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“My career coach was my cheerleader, my encourager, and my difference maker. My coach always let me know that I was a hot commodity, and that was something that resonated in my interviews. I ended up accepting an offer with an amazing company I never thought was in my potential. If I could go back and change one thing about my experience, I’d visit Career Services sooner!”

Elizabeth Morrell, BS Math/Statistics
I. Mission & History

Mission Statement
Career Services (CS), a division of Students Affairs, strengthens the mission and goals of Utah State University (USU) by supporting the career exploration and employment success of students and alumni over a lifetime. This is accomplished through a balanced, high-tech, high-touch environment with highly trained professionals and student career peers.

To help students succeed, CS has created customized, intentional programming to support students’ career goals. The staff encourage students/alumni to visit early and often to:

- Explore Majors & Careers
- Obtain Student Employment & Internships
- Prepare for Grad School & Health Professions
- Take Admission & Certification Tests
- Succeed in Your Career

History
Career Services was designed to be in the ground level of the newly built University Inn and is still located there today. At the time it opened, Career Services was co-located there with the gift/clothing side of the bookstore where Student Support Services and the Disability Resource Center are today.

Starting with the Personal Development Center followed by Testing Services, Federal Work-Study/Student Employment, and Health Professions Advising*, Career Services has merged those functions and staffing to become a robust center reaching across campus, the state, and globally to support student/alumni career success.

*Health Professions advising was moved to Exploratory Advising, May 1, 2016.
II. Goals

(updates coming June 2016 at the staff retreat)
Review of last year’s goals (2015-2016 optional):

Next Year (2016-2017):

3-5 Years:

III. Programs/Services

Programs
Career Services provides a variety of programs to help students grow professionally throughout their experience at Utah State University and as they transition to graduate school or begin their careers. These programs are delivered one-on-one, in small groups sessions, and in very large classes to students on the main and regional campuses.

- One-on-one career coaching
- Customized presentations in classes, student organizations, and for the community
- “Satellite” advising locations
- Vibrant and up-to-date website including free career exploration and job search tools
- USU 1220 Career & Life Planning course

Obtain Student Employment & Internships

- One-on-one career coaching
- Student jobs on and off campus
- Federal work study awarding
• Customized presentations in classes, to student organizations, and for the community. Topics include:
  i. Resume & cover letter writing
  ii. Social media writing for LinkedIn
  iii. Mock interviews
• Panels
• On-campus interviews and information sessions
• Eight on-campus career fairs
• “Satellite” advising locations
• Alumni networks
• “Drop-in” coaching in the Career Café
• Vibrant and up-to-date website including free career exploration and job search tools

Prepare for Grad School & Health Professions

• Graduate school personal statement writing
• Mock interviews
• On-campus interviews and information sessions
• “Satellite” advising locations
• Alumni networks via LinkedIn

Take Admission & Certification Tests

• Graduate admissions & entrance exams
• Undergraduate admissions and entrance exams
• Exams for credit
• Certification exams
• General Educational Development
• Placement exams
• Test preparation

Succeed in Your Career

• Networking
• Salary negotiation
• Mock interviews
• Social media presence
IV. Staffing & Training/Development

Career Services reports to the Assistant Vice President of Enrollment Services & Retention within Student Affairs. The CS staff consists of 12 full time staff, two part-time staff and 14 student career peers. The department’s internal reporting structure is outlined in the Organizational Chart located in Appendix A. The staff works in teams with broad areas of focus: career coaching, career exploration, test administration, job posting and EPAFs, career fairs and on campus recruiting. Additionally, the staff wears several ‘small business’ hats to include: marketing and strategic planning, data information management, employer relations, instruction, student/employer communication, and promotion.

Training is provided at the University, Division, and departmental level and the majority of those content areas are outlined below. Additional opportunities for conferences, online training, and departmental specific training is also provided. Staff is encouraged to take active and or leadership roles in their state, regional, and national associations.

Family Educational Rights and Privacy Act (FERPA):
All staff members within Student Affairs must complete FERPA training to understand what student data may be released and to whom. This training is organized by the Registrar’s office. http://www.usu.edu/registrar/htm/faculty_staff/ferpa

Sexual Harassment Prevention:

All new employees of Utah State University must attend a sexual harassment prevention session organized through the Affirmative Action and Equal Opportunity office to understand differences, understand our own biases, and to identify skills in removing cultural and gender barriers. http://aaeo.usu.edu/htm/programs-and-trainings

Additional division-wide trainings and development programs are offered each semester with a list below.

**Student Affairs Trainings**
- Students of Concern
- SAAVI
- Violence in the Workplace
- Veterans
- Media Relations/Social Media
- Americans with Disabilities
- Suicide Prevention (QPR) Training
- Institutional Review Board
- Contracts Agreements
- Procurement Policies

**Personal/Professional Training & Development**
- Town Hall Meetings
- Online Trainings (including Academic Impressions, Webinars)
- Departmental Staff Meetings
- Conferences
- Bike Program
- Be Well Program
- State, Regional, & National Associations
- Leadership roles in your field
- Student Affairs non-exempt training
- Performance Appraisal Training for Supervisors
V. Budget Narrative

The E&G CS budget allocates XXX is for salaries with an additional XXX for operating budget. Over the years, CS has worked hard to have those revenue generating areas such as testing work toward a cost-recovery model. Indeed, that area funds one full-time staff member working in testing. Given Career Services hosts campus-wide career fairs that employers pay to attend, CS earns almost 100% of their operating budget each year. While this practice has supported the growth of an impactful Career Center, it is a risk to be acknowledged while providing variable funding depending upon the economy. It is difficult to introduce programs and services, which we do regularly to stay current and provide a value-added experience for our students, without the worry about funding those programs in the future.

VI. Facilities & Technology/Equipment

Facilities

The Career Services office, located in the University Inn, room 102, includes an office for each coach and most staff members, student work stations, a printer station for students, testing rooms, and interview rooms for employers to utilize. Additionally, there are two seating areas for students to wait for their appointments and drop-ins. On busy days, the front waiting area is standing room only. A conference room is shared with other departments in the division.

Our staff facilitates presentations in classrooms across campus, meeting the students where they are both physically and with the right content at the right time. Last year the staff reached 9,771 students in customized presentations. Several staff hold office hours in their assigned colleges using technology to stay connected and share on-line resources with students.

Workspace for staff is becoming limited due to enrollment growth, demand for services, and the integration of CS programming across campus. We are operating at maximum space capacity and have made two interview rooms into staff offices, limiting the areas that employers can utilize for interviews. Additionally, three offices have been built to create spaces for staff members, removing a conference room and space for students to utilize. We are bursting at the seams and could expand our small group workshops with more space.
Technology

<table>
<thead>
<tr>
<th>Computers:</th>
<th>Printers:</th>
<th>Laptops:</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS: 24</td>
<td>CS: 2</td>
<td>CS: 9</td>
</tr>
</tbody>
</table>

Table: 6

Projectors: 2, (1 permanently installed in the shared conference room)

Career Services adheres to the Information Security policy found at http://it.usu.edu/policies/htm/information-security

Website:
Our new website had over 930,000 page views of visitors this year and is maintained by Krystn Clark and two career peers. https://career-services.usu.edu

Job/Networking Database:
CareerAGGIE is used by students, alumni, community members, employers, faculty, advisors, and the Career Services staff. There were 14,914 jobs posted to the system this past academic year.

Focus 2:
Focus 2 is one of the main assessments used to guide students through the career exploration process. This assessment is purchased by CS in order to provide it free of charge to students. Students are guided through five assessments, providing career path and major matches for students to further explore. Indeed this system allows for linking right to the majors available at USU.

Social Media:
Facebook has 715 followers, Twitter has 700 followers, LinkedIn has 1,844 followers, and YouTube has 1,482 views. CS utilizes Facebook, Twitter, LinkedIn, and YouTube to share information with constituents and to promote events and opportunities. CS adheres to the Social Media Guidelines outlined by Public Relations and Marketing. https://www.usu.edu/prm/identity/socialmedia.cfm
VII. Ethical Considerations and Professional Practices

Career Services adheres to the guidelines identified by the National Association of Colleges and Employers (NACE). As such, CS has adopted their Principles for Professional Practices as guidelines for interactions with students, faculty, staff, employers, alumni, and community members. NACE’s three basic precepts are listed below:

- Maintain an open and free selection of employment and experiential learning opportunities in an atmosphere conducive to objective thought, where job candidates can choose to optimize their talents and meet their personal objectives;
- Maintain a recruitment process that is fair and equitable;
- Support informed and responsible decision making by candidates.

http://www.naceweb.org/principles/

As a Student Affairs department, CS also adheres to the professional competencies as laid forth by the National Association of Student Personnel Administrators (NASPA). CS uses these as ethical guidelines.


VIII. Completion/Retention

Career Services’ Career Coaches help students set attainable goals in appointments to catalyze them towards success depending upon their needs. Starting with admissions testing, the testing area of CS adds test dates in the fall to accommodate all potential incoming students taking admissions exams—often re-taking the ACT to achieve a scholarship! By helping students connect their major and interests to a career path, students are able to find more meaning in their experiences, engage more intentionally, and reach graduation. With early career knowledge leading to opportunities on- and off-campus, the staff and coaches help students achieve academic and career success.

In addition to appointments, Career Coaches teach USU 1220 Career & Life Planning, a course that enables students to explore the various aspects of self and work environment as they relate to establishing educational and career objectives. Indeed, if a student receives a B+ or better in this course, data shows those students are 10% more likely to graduate.
Career Services helps students in jobs and internships that offset the cost of tuition and living expenses while students are in college. One of the main reasons students do not persist is the cost that is associated with a college degree. We help students find meaningful solutions to allow them to continue with their college education.

For some students, graduate school is the next step in their career path. CS helps prepare students for graduate school by administering entrance exams, assisting with personal statements, and engaging in researching potential school programs.

IX. Assessment & Evaluation

To continue improving services offered, a comprehensive program of assessment and evaluation is ongoing. Each major program/event is evaluated and discussed. Career Services also surveys graduates three times, post-graduation, to assess employment and continuing education plans. Assessment and evaluation data is reviewed by the staff to make improvements to programming and services offered and changes are immediately implemented or added to next year’s events plans.

The staff at CS is actively involved in regional/national associations, in addition to benchmarking with other centers to assess trends. Each CS staff member maintains relationships with key constituent groups both on- and off-campus including all academic colleges, departments in Student Affairs, employers, and professional organizations.
X. Conclusion

NOTES:
Update graphics with latest year data
Change out a few graphics
Update anecdotal page

Sources:


Utah State University Career Services, (2015). Retrieved April 16, 2016 from Utah State University: https://career-services.usu.edu

Utah State University FERPA for Faculty and Staff, (2010). Retrieved April 16, 2016 from Utah State University: http://www.usu.edu/registrar/htm/faculty_staff/ferpa


Appendices:

Appendix A
Career Services Organizational Chart

Appendix B
Financial Report

Appendix C
Anecdotal Successes
Students Say...

John Burton, Aviation - Maintenance Management
“Because of the help I received from Career Services with writing my resume to preparing for my interviews, I was able to put my best foot forward and present myself professionally. I am now the lucky recipient of a job offer from Southwest Airlines as the Technical Operations Maintenance Program Specialist Intern. I simply could not have done it without the help of Career Services. Everyone I talked to was so willing and happy to help. They inspired confidence and helped me see my potential. Thanks to them, I am starting my career with one of the top rated employers in America.”

Christopher Creasey, LAEP
“Finding an internship can be a daunting task. Preparing a portfolio, resume, and cover letter that separates you from the crowd and is tailored to each of the dozens of applications you send in can be enough to take up most of your time. After all that, there is still an interview process which, for me, was the most difficult part. I headed to career services after getting a call back from Stantec in Boston for a landscape architecture internship. This was a job I really wanted and I was thrilled to hear they had narrowed the candidates from over 100 down to myself and 7 others. Career services gave me the materials I needed to be prepared for the phone interview. Many of the questions that I walked through with one of their amazing staff came up when I was on the phone with Stantec, and the preparation work definitely helped me land the job.”

Hope Braithwaite, NR
“Career Services provided me with support, encouragement, and amazing advice on my CV, statement of purpose, and letter of intent, helping me with formatting, grammar, and other valuable edits. I was accepted into the Master of Science in Environment Education program and received a great graduate assistantship that I didn’t even apply for!”

Dustin Wood, MIS
“Career Services has been an invaluable resource as I prepared to search for jobs. From resume building to advice about where and how to look for jobs, Career Services was always friendly and helpful. When I began to pursue a posting that I wanted, I was already prepared for the basics, because of the help I had received. This allowed me to focus my time on fine-tuning my resume and responses to potential interview questions. Walking into my interview, I felt that I had done everything possible to prepare. Career Services helped me reach a level of confidence that allowed me to be comfortable during my interview.”
Available in Alternate Formats
Produced by: Donna Crow & Jillian Morley, Career Services
Adapted from: Weber State and SLCC Program Review Self-Study