CAREER SERVICES 2011-2014 STRATEGIC PLAN

MISSION
To assist students and alumni in choosing careers, obtaining career-related work experiences while in school, developing job search skills, and securing employment or admission to graduate or professional school.

VISION
To be a model, nationally recognized career services program, providing optimal and comprehensive career development services to students and alumni, assisting them in reaching their highest levels of intellectual and personal development in order to attain their career goals.

VALUES
- **Ethics** - Create an environment of mutual respect, openness, and truthfulness while balancing the needs of those affected by our actions, and abide by the highest standards of our profession.
- **Collaboration** – Work as a team to build partnerships to achieve common goals.
- **Character** - Advocate for what is right, even if contrary to conventional wisdom. Exhibit confidence and tenacity to make bold decisions despite challenges or difficulties, and accept responsibility.
- **Community** - Commit to working with diverse populations while promoting for the interests of all individuals.
- **Stewardship** - Manage resources responsibly and creatively to benefit present and future generations.
- **Assessment** – Use data for planning and continuous improvement to provide the best possible services.

GOALS
- **Student Success**: Create environments which foster/promote engagement, retention, graduation, and transition to a career.
- **Communication**: Partner across the division and the LSU community to develop effective strategies to inform, educate, and engage stakeholders.
- **Staff Development**: Provide educational opportunities to foster an understanding of student development, while advancing knowledge, experience, and implementation of best practices.
- **Fund Raising**: Raise external funds to optimize resources for programs and services.
**Performance Indicator**

**Student Engagement**
Targets: Increased attendance & interactions
- 2011—10% increase
- 2012—20% increase
- 2013—25% increase

| Goal | Student Success: Create environments which foster/promote engagement, retention, graduation, and transition to a career. |
| Strategy | Create and enhance relationships which promote student engagement in their career development. |
| Action Plan | 1. Increase communications with students.  
2. Increase communications with parents.  
3. Increase and expand collaboration & communications with targeted campus partners.  
4. Expand services based on assessment of student needs.  
5. Increase interactions with students. |
| Responsibility | Student Services Staff and Assistant Director, Communications |
| Cost | TBD |
| Assessment | • Number of communications with students and parents  
• Number of communications & collaborative programs with campus partners  
• Number of student interactions |
### Performance Indicator
**Transition to a Career**

Number of Experiential Opportunities and Number of Applicants

**Targets:**
- 2011- 5% increase
- 2012- 10% increase
- 2013- 15% increase

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**Goal**

**Student Success:** Create environments which foster/promote engagement, retention, graduation, and transition to a career.

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<table>
<thead>
<tr>
<th><strong>Strategy</strong></th>
<th>Develop a campus culture that recognizes the importance of experiential opportunities on student transition into a career field.</th>
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</table>
| **Action Plan** | 1. Create and enhance relationships with colleges/schools/departments to increase work experience opportunities for students assisting in clarification of their career choice.  
2. Create a formalized council of internship advisers throughout campus.  
3. Increase the number of students utilizing Careers2Geaux.  
4. Increase the number of approved Resumes in Careers2Geaux.  
5. Reach out to alumni and students for inclusion in Tiger Network. |
| **Responsibility** | Career Services Experiential Education, Job Search, Employment Services staff, and Assistant Director, Communications |
| **Cost** | TBD |
| **Assessment** | - Total number of internships, part-time jobs, volunteer opportunities in Careers2Geaux  
- Number of student/alumni mentors in Careers2Geaux  
- Percentage of “Approved” Resumes versus “Not Approved” or “Approved with Reservations” at the end of each semester |
Performance Indicator
**Transition to a Career through Engagement**
Engagement of students through recruiting events

**Targets:**
- 2011 - 7% increase
- 2012 - 10% increase
- 2013 - 13% increase

**Goal**
**Student Success:** Create environments which foster/promote engagement, retention, graduation, and transition to a career.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Implement recruitment needs survey(s) then develop an on-campus outreach and marketing plan to promote subsequent program(s) while increasing the usage of social media advertising to promote recruitment opportunities and initiate an on-campus grassroots event promotions campaign (physical presence on campus).</th>
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</table>
| Action Plan | 1. Utilize Student Voice to gain a better understanding of our student needs.  
2. Increase number of advertisements placed online, print, LCD, computer screens, and on-air.  
3. Utilize student assistants to increase visibility on campus.  
4. Increase the student participation for all recruiting events, specifically the Career Expo(s), one day events and on-campus interviewing. |
| Responsibility | All Career Services staff but particularly:  
Employment Services  
Assistant Director, Communications  
Other: Student Life- Communication Partners |
| Cost | TBD (printing costs, advertisement, LCD screen) |
| Assessment | Measurement of percentage of students in attendance at Career Services recruitment events (specifically the Career Expo(s), one day events and on-campus interviewing). |
**Performance Indicator**

**Transition to a Career**

Collect hiring data to assess student employment success

**Targets:**
- 2011 - Baseline year
- 2012 - 10% increase
- 2013 - 15% increase

**Goal**

**Student Success:** Create environments which foster/promote engagement, retention, graduation, and transition to a career.

<table>
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<tr>
<th><strong>Strategy</strong></th>
<th>Utilize the Employer Job Offer Reporting Survey, Work Experience Survey, and Graduating Student Survey to better collect employment data.</th>
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</table>
| **Action Plan** | 1. Evaluate results each semester and create appropriate strategies to increase participation in survey.  
2. Create a work experience survey targeted to employers to assess the performance of the student intern.  
3. Create a schedule to conduct the job offer reporting survey for OCI/one days—(beginning of May and follow up at beginning of June; beginning of December, and follow up at beginning of January)  
4. Identify a systematic way of importing hiring information into one centralized location for research and reporting purposes. |
| **Responsibility** | Employment Services  
Experiential Education  
Assistant Director, Communications  
Assistant Director, Technology |
| **Cost** | TBD |
| **Assessment** | Measurement of percentage increase of employers and students reporting hires. |
Performance Indicator  
**Engagement of students**  
Targets:  
- 2011—increase 5%  
- 2012—increase 10%  
- 2013—increase 15%

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<th><strong>Goal</strong></th>
<th>Communication: partner across the division and the LSU community to develop effective strategies to inform, educate, and engage stakeholders.</th>
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<tr>
<td><strong>Strategy</strong></td>
<td>Develop a communications strategy to inform, educate, and engage students.</td>
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| **Action Plan** | 1. Assess Career Services’ brand perception with students, and utilize these findings to increase their awareness of the services we offer.  
2. Redesign website to make it more user friendly and dynamic for students.  
3. Implement a communications plan to include social media and regular scheduled print advertisements.  
4. Increase student participation in events, resources, and services offered by Career Services.  
5. Partner with departments across the division to inform students about upcoming events and workshops.  
6. Re-vamp the way we communicate with students through our liaison emails.  
7. Implement the Career Peer Program. |
| **Responsibility** | Assistant Director, Communications  
All Senior College Liaisons |
| **Cost** | TBD—may include: print advertisement in the Reveille; Symplicity Campaign Manager; Career Spot Videos; etc. |
| **Assessment** | Measure through monthly report numbers for attendance at events, appointments, and workshops. |
Performance Indicator
Engagement of faculty and staff

Targets:
- 2011—establish base year metrics
- 2012—increase 15% over base year
- 2013—increase 25% over base year

Goal
Communication: partner across the division and the LSU community to develop effective strategies to inform, educate, and engage stakeholders.

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<th>Strategy</th>
<th>Partner with faculty and staff to develop effective strategies to inform, educate, and engage stakeholders.</th>
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</table>
| Action Plan | 1. Increase number of communications with faculty and staff both directly and through Career Services liaisons, including electronic communications  
2. Increase faculty and staff participation in events, resources, and services offered by Career Services  
3. Increase number of referrals from faculty and staff to Career Services  
4. Increase number of collaborative efforts within the Division and LSU community  
5. Redesign website to make it more user friendly for both faculty and staff  
6. Increase linkages from campus departmental Web sites to Career Services site  
7. Assess Career Services’ brand perception with faculty and staff, and utilize these findings to increase faculty and staff awareness of the services we offer. |  

Responsibility  
All staff

Cost  
TBD

Assessment  
- Measurement of departmental Web linkage (via research) and student referrals (via Student Voice response or C3M checklist)  
- Measurement of collaborations within the Division and LSU community  
- Measure individual contacts with faculty and staff through the monthly reports, beginning on July 1, 2011
**Performance Indicator**  
**Staff Participation in Professional Development Opportunities**

- 2011: 10% increase over FY2011 baseline  
- 2012: 20% increase over FY2011 baseline  
- 2013: 30% increase over FY2011 baseline

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**Goal**  
**Staff Development:** Provide educational opportunities to foster an understanding of student development, while advancing knowledge, experience, and implementation of best practices.

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<th>Strategy</th>
<th>Provide encouragement and opportunities for staff to submit proposals for conference presentations and articles for publication and to participate as officers and committee members in professional organizations.</th>
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| **Action Plan**   | 1. Establish baseline in FY11 to determine number of proposals submitted for conference presentations, articles submitted for publication, and participation as officers and committee members in professional organizations through use of a template used during Performance Reviews in summer 2011.  
   2. Encourage each professional staff member to consider setting as a Professional Development Goal the submission of a program proposal for a conference, an article to be submitted for publication in a professional journal or publication, and/or to run for office or serve on a committee in a professional organization.  
   3. Have supervisors help staff develop plans to reach this Professional Development Goal.  
   4. Set as a priority the funding for staff to reach this Professional Development Goal. |
| **Responsibility**| Supervisors and all professional staff |
| **Cost**          | TBD |
| **Assessment**    | Measurement of number of program proposal submissions, article submissions, and officer/committee participation compared to baseline level in FY11. |
Performance Indicator
Best Practices
2011: One best practice submitted
2012: Two best practices submitted
2013: Three best practices submitted

Goal
Staff Development: Provide educational opportunities to foster an understanding of student development, while advancing knowledge, experience, and implementation of best practices.

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<tr>
<th>Strategy</th>
<th>Be recognized by professional organizations for developing and implementing best practices in career development.</th>
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</table>
| Action Plan | 1. Have supervisors of each service area provide encouragement and direction in developing, implementing and submitting best practices to professional organizations.  
2. Have each service area submit a program, activity, or service as a best practice to a professional organization. |
| Responsibility | Supervisors and staff in each service area |
| Cost | TBD |
| Assessment | Number of submissions of best practices submitted annually to professional organizations. |
**Performance Indicator**  
**External Funds**  
Annual gifting dollars received through STAR Employer program  
Targets:  
- 2011-$40,000  
- 2012-$50,000  
- 2013-$60,000

**Goal**  
Fund Raising: Raise external funds to optimize resources for programs and services.

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<tr>
<th><strong>Strategy</strong></th>
<th>Develop marketing and strategies for stewardship of non-capital gifts and implement a timeline/timeframe of gift recognition for STAR employer partnership program.</th>
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| **Action Plan** | 1. Manage and maintain database of gifts and keep accurate records.  
2. Increase visibility and recognition for the STAR employer partners.  
3. Increase consistency of STAR employer program by implementing a timeline for gift recognition.  
4. Create a marketing plan for the recruitment of new STAR employer partners. |
| **Responsibility** | Career Services Leadership  
Employment Services Staff  
Assistant Director: Communications  
Other: Division of Student Life- Director of Development |
| **Cost** | TBD (print materials, advertising, etc) |
| **Assessment** | Measurement of funds received from STAR Employer partnership. |