Division of Student Affairs

Departmental Self-Study Report

2015-2016

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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 me potential. If I could go back and change one thing about my experience, I'd visit Career Services sooner!"

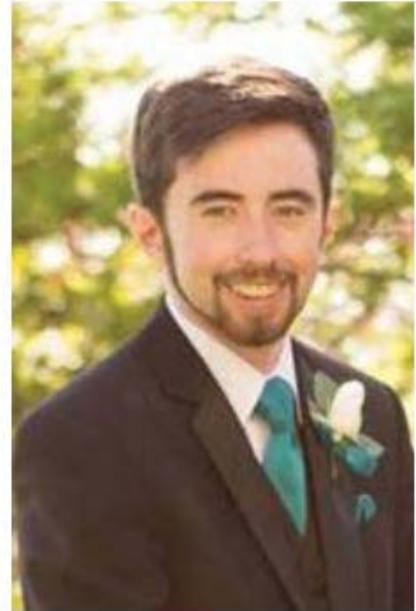Elizabeth Morrell, BS Math/Statistics

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

- take tests & prepare for graduate school

- secure & succeed in their careers

History

Career Services was designed to be in the ground level of the newly built University Inn in 1981 and is still located there today. At the time it opened, Career Services was co-located with the gift/clothing 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 to become a robust center reaching across campus, the state, and region to support student/alumni' with career exploration and employment.

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 not the lucky recipient of a job offer from Southwest Airlines as the Technical Operations Maintenance Program Specialist Intern.

*Health Professions advising joined Exploratory Advising when University Advising was reorganized, May 1, 2016

II. Goals

The team at CS works hard to be as responsive to the career development and success of students and the employers who hire them. Additionally, collaborations across campus, the state, and region allow us to build key relationships culminating in successful internships and careers for students and alumni.

Goals for 2016-2017:

1. Revisit and update components of Career Aggie including required fields for students to fill in, prompting students to update their profiles, and cleaning up the list of students to send mass emails to.
2. Increase assessment of students to:
   - gather satisfaction data using system check-in on regular basis
   - identify what drives them to Career Aggie or apply/not apply for opportunities
   - learn what companies they would like to see on campus
   - hold a focus group on how to get more students to apply to jobs in Career Aggie
3. Revisit student messaging timing and content.
4. Request all SOAR students to take entire Focus assessment- not just 1 component.
5. Incorporate Strengths Quest into Career Exploration.
6. Increase recruiting on campus by 5%.
7. Prepare to end paper and pencil testing (ACT) and transition to different scoring time frame.

Goals for 2018-2021:

1. Survey and update mass email process.
2. Revisit exploratory advising and career exploration. Recommend Career Exploration for students at a certain credit level as undeclared.
3. Create a yearly theme and have a monthly message go out to students with content/articles related to the theme.

Blake Harms, Communication Studies

"PSY 1220 has really helped me look at college in a new way…After taking the class I realized that more than what I learn, I need to develop how I learn. PSY 1220 helped me to see that college should also be about creating opportunities to grow, and show growth that I've had to future employers.

III. Programs/Services

Programs

Career Services provides a variety of programs to help students grow their "career strategy tool kit" throughout their experience at USU and as they transition to graduate school or begin their careers. These programs are delivered one-on-one, in small groups sessions, and in classes to students on the main and regional campuses.
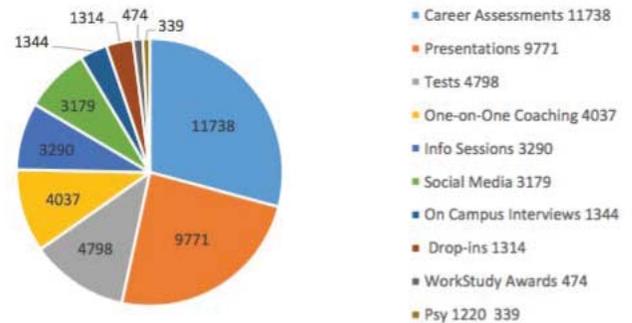
Explore Majors & Careers
Students learn more about majors and career options that fit their skills, values, interests, personality, and realities of the current job market. They can access Focus II for online career exploration and have the results interpreted by a Career Coach. The USU 1220 course, Career and Life Planning, assists students in deeper exploration of interests as they relate to major, career, and life choices.

Obtain Student Employment & Internships
Students can explore both on-and off-campus student employment opportunities, including Work-Study, via Career AGGIE. Additionally, they can gain career-related experience with internships. Earning academic credit through an internship is an option for students to explore with over 60% of students receiving full-time job offers from their internship employers across the nation.

Take Tests & Prepare for Grad School
Select testing on the Career Services website to schedule a time-slot, view tests offered, and additional information. If graduate school is in the student's future, the Career Coaches can help in reviewing options and applications/personal statements. Additional help in selecting a program to suite students' goals is also provided.

- Career Assessments 11738
- Presentations 9771
- Tests 4798
- One-on-One Coaching 4037
- Info Sessions 3290
- Social Media 3179
- On Campus Interviews 1344
- Drop-ins 1314
- WorkStudy Awards 474
- Psy 1220 339

Audiences Served by Program, Career Services, 2015-2016 Annual Report

Succeed in Your Career
Students can **meet one-on-one** with their Career Coach to:
- Discuss internship and career search strategies;
- Build their network of alumni and employers;
- Develop an effective LinkedIn profile and personal brand;
- Create customized resumes and cover letters;
- Participate in mock interviews;
- Negotiate job/salary offers; and
- Review graduate school applications.

Students can **interview** at Career Services with employers for internships and career employment. They can attend employer **Information Sessions** to: learn about positions and corporate culture, receive tips for application success, and meet recruiters.

Access **Career AGGIE**, Career Services' online job posting and networking system to:

- Apply for student employment, Work-Study, internship, and career positions;
- Create a customized "Search Agent" to receive email alerts for jobs/internships;
- Network with over 12,700 employer contacts; and
- Schedule on-campus interviews.

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, three part-time staff and 18 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.
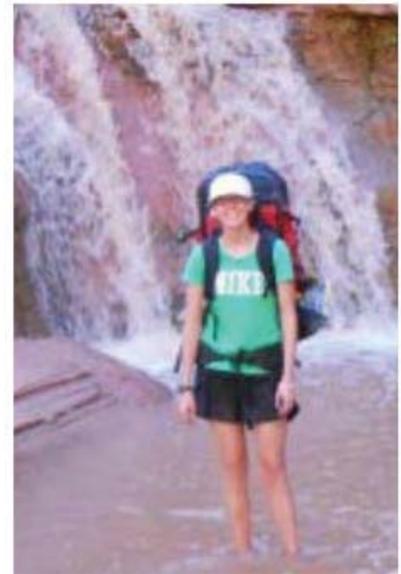
Student Affairs Trainings	Personal/Professional Training & Development
Students of Concern	Town Hall Meetings
SAAVI	Online Trainings (including Academic
Violence in the Workplace	Impressions, Webinars)
Veterans	Departmental Staff Meetings
Media Relations/Social Media	Conferences
Americans with Disabilities	Bike Program
Suicide Prevention (QPR) Training	Be Well Program
Institutional Review Board	State, Regional, & National Associations
Contracts Agreements	Leadership roles in your field
Procurement Policies	Student Affairs non-exempt training
Family Educational Rights	Performance Appraisal Training for Supervisors
& Privacy Act (online)	
Sexual Harassment Prevention	
Training (online)	

V. Budget Narrative

The E&G CS budget allocates $518,158 is for salaries and $49,319 for wages to part time and student staff with an additional $23,000 for operating budget. Over the years, CS has worked to generate revenue through testing and career fairs. Indeed, testing funds one full-time staff member's salary and benefits in that area. Given Career Services hosts campus-wide career fairs that employers pay to attend, CS earns the majority of their operating budget each year while building a non E&G account of funds (savings) for lean years in which the economy does not support employer fair attendance. CS uses approximately $80,000 of these monies each year to operate and another $50,000 in salary and benefits. 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 reality about the tenuous nature of these funds and resulting programming.

Hope Braithwaite, Wildlife Sciences

"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 Environmental Education Program and received a great graduate assistantship that I didn't even apply for!"

VI. Facilities & Technology/Equipment

Facilities

The Career Services office, located in the University Inn, room 102, provides an office for each coach and most staff members, student work stations/printer, testing rooms, and interview rooms for employers. Students seeking accommodations for academic testing through the Disability Resource Center also use this space. Additionally, there are two seating areas for students to wait for their appointments and drop-ins. On many days during the Fall and Spring, the front waiting area is very busy. A conference room is shared with other departments on the main level of the University Inn.

Our staff facilitates presentations in classrooms across campus, meeting the students "where they are" with the right content at the right time. During the 2015-2016 academic year, the staff reached 9,771 students in customized presentations. Several staff hold office hours in their assigned colleges and use technology to stay connected and share on-line resources with students on the main and regional campuses.

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. CS is bursting at the seams and could expand programs with more space.

Facilities & Technology/Equipment, continued

Technology

- Computers: 51
- Printers: 5

- Laptops: 16
- Tablets: 6

- Projectors: 2

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

The testing area of Career Services adheres to the best practices provided by the National College Testing Association (NCTA). http://www.ncta-testing.org/index.php

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

Job/Networking Database: Career AGGIE is used by students, alumni, community members, employers, faculty, advisors, and the Career Services staff. There were 14,914 jobs posted to the system the 2015-2016 academic year.

Focus 2: Focus 2 is one of the key 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 including those at the Regional Campuses. Students are guided through five assessments, providing career path and major matches for students to further explore. This system allows for linking right to the majors available at USU.

Social Media: 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 & Professional Practices

Career Services adheres to our own policy and procedure manual and to the guidelines identified by the **National Association of Colleges and Employers (NACE)**. As such, CS has adopted those 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 department in Student Affairs, 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.
http://www.naspa.org/images/uploads/main/ACPA_NASPA_Professional_Competencies_.pdf
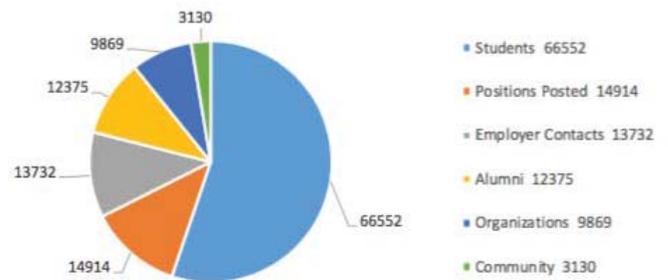
VIII. Completion/Retention

Career Services' Career Coaches and staff help students set attainable goals in one-on-one 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 obtain a scholarship to Utah State University.

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.*

Career Aggie Usage
Career Services

Career Services helps students obtain jobs and internships that offset the cost of tuition and living expenses while attending school. One of the main reasons students do not persist in school 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

The team at CS is committed to continuous improvement of services offered, and comprehensive program of assessment and evaluation is ongoing. Each major program/event is evaluated and discussed. Career Services also surveys graduates twice, 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 state, regional, and 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. Lastly, many serve as volunteers on committees/boards across Utah and in the region.

April Hoyt, Speech Pathology

X. Conclusion

CS is adapting to the changing needs of the marketplace while working to fund robust student, alumni, and employer events and programs. Last year the CS staff reached an audience of 38,092* students, alumni, employers, and faculty while guiding the career exploration and employment of Utah State University students.

Over the last several years, CS staff have expanded their services to better prepare students/alumni for career success by expanded programming including: additional customized career fairs, career exploration tools/presentations at new student orientations, online chats with regional campus students, and state- and region-wide benchmarking. The staff at the center prides themselves on staying on the cutting edge of career programming in order to effectively *support the career exploration and employment success of students and alumni over a lifetime—as is our mission.*

"I have used the USU Career Services on multiple occasions. Career Services was very helpful and instrumental in helping me complete a resume when I graduated with my bachelor's. I have been successfully working in my desired field for the last four years. When I decided to continue to graduate school, I knew exactly where to go for support."

*includes repeat visits

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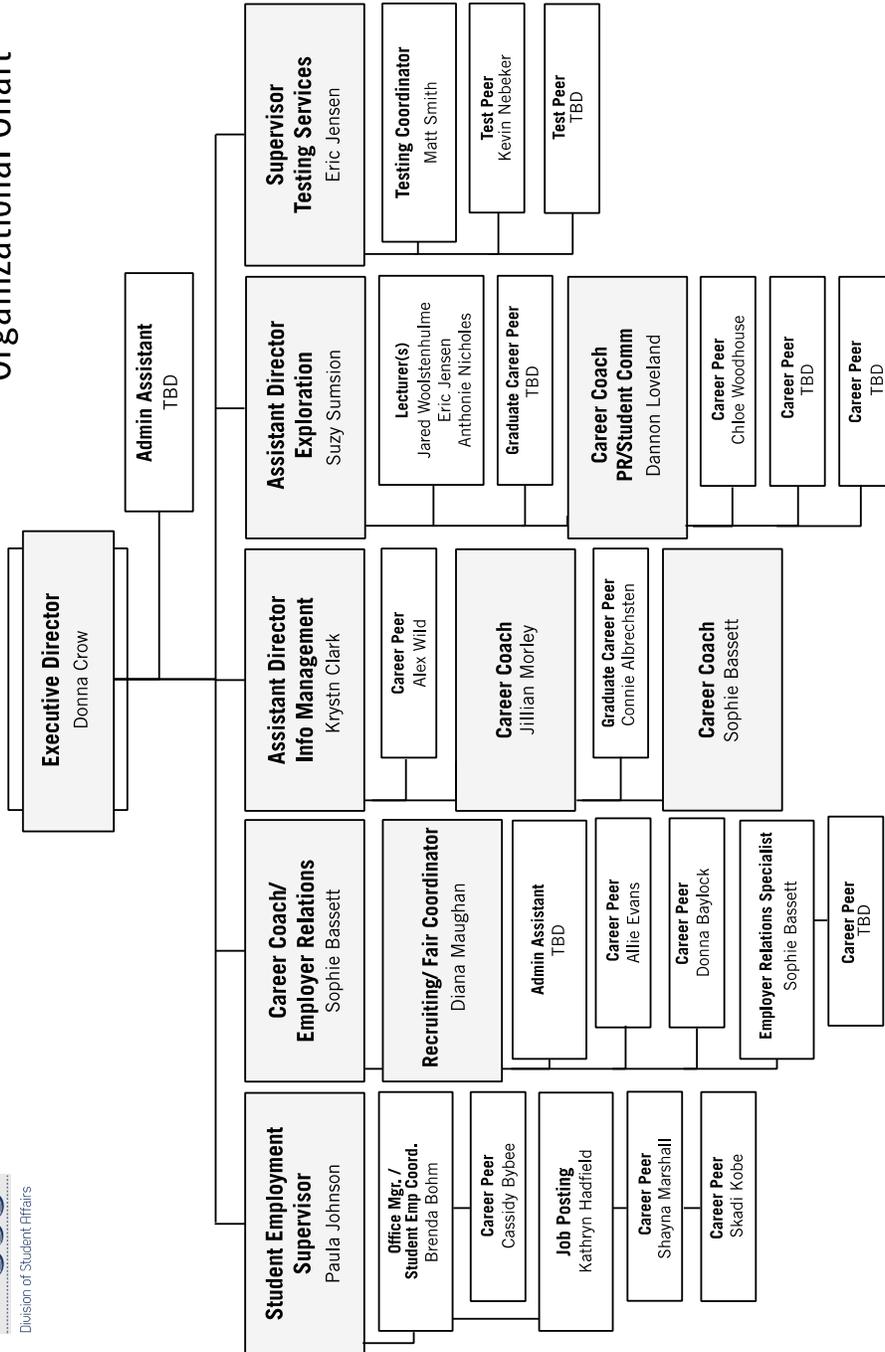
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Appendices

Career Services
Organizational Chart

Division of Student Affairs

Career Services

my**USU**

Executive Director
Donna Crow

Admin Assistant
TBD

Student Employment Supervisor
Paula Johnson

Career Coach/ Employer Relations
Sophie Bassett

Recruiting/ Fair Coordinator
Diana Maughan

Assistant Director Info Management
Krystn Clark

Assistant Director Exploration
Suzy Sumsion

Supervisor Testing Services
Eric Jensen

Office Mgr./ Student Emp Coord.
Brenda Bohm

Career Peer
Cassidy Bybee

Job Posting
Kathryn Hadfield

Career Peer
Shayna Marshall

Career Peer
Skadi Kobe

Admin Assistant
TBD

Career Peer
Allie Evans

Career Peer
Donna Baylock

Employer Relations Specialist
Sophie Bassett

Career Peer
TBD

Career Peer
Alex Wild

Career Coach
Jillian Morley

Graduate Career Peer
Connie Albrechsten

Career Coach
Sophie Bassett

Lecturer(s)
Jared Woolstenhulme
Eric Jensen
Anthonie Nicholes

Graduate Career Peer
TBD

Career Coach PR/Student Comm
Dannon Loveland

Career Peer
Chloe Woodhouse

Career Peer
TBD

Career Peer
TBD

Testing Coordinator
Matt Smith

Test Peer
Kevin Nebeker

Test Peer
TBD

= supervisory role

10

Appendix B: Career Services Financial Report

	1 Salary	2 Wages	3 Benefits	4 Operating	Grand Total
Sum of Amounts	518157.68	49318.76	229325.37	237003.27*	1033805.08

*Combines several accounts that are non-E&G, and classifies them as operating. This implies a much larger operating budget than is used annually.

Available in Alternate Formats
Produced by: Donna Crow & Jillian Morley, Career Services
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