

University Career Services Strategic Plan

Mission Statement

University Career Services promotes each student's learning experience by:

1. providing centralized resources for Texas Tech students and alumni career development
2. assisting employers in recruiting Texas Tech students and alumni

Vision

By building integral partnerships with the campus community and employers, University Career Services will be the essential campus wide resource for student professional development and career recruitment.

Values

University Career Services adheres to the values of the Texas Tech University Division of Student Affairs and is committed to the values of:

- Customer service
- Mutual respect and high ethical standards
- Cooperation and communication
- Creativity and innovation
- Community service and leadership
- Academic and intellectual freedom
- Pursuit of excellence
- Public accountability
- Diversity

Learning Outcomes

Individual Assessment: Examples of Achievement

- Student participation in career and personal assessments offered by University Career Services
- Discussion with a career professional regarding career options

Skill Acquisition: Examples of Achievement

- Exposure, practice, and demonstrate return of knowledge in the areas of resume, employment interviewing, recruitment and salary negotiation and other aspects of career development and preparedness

Implementation: Examples of Achievement

- Achieve success in navigating the employment recruitment process; achieve a balance between employment and family and leisure time; meet initial goals within the world of work; seek resources to overcome roadblocks in route to a career goal

Strategic Priorities, Goals, and Benchmarks

Strategic Priority: **INVEST IN THE PEOPLE OF TEXAS TECH UNIVERSITY**

Goal 1: Access and Diversity: **Recruit, retain, and graduate a larger, more academically prepared, and more diverse student body.**

Benchmark: UCS will prepare students for future employment by assessing their interests, personalities, and values for career-appropriate decision making.

Objective 1.1: Assess the interest of the student. Assess personality and values pertaining to major selection and career decision-making and environmental fit.

- Student online access to assessments provided by UCS
 - StrengthsQuest
 - Strong Interest Inventory
 - MBTI – Myers Briggs Type Indicator
 - Holland Self-Directed Search
 - FOCUS v. 2
- Personal appointment with career professionals

Objective 1.2: To ensure that students will be able to apply learned skills toward their future career development

- Provide opportunities for student assistant employment at UCS
- Student survey - Survey student preparation once each semester – topics will be varied from semester to semester
- Documentation of oral reports/feedback from students
- Kiosk area to record immediate student feedback responses to services
- Feedback form on UCS website
- Create a student action plan for each college at TTU
- Student focus groups to provide feedback/suggestions for improvement

Benchmark: UCS collects employment data for use by students to facilitate educated career selection and/or choices (*increase database employment information by 10%*)

Objective 1.3: To provide a measure of reported student hiring by employers at TTU

- Document all reports of student hiring from website, students and employers
- Documentation of email feedback from students and employers

Benchmark: Identify & report student employment

Objective 1.4: To provide a measure of student attendance and participation at University Career Services sponsored events and activities

- To provide a measure of reported student hiring by employers at TTU
- Document all reports of student hiring from website, students and employers

- Documentation of email feedback from students and employers

Benchmark: Diverse Students resources

Objective 1.5: Reach populations of diverse students and underserved populations of students

- Dedicated Licensed Professional Counselor to address the needs of diverse and underserved populations of students

Comments on strengths and suggestions for improvement:

1. Continued monetary support for assessment program expansion
2. Increase staffing to accommodate 40,000 students
3. Provide internship positions in counseling and career development
4. Increase the number of student ambassadors at UCS to fourteen (14)

Strategic Priorities, Goals, and Benchmarks

Strategic Priority: INVEST IN THE PEOPLE OF TEXAS TECH

Goal 2: *Human Resources and Infrastructure*: Increase and use resources to recruit and retain quality staff to support an optimal work environment.

Benchmark: Effectively manage resources to recruit and retain quality students and staff for University Career Services

Objective 2.1: Provide a positive work environment that promotes student and staff productivity

- Regular student and staff evaluations, merit increases and promotion
- Student and staff professional development opportunities
- Designate staff daily to provide dedicated hospitality to employer groups
- 35 interview rooms
- 5 staging/presentation areas

Comments on strengths and suggestions for improvement:

1. Continued monetary support for assessment program expansion
2. Increase staffing to accommodate 40,000 students

Strategic Priorities, Goals, and Benchmarks

Strategic Priority: ENRICH THE EDUCATIONAL EXPERIENCE

Goal 3: Undergraduate Teaching and Learning: Enhance the undergraduate, graduate and professional student learning experience by implementing nationally recognized standards in all departments, facilities, programs and services.

Benchmark: UCS provides a career search curriculum to assist students in developing knowledge and skills needed to secure professional positions that are required in the contemporary workplace

Objective 3.1: Prepare students for the contemporary world of work

- Systematic program of career development approaches – assessments, one-one counseling sessions, seminar series presentations, online recruiting, mock interviewing, career fairs and events

Objective 3.2: To provide a measure of student attendance and successful participation at University Career Services sponsored events and activities

- Number of presentations provided
- Types/topics of presentations provided
- Number of students in attendance
- Classification of students participating in events
- Record attendance of all students at University Career Services events and activities

Benchmark: Students will effectively demonstrate post-college career search skills (assessments, job search skill acquisition and implementation). *Both qualitative and quantitative data will be utilized to measure effective student career development.*

Objective 3.3: To ensure that students will be able to apply learned skills toward their future career development

- Student survey - Survey student preparation once each semester – topics will be varied from semester to semester
- Documentation of oral reports/feedback from students
- Kiosk area to record immediate student feedback responses to services
- Feedback form on UCS website
- Create a student action plan for each college at TTU
- Student focus groups to provide feedback/suggestions for improvement

Comments on strengths and suggestions for improvement:

1. Continued monetary support for assessment program expansion
2. Increase staffing to accommodate 40,000 students
3. Provide internship positions in counseling and career development
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Strategic Priorities, Goals, and Benchmarks

Strategic Priority: **STRENGTHEN PARTNERSHIPS**

Goal 4: **Partnerships and Collaborations: Build strategic partnerships and alliances with the local and campus community including K-12, community colleges, and universities.** University Career Services builds strategic partnerships with faculty, staff and employers in order to increase awareness and engage them in career development events and activities offered by University Career Services

Benchmark: Increase quality faculty and staff participation in all University Career Services activities and events by 10%

Objective 4.1: Build on faculty and staff support for UCS activities and events by 5%

- Market Career Services events and facility in an efficient and cost-effective manner to faculty and staff
- Meet with individual faculty, staff and faculty groups periodically
- Establish faculty and staff focus groups related to career services issues
- Provide a consistent and reliable University Career Services presence within the various colleges at TTU
- Provide a brand for University Career Services that will be instantly recognizable for faculty and staff
- Create a faculty/staff plan for each college at TTU
- Focus groups utilizing Mass Communications expertise to conduct focus groups for faculty and staff
- Facilitate faculty/employer career-connections luncheons to foster TTU/employer relationships
- Facilitate employers speaking to academic classes

Benchmark: University Career Services will continue to provide premier accommodations and interpersonal relationships with recruiters.

Objective 4.2: Providing a premier facility to foster interpersonal relationships

- Maintain the current UCS facility
- Enlarge UCS facilities to accommodate increased enrollment and recruiting efforts

Benchmark: Increase the number of companies recruiting at University Career Services by 5% (20+ employers)

Objective 4.3: To increase job postings with University Career Services (RaiderJobs)

- Make personal contact with current and potential recruiters using the following methods:
 - Employer focus groups
 - Email contact
 - Phone contact
 - Invitation to activities and events of University Career Services
 - Christmas card
 - Periodic postcard
 - Employer incentives
 - Employer site visit by University Career Services staff members
- Career Services staff will allot two hours per week to employer recruitment efforts
- Career Services staff will document employer recruitment efforts

Objective 4.4: To increase job fair participation by employers and the number of on-campus-recruiting interviews

- Make personal contact with current and potential recruiters using the following methods:
 - Employer focus groups
 - Email contact
 - Phone contact
 - Invitation to activities and events of University Career Services
 - Christmas card
 - Periodic postcard
 - Employer incentives
 - Employer site visit by University Career Services staff members
- Career Services staff will allot two hours per week to employer recruitment efforts
- Career Services staff will document employer recruitment efforts

Objective 4.5: To increase student internship possibilities with employers for students

- Make personal contact with current and potential recruiters using the following methods:
 - Employer focus groups
 - Email contact
 - Phone contact
 - Invitation to activities and events of University Career Services
 - Christmas card
 - Periodic postcard
 - Employer incentives
 - Employer site visit by University Career Services staff members
- Career Services staff will allot two hours per week to employer recruitment efforts
- Career Services staff will document employer recruitment efforts

Comments on strengths and suggestions for improvement:

1. Employer feedback kiosk at University Career Services
2. Designate staff daily to provide dedicated hospitality to employer groups
3. Employer luncheons during employer visits
4. Outreach to employers – postage, travel, incentives, etc.
5. Additional amenities for on-campus recruiting – drinks, snacks, wireless Internet access, etc.