

Best Practices for Shaping Centralized Career Services in Higher Education

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Introductions and Interests

- What is the current structure of your career center / career services?
- What are you hoping to gain from this roundtable?
- How has this impacted our current work in career services?

Centralization vs. Decentralization Overview

NACE 2013-2014 Career Services Benchmark Survey Results

- **84.2 %** of respondents report a centralized office structure.
- **59 %** are housed within the student affairs division of their institution.
- The highest percentages of centralized career services were at smaller centers or specialized programs.
- The number of decentralized career services has been fairly stable over the last several years, from **12.5 %** in 2010 to **13.5 %** in 2011 to **15.8 %** in 2012, 2013, and 2014.
- Decentralized offices are more common among “very high research” universities because the individual colleges and departments within these universities often employ their own “in-house” career services operations.
- Among these “very high research” universities, **54.5 %** report having a decentralized structure and **25.2 %** report that their career center operations are based in individual schools within the larger university system.

Staff Re-Centralization Rational

- Career Services 2020 – Career Development Center, Middle Tennessee State University
http://w3.mtsu.edu/career/Director/Career_Services_2020_Final.pdf

Liaison Models in Career Services

- Career Centers: Changing Needs Require Changing Paradigms Article
- Liaison model...centralized or decentralized discussion



The
Career Center
linking futures

Florida State University – Case Study

The FSU Career Center’s mission is to provide comprehensive career services, train career services practitioners, conduct life/career development research, and dissemination information to the university community, the nation, and the world. The Career Center has creatively developed an effective, collaborative, interdepartmental array of career services for students and other university constituents. The Career Center has designated staff liaisons for the majority of colleges within the university, as well as some special departments. These liaisons work specifically to meet the needs of students in their partner department by providing workshops, panels, forums, and other career related activities (see sample liaison list).

In 2012, the Career Center began to focus their efforts on further developing liaison roles within Colleges and departments. The Director of the Career Center implemented annual “Dean’s Briefs” to disseminate a customized annual report of career advising contacts, career fair engagement, employer statistics, and much more for their specific College. The implementation of this annual activity increased activity levels for Career Center liaisons / professional staff.

Given the increased activity and recent focus on career services through Florida’s Preeminence initiatives, it was apparent that our Career Center was in need of additional staff. In 2014, the Career Center received funding for 8 new professional staff positions, 6 of which are referred to as Embedded Career Liaisons within the Experiential Learning department of the Career Center.

**Review position description of the Embedded Career Liaisons and new organizational chart*

Suggested Best Practices for Liaisons (Embedded / Non-embedded Liaisons)

- Conducting annual Dean’s Briefs to disseminate specialized reports
- Posting Career Center liaison information on your website
- Weekly updates to your liaison contacts (e.g. weekly internship email)
- Collaborative programming (e.g. Co-Hosted Criminology Internship Fair)
- Student needs survey for specific liaison colleges or departments
- Internal liaison reporting / inclusion of liaison activity in the annual career center report
- Coordinate an “Open House” of your career center for liaison contacts

References

NACE 2013-2014 Career Services Benchmark Survey for College and Universities. www.nacweb.org

Vinson, B., Reardon, R., & Bertoch, S. (March, 2011). The Current Status of Career Services at Colleges and Universities: Technical Report No. 52. <http://www.career.fsu.edu/techcenter/TR52.pdf>

Career Centers: Changing Needs Require Changing Paradigms, Colorado State University. www.sahe.colostate.edu/Data/Sites/1/documents/journal/Journal%201998-1999.vol%208/Career%20Centers.pdf