

# Career Planning and Placement Office

## Goals 2005-2006

1. To continue to actively seek out clubs and organizations with diverse members to present career related information and provide information regarding the services of the Career Planning and Placement Office. To expand our interaction and scope for those we have worked with prior, and are more involved in offering our resources to their club or organization. Though we work closely with many of the faculty listed, we need to keep them involved and aware of our current goals.
  - EOP; Work with staff in order become an active part of the university Life 02 program. We will also seek to present to other clubs in which that office is affiliated.
  - College of Business; To meet and share our commitment and goal to reach out to underrepresented populations. Meet with Willie Hopkins, Dean and discuss strategies which affect his college.
  - Business Resource Center; Meet with Gary McMahan and Oscar Haro.
  - SIFE; Meet with Tom Wilder, faculty advisor.
  - College of Engineering, Computer Science, and Construction Management; Meet with Ken Derucher, Dean.
  - MESA Program: Meet with Paul Villegas.

**Measurable Criteria: To meet with all the people named by December 1, 2006.**

2. To create a one page marketing piece (brochure) describing corporate involvement options. This piece would explain the levels of giving (involvement) available for our recruiters to include "Placement Partners", "Placement Partner's Week", opportunities to co-sponsor workshops and presentations, exposure or advertising opportunities, and internship sponsorships within this office. It could also include information regarding career fairs, on-campus recruiting, information sessions, and how a company may further their exposure to the campus community.

**Measurable Criteria: This piece would be completed and ready for distribution by March 1, 2007.**

3. Perform an evaluation on changing our recruiting database from Experience.com. This process would also include an analysis of other products on the market and other CSUs. Currently our thought is to use a product called Simplicity, as it is being used by both Student Judicial Affairs and the Student Employment Office. This information would be useful prior to making a decision to change our database vender, if or when we choose.

**Measurable Criteria: To document and come to a conclusion to change by March 1, 2007.**

4. Compile the results of our CSU Quality Measurement which was done in summer 05 regarding student satisfaction. Though the results proved we were excellently received by our students and alums as compared to other CSU's surveyed, we could possibly use this information in some marketing or information format. We also plan to participate in this survey again in summer 2007.

**Measurable Criteria: To produce an analysis piece for distribution and or marketing. Deadline, June 1, 2007.**

5. To incorporate an ID Card Reader in the office. This would initially be used to take payments for our Career Assessment charges (Strong Interest Inventory and Meyers-Briggs; \$10.00 each). This tool could also be used to better understand the demographics of our student usage by requiring all student "swipe" their ID card each visit.

**Measurable Criteria: To have the system installed and in operation by November 1, 2006.**

6. Identify three new strategies to increase usage of the Career Center. The implementation will be as time and resources are available. We see the critical nature of marketing our services to the University as a whole for career planning, post graduate placement in a career, or graduate school. It is critical we keep our office exposed across the campus so students see us and use our viable and valuable services. With the current generation so focused on internet job searches, on-campus interviews and job fairs at times are not fully utilized by students. Additionally, the value of good solid counseling and advising in order to help students find appropriate career directions; choices of majors, and /or graduate school remains an important and critical component of student success.

**Measurable Criteria: To identify three strategies by December 15<sup>th</sup>, 2006.**