

Career Services

Enhance Career Services Programs And Services In Response To Increased National, State, And Regional Demand For A Prepared And Educated Workforce

Goal Description:

Maintain and enhance established programs and services while continuing to add new programs and services to assist SHSU students in their preparation to enter the workforce following graduation.

RELATED ITEMS/ELEMENTS-----

RELATED ITEM LEVEL 1

Collaborate With Other University Departments To Increase Student Referrals

Performance Objective Description:

Work closely with the SAM Center, Counseling Center, Student Success Initiatives Office, and academic departments to increase their referrals of students undecided about their major and/or career.

RELATED ITEM LEVEL 2

Career Services Primary Collaborations To Increase Student Referrals

KPI Description:

Career Services collaborates with departments and organizations across campus on programs and services. Some of the primary collaborations are those made with the SAM Center, the SSI Office and academic departments.

Results Description:

Career Services collaborated with the SAM Center to offer workshops for the Elite group; SSI Office through giving Career Services department overview presentations, administering online career assessments and group and individual interpretations of these assessments for Univ.1301 students. We collaborated with academic departments primarily through our Career Services Faculty Advisory Board and Career Counselor College Liaison program. We gave presentations for classes at the request of non-UNIV 1301 faculty and presented an overview of our services at each New Faculty Orientation. During the Academic Year 2015-2016 we tracked 1,197 student visits to the Career Center that were referrals made from faculty, SAM advisors and mentors, the Counseling Center and others.

RELATED ITEM LEVEL 3

Collaborations to Increase Student Referrals

Action Description:

Career Services staff will continue to seek opportunities to both establish and maintain collaborations across campus to increase student referrals to our Center through networking, and program development. We will:

- Schedule meetings with SAM Center advisors and mentors to review our programs and services and discuss how we can assist one another in our daily interactions with students such as the Breakfast Meeting held September 16, 2016.
- Continue to partner with the College of Education in setting up the InterviewStream program to uniquely meet the needs of their student teacher candidates.
- Provide ongoing services through the Career Counselor Liaison program with the Colleges of Business Administration, Education, and Criminal Justice.
- Partner with the First Year Experience and New Student Orientation programs to provide career assessments and career counselor support for freshmen students.
- Maintain the Faculty Advisory Committee.

RELATED ITEM LEVEL 1

Provide Career Assessment Tools Specifically Targeting Incoming Freshmen

Performance Objective Description:

Provide the Myers Briggs Type Indicator (MBTI) Career Report and the Strong Interest Inventory College Profile (SII) assessments to incoming freshmen.

RELATED ITEM LEVEL 2

MBTI And SII Assessments Were Administered In The 2016 New Student Orientation Sessions.

KPI Description:

MBTI and Strong Interest Survey instructions were sent prior to each Orientation session.

Attached Files

 [Summer 2016 MBTI and SII Orientation Breakout Session Survey](#)

Results Description:

Attendees at all nine Summer 2016 New Student Orientation sessions had the opportunity to take the MBTI and Strong Interest Inventory career assessments prior to attending their session. Career Counselors facilitated two workshops each Orientation session in which they gave a group interpretation of the students' assessments' results. Only 97 students attended these workshops but gave positive feedback through evaluations they completed.

RELATED ITEM LEVEL 3

Career Assessments at the New Student Orientation Sessions Plan of Action

Action Description:

We will continue to provide opportunities for incoming freshmen to take and have interpreted the Strong Interest Inventory (SII) and the Myers-Briggs Type Indicator (MBTI).

Although students did take advantage of the opportunity to take the assessments prior to their arrival on campus for their chosen Orientation session, many of these students did not attend the break-out sessions to pick up their career assessment reports and have them interpreted by a career counselor. We suspect that the low turn-out is due to the time of day the MBTI and SII Interpretation Sessions are held and plan to meet with the Orientation Director to discuss having only one breakout session later in the morning of the first day of Orientation to accommodate those who arrive later on campus prior to the opening Orientation session.

Optimize The Delivery Of Communication And Services From Career Services

Goal Description:

Optimize current means of communication conduits to more effectively to market and promote Career Services’ programs and services to students, alumni, faculty, staff, and administrators.

RELATED ITEMS/ELEMENTS -----

RELATED ITEM LEVEL 1

Optimize Career Services’ Use Of Social Media

Performance Objective Description:

Use Social Media more effectively to market and promote Career Services' programs and services.

RELATED ITEM LEVEL 2

Designate Staff To Routinely And Consistently Manage Social Media Communications.

KPI Description:

Rather than arbitrary staff adding to the Career Services' social media sites, staff members will be assigned this responsibility.

Results Description:

In May 2016 Career Services hired Veronica Gonzalez as our Career Services Marketing and Events Coordinator and she brought to our center skill sets that included not only marketing and event logistics but also experience in utilizing social media and optimizing it as a communications piece for higher education. Veronica assumed full responsibility for managing Career Services' social media sites including: Facebook, LinkedIn, Instagram, Twitter, and Pinterest. She uses Hootsuite to regularly schedule messages to appear in Facebook, Twitter and Instagram at optimal dates and times for our students, faculty, staff and employers who follow us. We have noticed an uptick in our "likes" and retweets" and have begun tracking the activity with intentionality for the 2017 Academic Year.

RELATED ITEM LEVEL 3

Social Media Management Plan

Action Description:

We will continue to have our Marketing and Special Events staff member manage our social media sites. We plan to explore the implementation of an app for Career Services that will be promoted by and linked to social media accounts we maintain for Career Services.

RELATED ITEM LEVEL 2

Develop Or Procure A Social Media Usage Guide

KPI Description:

Develop a social media guide/manual for Career Services staff

Attached Files

- [social-media-guide-facebook](#)
- [social-media-guide-linkedin](#)
- [social-media-guide-pinterest](#)
- [social-media-guide-blogging](#)
- [social-media-guide-twitter](#)

Results Description:

Due to the relatively short time we have had a designated staff member to manage our social media outreach and communications we opted not to develop a Social Media Usage Guide for our office but rather to use resources made available through the National Association of Colleges and Employers (NACE). NACE is a reliable, long-standing professional career services and employer

organization to which the majority of colleges and universities belong and an organization that routinely provides professional development and benchmarking surveys on topics of interest including using social media on college campus and in recruiting recent graduates.

RELATED ITEM LEVEL 3

Social Media User's Guide

Action Description:

At this time we do not plan to develop or procure a social media user's guide in the 2017 Academic Year as the NACE guides to social media are more than adequate for our purposes.

RELATED ITEM LEVEL 2

Identify And Collaborate With Sources Of Social Media "Best Practices"

KPI Description:

Collaborate with SHSU marketing professionals, and other university career centers successfully using social media to determine “best practices.”

Results Description:

The main source of social media "best practices" is our professional organizations in which we can attend workshops, webinars and network with other career services colleagues to learn more about what works and what does not on college and university campuses. Our common goal is to better communicate and promote our programs and services our students, alumni, faculty, staff and administrators and inform our students to help them successfully enter the workforce.

RELATED ITEM LEVEL 3

Social Media Best Practices

Action Description:

We will continue to seek out and collaborate with SHSU colleagues and departments to stay current regarding social media trends, changes and best practices.

Update to Previous Cycle's Plan for Continuous Improvement

Previous Cycle's Plan For Continuous Improvement (Do Not Modify):

Our continuous plan for improvement calls for increased levels of programming and services offered at TWC. We will eliminate the already limited services we provided at University Park as the cost of travel and light student participation in our programs at the campus was not feasible to maintain.

Update of Progress to the Previous Cycle's PCI:

Career Services programs and services at The Woodlands Center were enhanced during the 2015-2016 Academic Year. Cenaiyda Carranza, Assistant Director of Career Services at The Woodlands Center expanded her availability for student "walk-ins", collaborated with the Lone Star campus to co-sponsor events such as Mock Interview days, and improved attendance at the Career Insights Series Etiquette Dinner.

The University Park campus closed prior to our start of the assessment period in which we planned to eliminate our staff and programming support to students at that location.

Career Services 2016-2017 Plan for Continuous Improvement

Closing Summary:

Career Services staff will continue to enhance our programs and services to support our SHSU students in their preparation to enter the workforce through collaborations on campus. We will continue to grow our social media presence by using best practices to market our services to our students and alumni and to equip them with information they need to be successful in preparing for their job search and their careers. In the 2016-2017 Academic Year we also will increase our use of My Success Planner and explore vendor options for a First Destination Survey.