University Career Center Strategic Plan 2013

Mission Statement

University Career Center promotes each student’s success.

Vision

By building integral partnerships with the campus community and employers, University Career Center will be the essential and central official campus wide resource for student professional development and employer recruitment, providing centralized resources for Texas Tech students and alumni career development and assisting employers in recruiting Texas Tech students and alumni while supporting diversity:

University Career Center supports diversity and student success. We are diverse but we have a common goal; the strength of the individual. Individual success is what University Career Center is all about. We provide a diversified dedicated staff that understands the opportunities and challenges a diverse student population faces in the contemporary world of work. As a Strengths-Based member of the Division of Undergraduate Education and Student Affairs, University Career Center embraces the gifts and talents of each student. Diversity + Strength = Opportunity!

Values

University Career Center adheres to the values of the Texas Tech University Division of Undergraduate Education and 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
Strategic Priorities / Goals / Key Performance Indicators / Strategies

Strategic Priority #1 Increase Enrollment and Promote Student Success

Goal 1: *We will grow and diversify our student population in order to improve higher education participation and supply a well-equipped, educated workforce for the state of Texas.*

Key Performance Indicator: UCC will embrace and assist the university’s mission of increasing enrollment and promoting student success by providing an enticing and solid preparation venue for students, assisting students and employers in career development, and providing a professional career center for future employment.

Objective: Assess the interest of the potential TTU student. Assess personality and values pertaining to major selection and career decision-making and environmental fit with the goal of future employability.

- Student online access to assessments provided by UCC for potential TTU students via FOCUS v.2 (an online-values based assessment inventory)
- Personal appointment with career professionals for further student career development

Strategic Priority #2 Strengthen Academic Quality and Reputation

Goal 2: *We will attract and retain the best faculty in the country in order to enhance our teaching excellence and scholarly productivity, and grow our number of nationally recognized programs.*

Key Performance Indicator: Effectively manage resources to recruit and retain quality students and staff for University Career Center

Objective: 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

Key Performance Indicator: UCC will embrace and assist the university’s mission of increasing enrollment and promoting student success by providing an enticing and solid preparation venue for students, assisting students and employers in career development, and providing a professional Career Center.

Objective: To ensure that students will be able to apply learned skills toward their future career development
• Provide opportunities for student assistant employment at UCC
• Document oral reports/feedback from students
• Feedback form on UCC website
• Create a student action plan for each college at TTU
• Conduct student focus groups to provide feedback/suggestions for improvement

**Strategic Priority #3 Expand and Enhance Research and Creative Scholarship**

Goal: 3 We will significantly increase the amount of funded and non-funded research and creative scholarship to advance knowledge, improve the quality of life in our state and nation, and enhance the state’s economy and global competitiveness.

**Strategic Priority #4 Further Outreach and Engagement**

Goal 4: We will expand our community outreach, promote higher education and continue to engage in partnerships to improve our communities and enrich their quality of life.

Key Performance Indicator: UCC staff will assist the university’s mission of strengthening outreach and engagement by providing cutting-edge university academically based career information to students, alumni, faculty, staff and employers. UCC 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. Enhance the undergraduate, graduate and professional student learning experience by implementing nationally recognized standards in all departments, facilities, programs and services.

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

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

*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 UCC to fourteen (14)
Strategic Priority #5 Increase and Maximize Resources

We will increase funding for scholarships, professorships, and world-class facilities and maximize those investments through more efficient operations in order to ensure affordability for students and accountability to the state of Texas.

Goal 5: Build strategic partnerships and alliances with the local and campus communities including K-12, community colleges, and universities. University Career Center 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 Center

Key Performance Indicator: Increase quality faculty and staff participation in all University Career Center activities and events by 5%

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

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

Key Performance Indicator: University Career Center will continue to provide premier accommodations and interpersonal relationships with recruiters.

Objective: Providing a premier facility to foster interpersonal relationships

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

Key Performance Indicator: Increase the number of companies recruiting at University Career Center by 5% (20+ employers)

Objective: To increase job postings with University Career Center (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 Center
  Christmas card
  Periodic postcard
  Employer incentives
  Employer site visit by University Career Center staff members
Career Center staff will allot two hours per week to employer recruitment efforts
Career Center staff will document employer recruitment efforts

Objective: 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 Center
  - Christmas card
  - Periodic postcard
  - Employer incentives
  - Employer site visit by University Career Center staff members
- Career Center staff will allot two hours per week to employer recruitment efforts
- Career Center staff will document employer recruitment efforts

Objective: 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 Center
  - Christmas card
  - Periodic postcard
  - Employer incentives
  - Employer site visit by University Career Center staff members
- Career Center staff will allot two hours per week to employer recruitment efforts
- Career Center staff will document employer recruitment efforts

Comments on strengths and suggestions for improvement:

1. Designate staff daily to provide dedicated hospitality to employer groups
2. Employer luncheons during employer visits
3. Outreach to employers – postage, travel, incentives, etc.

Additional amenities for on-campus recruiting – drinks, snacks, wireless Internet access, etc.

Yearly Report 2013

Texas Tech University Strategic Priorities:

1. Increase Enrollment and Promote Student Success
2. Strengthen Academic Quality and Reputation
3. Expand and Enhance Research and Creative Scholarship
4. Further Outreach and Engagement
5. Increase and maximize resources

- The Texas Tech University Career Center strives to increase enrollment at Texas Tech by partnering with the Admissions Office in the Raider Road Show presentations to admitted and prospective students, and Red Raider Orientation for admitted students. Additionally, the UCC in providing excellent career development modalities system-wide to all current undergraduate and graduate students, as well as alumni of Texas Tech. The mission of the Career Center at Texas Tech: *Promote Each Student's Success.*
- The Career Center assists faculty and staff in strengthening academic quality and reputation of Texas Tech. This is accomplished by direct participation in classroom instruction and presentation on a myriad of career development tasks implemented and geared to the developmental stage of the participants. The Career Center strives to prepare individuals graduating who seek our services for the challenges of the contemporary world of work.
- The Career Center partners with numerous organizations on the south plains of Texas to promote a skilled workforce. The Career Center promotes its staff in board placement in various organizations, engages with local school systems, other colleges and universities, to provide a venue of professional career development in the area.
- The Career Center at Texas Tech continues to seek new and innovative avenues to reach students and provides a state-of-the-art career development center accessible to all students at TTU. The Career Center employs knowledgeable academically prepared career advisors and counselors to meet the needs of the diverse student population and the diverse world of work.