and action items related to career decision making and problem solving

#### ✓ **Assessment:**

Access link in the email to determine usage and Symplicity usage numbers related to the follow-up email; for distributed ILPs, assess every three to six months

#### ✓ **Desired Outcome:**

Document the frequency of times follow-up communication was accessed

### **Strategic Priority 1.2:** Offer distance career advising and counseling services

#### **Critical Success Factors:**

- 1.21 Revise and develop new policies/procedures for offering distance career advising and counseling
- 1.22 Pilot distance advising and counseling appointments to distance learners
- 1.23 Develop a marketing strategy to disseminate information related to career advising and counseling services
- 1.24 Determine career advising and counseling responsibility in delivering services

#### ✓ **Assessment:**

Create a needs assessment to determine career advising needs (spring survey) and develop a career advising satisfaction survey

#### ✓ **Desired Outcome:**

Aggregate data from the needs assessment and use this information to develop career advising topics for appointments; offer distance career advising and counseling appointments to distance learners using Symplicity

### **Strategic Priority 1.3:** Collect feedback on career advising, career counseling, programming, and instruction services

#### **Critical Success Factors:**

- 1.31 Develop accessible and brief surveys related to workshops, career advising, and counseling
- 1.32 Determine means of consistently gathering data
- 1.33 Determine means of warehousing and utilizing data

#### **Assessment:**

Collect information, aggregate findings, and use information to enhance services

#### **Desired Outcome:**

Collect information from 50 percent of service users; engage in collecting pre- and post-data to monitor enhancement of services

### **Strategic Priority 1.4:** Develop consistent delivery and format for Career Center presentations

#### **Critical Success Factors:**

- 1.41 Continue the work of the Programming Task Force
- 1.42 Develop consistent content, branding, and formatting
- 1.43 Facilitate ongoing workshop delivery training
- 1.44 Utilize the FSU Career Center YouTube channel for electronic dissemination of outreach presentations

#### **Assessment:**

Enhance the organization and consistency of Career Center presentations both in content and format; examine workshop evaluations, number of requests and nature of requestors, and the number of visits to YouTube channel presentations

#### **Desired Outcome:**

Provide both core and specialized Career Center presentations

### **Strategic Priority 1.5:** Enhance programming within colleges via liaison roles

#### **Critical Success Factors:**

- 1.51 Complete regular needs assessments within each college/department to determine needs
  - Coordinate with liaisons and The Career Center research committee
  - Develop the survey instrument
  - Create the schedule for the dissemination of surveys
  - Work with liaisons to compile and disseminate data
- 1.52 Utilize information to market existing services and develop specific programming based on needs assessment
- 1.53 Host events (e.g., Open House) for college/department representatives highlighting existing services and points of contact (i.e., liaison)
- 1.54 Have a “Liaison Feature” in The Career Center’s quarterly newsletter

#### **Assessment:**

Conduct a needs assessment, and determine the number of liaison contacts with college and departmental representatives and the number of workshops

- ✓ **Desired Outcome:**  
Enhance liaison's programming offerings based on needs assessment



## ***EXPERIENTIAL OPPORTUNITIES***

Provide and expand experiential learning opportunities for students

**Strategic Priority 2.1:** Strengthen relationships and partnerships with academic internship coordinators and directors

### **Critical Success Factors:**

- 2.11 Update, maintain, and disseminate an accurate list of academic department/college internship contacts
- 2.12 Organize an Internship Advisory Council with representatives from all colleges
- 2.13 Contact and provide internship-related and other Career Center information (in-person, by phone, or by email) regularly
- 2.14 Report internship data via Deans' Briefs

- ✓ **Assessment:**  
Periodically update academic internship contacts list on the internship portal, assemble and set agenda for Advisory Council and report on outcome(s), and record the number of contacts made per semester

- ✓ **Desired Outcome:**  
Update and disseminate academic internship contact lists three times during the academic year; convene the Advisory Council at least two times a year

**Strategic Priority 2.2:** Enhance and promote the Internship Headquarters portal/website to students, faculty/staff, administrators, and employers

### **Critical Success Factors:**

- 2.21 Develop a marketing plan
- 2.22 Create and add videos featuring employers who recruit and support internship opportunities
- 2.23 Add new and diverse student intern success stories that are representative of each college

- ✓ **Assessment:**  
Complete and distribute marketing materials, create the employer videos, and post new student intern success stories

- ✓ **Desired Outcome:**  
Utilize three social media tools to market and promote the Internship Headquarters portal; secure three diverse employers to participate in video; add student intern success stories from each college

## Strategic Priority 2.3: Expand experiential learning opportunities for FSU students

### Critical Success Factors:

- 2.31 Contact employers recommended and referred by Internship Advisory Council members
- 2.32 Reach out to Seminole Futures and Engineering Day employers for internship opportunities
- 2.33 Network with employers at state, regional, and national conferences and other appropriate venues
- 2.34 Utilize the Graduating Senior Survey employer data to cultivate internship opportunities
- 2.35 Partner with the Alumni Association and the Chamber of Commerce to increase internship opportunities
- 2.36 Plan and organize an Internship Employer Forum on the day before or after the career fair or during on-campus recruiting
- 2.37 Invite employers to co-present at “Find an Internship Workshop Series”
- 2.38 Create a task force to assist in revamping the Job Shadowing Program

#### ✓ **Assessment:**

Track the number of new employer contacts made each semester, the number of employers participating in internship forums and workshops, and the number of job shadowing participants

#### ✓ **Desired Outcome:**

Reach out and/or create partnerships with a minimum of 40 “new” employers during the academic year



## **COMMUNICATION/PARTNERSHIPS**

Create collaboration between The Career Center, Division, academic colleges, University, and community organizations to support students’ career success

## Strategic Priority 3.1: Support student leaders and full-time DSA staff in their professional development

### Critical Success Factors:

- 3.11 Offer targeted and specific presentations for leaders of student groups
  - Conduct outreach to DSA departments to discover the needs of student leaders
  - Develop specific presentations to address those needs (e.g., how to market your Orientation Leader position on your resume)
- 3.12 Support Division of Student Affairs and academic department events through attendance and promotion
- 3.13 Expand liaison activities to all DSA departments
- 3.14 Partner with the DSA Professional Development Committee to offer career development workshops for staff
- 3.15 Present at Noles Professional Institute

#### ✓ **Assessment:**

Conduct workshop evaluations for presentations to student groups, staff, and NPI attendees to assess quality of presentation; track Career Center staff attendance at department events (similar to liaison tracking)

#### ✓ **Desired Outcome:**

Workshop evaluations portray an overall positive evaluation; event attendance is tracked similar to liaison tracking and each Career Center staff member attends at least one DSA event per semester

## Strategic Priority 3.2: Strengthen collaboration with academic departments

### Critical Success Factors:

- 3.21 Attend faculty meetings
- Liaisons will reach out to their department(s) and request to present or provide information annually about The Career Center
  - Each liaison will attend at least one meeting during the academic year, if possible
- 3.22 Consult with departments on employers of interest
- Liaisons reach out to faculty contacts and develop a list of employers to contact
  - Liaisons turn over list to ERRS for follow-up with employers
  - Conduct site visits, if appropriate
  - Get employers involved in events and services, as well as with the academic department (e.g., classroom presentations)
- 3.23 Submit articles to department newsletters
- Liaisons reach out to departments to inquire about newsletter options and deadlines for submissions
  - Write and submit an article specifically targeting students in that department

✓ **Assessment:**  
Track the amount of department outreach through liaison tracking; track the number of new employers; track the number of articles published

✓ **Desired Outcome:**  
All liaisons provide updated information on their departments at least once a year. All liaisons obtain at least three suggestions of new employers from their departments. The Career Center is represented in at least four campus newsletters

## Strategic Priority 3.3: Strengthen collaboration with the University community

### Critical Success Factors:

- 3.31 Have specialized training for staff on graduate programs
- Invite representatives from different programs to staff meetings
- 3.32 Develop programming for transfer students
- Incorporate more career decision-making information into Orientation
  - Market and present a stand-alone presentation at Orientation for transfer students
- 3.33 Develop programming for distance learners
- Research current services and resources for distance learners
  - Implement results of research

✓ **Assessment:**  
Evaluate workshops for transfer students and distance learners

✓ **Desired Outcome:**  
50% of workshop attendees will rate the workshop positively

### Strategic Priority 3.4: Strengthen collaboration with local community organizations

#### Critical Success Factors:

- 3.41 Partner with Workforce FL
- 3.42 Partner with the Chamber of Commerce
- 3.43 Partner with local Society for Resource Management Association (SHRM)
- 3.44 Increase job listings, resume referrals, and recruiting through these partnerships

✓ **Assessment:**  
Partner with Workforce FL to gain data on the number of FSU students who gain employment through their services and increase employer contacts through participation with the Chamber of Commerce

✓ **Desired Outcome:**  
Successfully access Workforce FL data and increase employer contacts by 15 through participation with the Chamber and SHRM



## *STUDENT SUCCESS*

Increase employment and graduate and professional school opportunities for students

### Strategic Priority 4.1: Increase employment opportunities for all undergraduate and graduate students, with a targeted focus on increased internship, cooperative education, and full-time opportunities

#### Critical Success Factors:

- 4.11 Examine new opportunities to increase linkages between employers and students with the goal of increased hiring in collaboration with The Career Center Advisory Board and Placement Partners
- 4.12 Investigate opportunities to involve FSU family members during summer Orientation to actively promote their employers' participation in recruiting events
- 4.13 Utilize all social media resources (Facebook, LinkedIn, Twitter) to increase FSU's presence and to encourage new employer relationships and employment opportunities
- 4.14 Revise employer evaluations and surveys to obtain feedback on current services and policies to determine where improvements can be made
- 4.15 Collaborate with the Alumni Center, the FSU Foundation, and college faculty and staff for assistance in encouraging alumni to "Hire a Nole" by actively participating in all recruiting events and activities, as well as encouraging alumni registration in ProfessoNole

✓ **Assessment:**  
Evaluate and compare semester and yearly recruiting reports to assess strategies developed to increase on-campus recruiting, career fairs, job listings, and resume referral success

✓ **Desired Outcome:**  
Document a 10 percent increase in internship, cooperative education and full-time opportunities available to FSU students



**Strategic Priority 4.2:** Increase targeted employer development for undergraduate and graduate students in majors and colleges

**Critical Success Factors:**

- 4.21 Utilize “Hire a Nole” recruiting campaign and develop a strategic marketing plan and materials advertising Career Center services, recruiting events, and resources to prospective, new, current, and past employer contacts
- 4.22 Review Hire Surveys, Graduate Surveys, CareerShift, and ProfessioNole for prospective new college and major specific employer development opportunities
- 4.23 Develop new employer prospects through journals, conferences, organizational membership, and subsequent member databases
- 4.24 Encourage current employer partners to recruit for *all* employment opportunities within the organization
- 4.25 Collaborate with other colleges and universities in employer development activities and events

✓ **Assessment:**  
Through reporting data, review new employer registration and increased career fair, job listings, and campus interview activity to determine success

✓ **Desired Outcome:**  
Utilizing the “Hire a Nole” employer development marketing plan, document an increase of new or renewed employer relationships, participation in career fairs and campus interviews, and an increase in posting of job listings by 10 percent

**Strategic Priority 4.3:** Increase graduate and professional school program opportunities and resources for students

**Critical Success Factors:**

- 4.31 Examine past fair participants to determine programs typically recruited, focusing on programs with significant student interest
- 4.32 Review graduate and professional school admission requirements, including testing and application deadlines, to determine the best timing of the fair
- 4.33 Research and survey past fair participants, student attendees, and faculty to evaluate interest in a two-day event and obtain suggestions on structure

✓ **Assessment:**  
Review the data to determine the viability of Graduate and Professional School two-day fair opportunities

✓ **Desired Outcome:**  
Expand the Graduate and Professional School Fair to a two-day event



## ***EMPLOYABILITY SKILLS***

Provide opportunities to enhance students' employability skills

**Strategic Priority 5.1:** Increase Career Center staff knowledge on employability skills and employment trends

### **Critical Success Factors:**

- 5.11 Host employer panels focused on employability skills and industry trends
- 5.12 Create and offer presentations and webinars on employability skills
- 5.13 Suggest additional items on Career Advisor and Graduate Assistant training checklists, shadowing opportunities, and resources on employment and industry trends

✓ **Assessment:**  
Administer a pre-test to all staff at the beginning of the fall semester and a post-test at the end of the spring semester regarding employability skills and industry trends

✓ **Desired Outcome:**  
Document an increase in learning by 30 percent

**Strategic Priority 5.2:** Develop students' employability knowledge and skills

### **Critical Success Factors:**

- 5.21 Create a multiday employability series with presentations on resume writing, interviewing, obtaining an internship, dress for success, maximizing social media, second interviewing, and dining etiquette
- 5.22 Market the series through social media, student newsletters, liaison areas, classroom presentations, 100 Day Countdown, and print media
- 5.23 Invite liaison contacts to attend and promote this event
- 5.24 Purchase incentives to entice students to attend workshops and Career Center events

✓ **Assessment:**  
Distribute a survey immediately following the series of presentations to students who signed in to each presentation

✓ **Desired Outcome:**  
75 percent of students who respond that they attended at least two presentations will indicate on the survey questions that their employability knowledge has increased as a result of their attendance

**Strategic Priority 5.3:** Increase employability skills knowledge through the Dunlap Success Center television screens

**Critical Success Factors:**

- 5.31 Create and display PowerPoint slides that highlight employability skills and employment trends through the 100 Day Countdown, Dunlap Success Center television, FSU portal, college websites, LinkedIn, The Career Center website, and Facebook
- 5.32 Expand the FSU Career Center YouTube channel
- 5.33 Market workshops and online training through the 100 Days Countdown, Dunlap Success Center television, FSU portal, college websites, LinkedIn, The Career Center website, and Facebook
- 5.34 Evaluate the impact of social media on students' career employability skills knowledge

- ✓ **Assessment:**  
Create and use polls on the respective social media pages to examine student usage of the page and the impact that each site has on their employability skills and knowledge
- ✓ **Desired Outcome:**  
66 percent of students who respond that they visit the social media pages (LinkedIn, Facebook, etc.) at least once every two weeks will indicate that visiting the pages increased their employability skills knowledge

**Strategic Priority 5.4:** Provide employability and career preparedness workshops by increasing liaison activity with each college and special populations

\***Note:** For a complete list of liaison activities, see the Liaison Activities section



***ACCOUNTABILITY AND CAREER METRICS***

Provide accountability for career services and student outcomes

**Strategic Priority 6.1:** Conduct a Graduating Senior Survey

**Critical Success Factors:**

- 6.11 Survey graduating seniors
- 6.12 Analyze data by colleges and departments
- 6.13 Disseminate data to stakeholders
  - Board of Trustees, Board of Governors
  - University Administration
  - Deans via Deans' Briefs
  - Family members via Parents' Orientation
  - Potential students via website

- Employers via Employer Handbook
- Career Center Annual Report



**Assessment:**

Survey graduating seniors two weeks prior to graduation via Qualtrics



**Desired Outcome:**

Over 95 percent of graduating seniors will report destination data

\***Note:** See the Graduating Senior Survey section for more information

**Strategic Priority 6.2:** Show evidence of career preparedness skills, e.g., critical thinking, leadership, etc.

**Critical Success Factors:**

- 6.21 Document the number of students self-reporting acquisition of skills via Career Portfolio
- 6.22 Document the number of new Career Portfolio users
- 6.23 Identify the number of courses integrating Career Portfolio into learning outcomes



**Assessment:**

Analyze Career Portfolio data to show evidence of career preparedness skills, number of courses integrating Career Portfolio into learning outcomes, and report the number of new users



**Desired Outcome:**

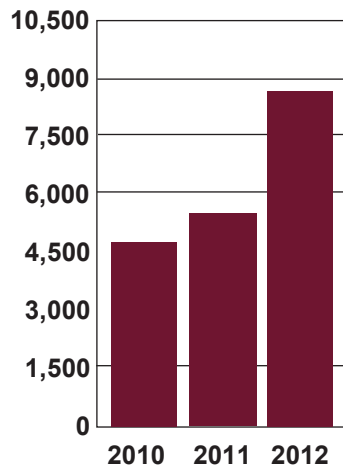
Show increase in Career Portfolio usage by 5 percent and number of courses integrating Career Portfolio into learning outcomes by 5 percent



**Outcome:**

- 6.21 - Number of student self-reported entries showing evidence of learned skills from total users, N = 6,349
- 6.22 - In 2012, Career Portfolio had 3,412 new users, for a total of 8,704 current student users
- 6.23 - Compile the data on the number of courses integrating Career Portfolio into learning outcomes

2012 Career Portfolio	Jobs/Internships	Membership/ Activities	Service/ Volunteer Work	Interests/ Life Experiences	Courses
Communication	8,929	2,816	2,641	2,340	7,989
Creativity	3,338	1,657	1,326	2,275	5,046
Critical Thinking	2,186	652	513	782	4,679
Leadership	5,472	5,505	3,016	1,992	2,644
Life Management	1,779	907	512	2,385	2,688
Research/Project Development	1,641	395	487	485	3,725
Social Responsibility	1,760	1,791	4,037	1,341	1,822
Teamwork	5,483	4,093	2,536	2,148	4,097
Technical/ Scientific	1,775	330	309	740	4,413



**Career Portfolio Users  
by Year:**

- 2010 - 4,586 users
- 2011 - 5,287 users
- 2012 - 8,704 users

**Strategic Priority 6.3:** Document the number of internship placements

**Critical Success Factors:**

- 6.31 Gather data from the following data sets: OBI, URP, CICP, GGSS, and Internship Portal
- 6.32 Aggregate data
- 6.33 Report data

✓ **Assessment:**

Capture internship data from all University data sources

✓ **Desired Outcome:**

Increase the number of reported internships by 5 percent

✓ **Outcome:**

In 2012, 5,005 internships were reported via OBI and Career Center (Internship Portal under implementation)

**Strategic Priority 6.4:** Assess and report student satisfaction with Career Center programs and services

**Critical Success Factors:**

- 6.41 Create satisfaction surveys for career advising and on-campus interviewing
- 6.42 Create effectiveness surveys on mock interviewing and Career Center workshops
- 6.43 Conduct surveys

✓ **Assessment:**

Evaluate students' satisfaction with drop-in career advising services and with on-campus interviewing program; evaluate the effectiveness of the mock interview program and Career Center workshops in providing career-related information and employment preparedness

✓ **Desired Outcome:**

- 6.41 - More than 60 percent of students receiving drop-in career advising services will agree or strongly agree: "After talking with my Career Advisor, I feel more confident about my future career plans"
- 6.42 - 90 percent of students who participated in on-campus recruiting will rate their experience as meeting or exceeding their expectations

6.43 - 90 percent of students will report that they feel more confident in their interview skills after participating in mock interviews

6.44 - At least 50 percent of individuals who attend Career Center workshops will indicate that the workshop was helpful or very helpful in providing them career-related information

- ✓ **Outcome:**  
To be reported

### **Strategic Priority 6.5:** Report and improve student activity in career preparedness and employability programs and services

#### **Critical Success Factors:**

- 6.51 Continue to record Garnet and Gold Scholar Society intents to participate and inductees
- 6.52 Continue to record student and employer participation at career events
- 6.53 Continue to record new ProfessoNole users

- ✓ **Assessment:**  
Gather user data on career preparedness and employability programs and services

- ✓ **Desired Outcome:**  
6.51 - Increase the number of intents to participate by 15 percent and new inductees by 10 percent into the Garnet and Gold Scholar Society program  
6.52 - Increase the number of students by 5 percent and employers by 10 percent attending career events  
6.53 - Increase the number of ProfessoNole volunteers by 10 percent

- ✓ **Outcome:**  
6.51 - In 2012, there were 283 Garnet and Gold Scholar Society intents and 92 inductees  
6.52 - In 2012, there were 10,407 students and 777 employers attending career events  
6.53 - In 2012, there were 589 ProfessoNole volunteers



## **PROFESSIONAL DEVELOPMENT, RESEARCH, AND SCHOLARSHIP**

Contribute to the profession of career development

### **Strategic Priority 7.1:** Complete Tech Center website/redesign

#### **Critical Success Factors:**

- 7.11 Meet with Tech Center team/support staff
- 7.12 Develop and build new website
- 7.13 Solicit feedback and revise as needed
- 7.14 Launch new site

- ✓ **Assessment:**  
Launch the site successfully; get feedback from users via the onsite comment form

- ✓ **Desired Outcome:**  
Users of the Tech Center website will have improved access to resources, and it will further highlight how FSU integrates theory, research, and practice in the fields of career development and vocational psychology

**Strategic Priority 7.2:** Promote staff presentations, publications, and research via The Career Center website and the Division of Student Affairs

**Critical Success Factors:**

- 7.21 Build a Career Center staff professional development page into new Career Center website designs
- 7.22 Connect to the Tech Center and vice versa
- 7.23 Decide on a process/format for submissions and managing content

- ✓ **Assessment:**  
Launch the site; have a policy and procedures in place for managing it

- ✓ **Desired Outcome:**  
Have an accessible website to highlight the accomplishments and professional activities of all Career Center staff and how these contribute to the work of Florida State University, the Division of Student Affairs, and the field of career services across the nation and the world

**Strategic Priority 7.3:** Develop a system for tracking Career Library resource use

**Critical Success Factors:**

- 7.31 Implement Integrated Library System (ILS)
- 7.32 Develop a plan to easily track resource use, e.g., scanning system
- 7.33 Pilot test the system for assessing resource use
- 7.34 Revise plan based on the pilot test

- ✓ **Assessment:**  
Summarize data; use data in determining library resource needs and in plans for collection development

- ✓ **Desired Outcome:**  
Learn about patterns of usage related to The Career Center's Career Library resources; determine gaps in the collection and identify additional resources to support career and employment planning needs of all students

**Strategic Priority 7.4:** Use data from student post-interview surveys to determine student usage in SeminoleLink Plus in order to promote services to underrepresented populations

**Critical Success Factors:**

- 7.41 Review data on the number of students with Plus services; compare to the number of students who participated in on-campus interviews and those who completed the post-interview survey
- 7.42 Produce report on the profile of students not participating in on-campus interviews
- 7.43 Brainstorm strategies for reaching out to underrepresented students

✓ **Assessment:**  
After a report is produced, create an action plan for how to use the data

✓ **Desired Outcome:**  
Learn more about how students are using and not using SeminoleLink; encourage student engagement with all aspects of SeminoleLink to support their employment goals and career readiness

**Strategic Priority 7.5:** Develop a protocol and research plan for ongoing data collection in SDS 3340

**Critical Success Factors:**

- 7.51 Discuss in a Tech Center meeting
- 7.52 Brainstorm a list of research topics
- 7.53 Delegate/divide study ideas for further development
- 7.54 Prioritize research project list

✓ **Assessment:**  
Produce a research plan with timelines and the person responsible

✓ **Desired Outcome:**  
Create an archival research process and data management system that will allow The Career Center and Tech Center to conduct ongoing research on student characteristics and career development outcomes and to assess the impact of career planning on the career readiness of students



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**Career Center**  
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