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Career Services
Annual Report

**Prepared by
Kevin Fallon
Director, Career Services**

**Salisbury University
Division of Student Affairs
Career Services
July, 2019**

CAREER SERVICES
ANNUAL REPORT

July 2019

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EXECUTIVE SUMMARY

The role of the Career Services team at Salisbury University is to support the Enrollment Management team's efforts to promote healthy enrollment at the University by demonstrating a commitment to preparing students for healthy, productive, successful lives after college.

Regardless of a student's goal (enter the workforce, take a gap year, volunteerism, or graduate school), the Office of Career Services supports students through all phases of their career discernment and preparation process. In addition to Career and Professional Development, the Office also oversees the campus Volunteer Center which exists to connect students with local organizations that need volunteers.

Like all student support services at Salisbury University, Career Services operates with extremely limited resources and works diligently to deliver the best possible level of service to students, employers, faculty/staff, alumni, and the local community.

The 2018-2019 Academic Year was widely regarded across campus as one of our strongest years to date in terms of overall performance. New events and services were rolled out in each College and each Dean expressed high levels of satisfaction with the outcomes. All of these new events have been targeted for expansion in the year ahead.

College	New Program Launched
The Fulton School of Liberal Arts	The Career Peer Network
Health and Human Services	The First Annual Health and Human Services Job Fair
Perdue School of Business	Financial Careers Luncheon and Panel
The Henson School	STEM Mini Job Fair

The office continues to face the same challenges that have confronted the department every year:

Challenge	Preliminary Plans
Financial Support State support will remain flat at best with considerable pressure to reduce levels of state funding for the department	Plans to expand revenue in the year ahead: 1. Increase Job Fair Registration Fee (first increase in almost 10 years) 2. Increase donor support through giving day and the campaign 3. Increase ad sales via new publications 4. Increase sponsorships
Human Capital	Innovative partnerships with the colleges and other departments on campus (More information on page 7)
Rising expectations from parents, students, and Deans / Faculty to demonstrate "Return on Investment"	Innovative partnerships with the colleges and other departments on campus (More information on page 7)

Section I: Department Overview

Vision

As a part of the Enrollment Management team, the Office of Career Services is also a highly student-centered team focused on innovation that helps the University attract, enroll, financially support, and professionally prepare students by demonstrating a strong commitment to professional development as one of the hallmarks of a Salisbury University education. The office helps Salisbury University achieve its enrollment goals by demonstrating to prospective students and their families, a strong focus on return on investment and through excellence in customer service, application of professional best practice, and consistent stewardship of resources.

Mission

Our mission is to empower students to identify and maximize the connection between what they learn and how they make a living. Ultimately, it is crucial for students to self-manage their own lifetime career development. To that end, we offer comprehensive services to facilitate self-assessment, skill identification, career exploration, decision-making, career preparation and graduate school selection. Partnering with faculty, staff, alumni and employers we seek to guide students toward active citizenship in an interdependent world through productive and satisfying work.

Goals

Career Services seeks to:

- Support the life discernment and professional development of a diverse, academically talented, and motivated cohort of incoming students each year

- Prepare students for future employment or educational opportunities through Career Development.

Scope of Practice – Services Provided

The Career Services Team consists of a Director that serves a dual role as both Director and Career Coach, 2 Career Coaches, and a Manager of Employer Relations. We serve the entire student population including on-campus and remote students at the undergraduate and graduate level as well as alumni. We provide services and programming to help them explore and prepare for the next step in their professional development whether it is employment or continued education and even volunteerism.

Student Learning Outcomes

Through Career Services, students are encouraged to take ownership of their career exploration process starting at new student orientation. (You could even make a case for how we encourage them to do so as high school student prospects when they attend Open House due to our segment of the Open House presentation.) Then we guide them to acquire and translate their educational and co-curricular experiences into outcomes valued by employers and graduate/professional schools, and then present themselves as professionals ready for the next step of their development.

Section II: Examples of Major Events, Services, Activities, and Initiatives[1]

Examples of Major Events, Services, Activities, Initiatives	Target Audience	Number(s) Served	Cost Per Participant[2]
Example: Annual First Generation Conference.	*First generation students and their faculty mentors*	▪ *75 students[3]* ▪ *60 faculty mentors* ▪ *12 guests[4]*	▪ *$22.72*
Job and Internship Fairs (5-6 per academic year)	All students Alumni Employers	Over 1,000 students and over 200 employers per semester	Employers pay registration fees ranging from $50 to $125 to offset the costs (mainly food, beverage, rental fees, and advertising) of the event Students are not charged any fees to attend
Industry Networking Nights - ENVR - STEM - PSYCH & Social Work - CMAT	All students Alumni Employers	Over 500 students total per semester	Staff time Printing of materials and advertising Food and Beverage (No fees are charged to any participants to cover these costs)
Dozens of workshops and classroom presentations each semester on topics such as: - Resume and cover letter writing - Job and Internship search - LinkedIn - Interviewing - Federal Jobs	All students Alumni Employers	500 students+ total per semester	Staff Time

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[1] Contact the Associate Vice President for assistance in completing this section if needed.

[2] Use this formula to determine cost per participant (CPP) for every person attending: Cost of Event / Attendees.

[3] For future reports, Units will be asked to report on (1) total unique headcounts for students where repeat visits are not counted and (2) total visit counts where same students may visit and receive services multiple times.

[4] This could include family, friends, faculty, and staff.

2018-2019 Budget Reallocations

Examples of Budgetary Reallocations	Impact on Service Delivery and Operations
Example: Eliminated three student positions.	*Office will be closed during lunch and no weekend hours which reduces opportunities to serve students, employ students, and interact with public.*
Eliminated 1 Graduate Assistant Position	We will no longer have a GA to oversee the Volunteer Center. This will have the following impacts: Impact On students: ■ We will no longer be able to track volunteer hours for the issuance of the Graduation Cords awarded to recognize community service ■ It will be more difficult for students to find and participate in opportunities to volunteer Impact on the local community: ■ We will no longer be able to facilitate the connection of students to local organizations that need volunteers. ■ We are not supporting the effort to secure student volunteers for The National Folk Festival
Eliminated all conference travel	Each member of the career services team expressed their displeasure with this decision in the employee comments section of their annual PMP. They feel this weakens their ability to serve students with the latest knowledge in the field. While this could create a morale issue, the Director disagrees as the team continuously participates in dozens of professional development webinars and local (Baltimore) training through our involvement in NACE and the Maryland Career Consortium.
Eliminated the Volunteer Center Service Learning Trip to New Orleans	This program was very popular with the students and has sold out (with a waiting list) each time the program was offered. Students will be disappointed and may raise concerns via Student Government.

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[5] Contact the Associate Vice President for assistance in completing this section if needed.

Examples of Collaborations and Partnerships	Outcomes and Impact
Example: County Public Schools Guidance Counselors	Resource materials for helping high school students and families discuss mental health before college.
Regular meetings and Professional Development Webinars with the Academic Advising Team	Increased collaboration and familiarity with each department and the services offered increases referral activity – which enhances student retention and outcomes
Collaboration with the Perdue School in the creation of a new Career and Professional Development Coaching position (100% funded by fundraising efforts within the Perdue School)	Improved student employment outcomes
Deep relationships and effective partnerships with the Deans and Faculty in each College in the development and delivery of Career Programming such as networking nights	Improved student employment outcomes through networking
Dozens of invitations each semester from faculty to come into the classroom and discuss career management and professional development	Enhances student retention and employment outcomes
Mentor Teachers with Wicomico and Worcester County Public Schools invite us to evening Professional Development Workshops to help our Education majors prepare for successful job searches	Enables us to reach more students with a minimal investment of staff time. Increases the number of students we can help and enhances employment outcomes
The Admissions team invites us to speak at Open House and Admitted Students Day events and the Orientation Team invites us to speak at New Student Orientation which has led to a noticeable increase in student engagement with Career Services	Enhances student enrollment, retention and employment outcomes

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[6] Contact the Associate Vice President for assistance in completing this section if needed.

Section V: A Summary of Achievements Related to Student Affairs Strategic Plan

The following are examples of ways in which the Unit is assisting Student Affairs achieve its goals.

Goal 1: Student Affairs aims to foster safe, accessible and inclusive communities for undergraduate and graduate students.

- The staff is 100% Safe Space trained
- Each year we complete NACE (National Association of Colleges and Employers) webinars related to serving students with special needs such as "Coaching Students on the Spectrum"
- We are in the process of creating "virtual" services (for example, videos) on key topics like resumes, interviewing, etc. and exploring the use of artificial intelligence powered "chat bots" to provide answers to frequently asked questions 24 hour per day, 7 days per week

Goal 2: Student Affairs aims to educate students for campus, career, and life.

- Career Services does not just focus on helping students search for and secure jobs and internships
- Career Services focuses on a broader message centered around building and preparing for a successful, happy, engaged life after college
- Our services are designed to help all students, regardless of where they stand in their personal professional development, and coach them to success at the next level

Goal 3: Student Affairs aims to embrace innovation.

- Each year, Career Services launches new programs and initiatives based on the latest research and student input
- This past year we partnered with Academic Advising and launched the Career Peers Network in the Fulton School of Liberal Arts and hosted our first Health and Human Services Job Fair
- In the year ahead we hope to expand Career Peers to other Schools (the budget will present a significant challenge) and we are exploring new technologies such as "AI powered" chat bots to increase the number of students we can help without hiring more staff
- Since August 2015, Career Services has consistently demonstrated a "continuous improvement" and innovation mindset by rolling out new services and programming aligned with student and faculty/staff feedback

Goal 4: Student Affairs aims to motivate student affairs professionals to increase effectiveness and efficiency.

- Career Services continuously updates technology and implements process improvements to increase effectiveness and efficiency. Recent examples: The creation of a documents library in the Career Connections software system so students have easy access to documents to assist in their career development, The creation of User Quick Reference guides and major specific career and internship guides, the use of student interns to update and improve instruction methodologies and communications / social media

Section VI: A Summary of Achievements Related to University Strategic Plan

The following are examples of ways in which the Unit is assisting the University achieve its goals. Units may cut-and-paste as appropriate from above Section. Do not say, "See above."

Goal 1: EDUCATE Students for Campus, Career and Life

Career Services hosts dozens of events per semester to help students explore and prepare for "life after Salisbury" – for example:

- Careers In Public Service Week – a full week of programs and workshops including one of our most popular events, Government Careers Panel
- The Health and Human Services Job Fair
- Environmental Studies Career Networking Night
- CMAT Networking Night
- Psychology and Social Work Career Networking Night
- STEM Mini Job Fair
- STEM Networking Night
- Education Job Fair
- Meet The Firms Luncheon Panel and Job Fair (for Finance, Accounting, and IT Careers)
- General Job Fair (Fall and Spring)
- Dozens of workshops and classroom visits on resume and cover letter writing, interviewing, and job/internship search

Goal 2: EMBRACE Innovation of the Salisbury University Experience

- Career Services is in the midst of working with Academic Advising to develop synergies and expand use of the EAB Navigate App
- Career Services partners with Admissions, CSIL and Orientation to weave Career and Personal/Professional Development into the Salisbury Experience "from Day 1"

Goal 3: FOSTER Community

- Each member of the Career Services team engages in campus-wide initiatives and goes out into the local community to serve organizations such as BACIL, The United Way and The Chesapeake Housing Mission
- Career Services provided leadership in delivering student volunteers leading up to and throughout the National Folk Festival in downtown Salisbury

Goal 4: PROVIDE Appropriate Programs, Spaces, and Resources for All Members of the Campus Community

- Career Services hosts dozens of events and programs per semester to help students explore and prepare for "life after Salisbury" including classroom visits across all colleges / academic majors
- Office space continues to be a challenge due to the storage of supplies in common areas (leading to a less professional appearance) and a dated / worn appearance. Unfortunately, the current fiscal climate does not appear to be conducive to change any time in the near future.

Section VII: Measuring Up – Research, Assessment, and Evaluation[7]

Previous Year's Goals and Outcomes

Department Goals	Summative Outcomes
Continue to customize Career Services solutions for the academic schools/colleges	- Partnered with the Fulton School to successfully launch a pilot for the Career Peers program - Hosted the first Health and Human Services Job Fair - Hosted the first STEM mini Job Fair and STEM Careers Networking night
Partner with UARA, Advancement, and other campus offices to rethink the collection of outcomes data and shift Career Services data tracking efforts to utilization metrics	- Partnered with the AVP EM and Kara Owens to transition the graduate exit survey to Qualtrics and form a campus-wide committee of key stakeholders to develop an institutional strategy and approach for outcomes information - Developed draft version of reports for Career Services data tracking and utilization metrics
Launch the Career Peer Network	Partnered with the Fulton School to successfully launch a pilot for the Career Peers program
Increase the number of students the Career Services Department can serve	- With the launch of the Career Peers Network we were able to connect with more students and provide basic information on our services - We developed and articulated specific expectations during the Career Services staff PMP process that outlined clear, specific metrics for the number of student appointments to be offered

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[7] Contact the Associate Vice President for assistance in completing this section if needed.

The following goals are intended to be ambitious but attainable. Each goal should be linked to measurable outcomes and is consistent with strategic priorities, Student Affairs' goals and expectations, and the University's strategic plan. **Three to five goals are recommended.**

Department Goal or Objective	Mapped to University Strategic Plan Goals	Mapped to SA Strategic Goals	Examples of Assessment Metrics
Example: Implement new living-learning communities focused on diversity and inclusion.	*Goal 1* *Initiative 2*	*Goal 3* *Initiative 1*	▪ *Number of living-learning communities created.* ▪ *Number of students completing housing contracts for the new LLCs.*
Example: Ensure that 70% of academic probation students participate in at least two sessions on successful study habits.	*Goal 4* *Initiative 2*	*Goal 2* *Initiative 3*	▪ *Number and percent of academic probation students participating in at least two academic sessions.*
Identify relevant activity reporting metrics and create a monthly report that leverages data to communicate the impact of Career Services	Goal 4	Goal 4	Number of monthly reports delivered
Update the previous 3-5 year strategic plan for the Career Services staffing model given the addition of a Career Coach in the Perdue School (and serve on the search committee)	Goals 1, 2 and 4	Goals 1, 2, 3 and 4	
Continue the evolution of the new Career Services website and related on-line delivery of services	Goals 1, 2 and 4	Goals 1, 2, 3 and 4	
Explore new revenue sources for the department	Goals 1, 2 and 4	Goals 1, 2, 3 and 4	
Help the University improve the collection and use of outcomes data	Goals 2 and 3	Goals 1, 2, 3 and 4	

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[8] Contact the Associate Vice President for assistance in completing this section if needed.

Strategy Categories:

I.   Strategies that can be implemented <u>immediately</u> and <u>require no additional resources</u> if approved

Strategy	Initiative Area	Cost	Support Needed
Update previous analysis of the Career Services Staffing Model to account for the addition of a new Career Coach in the Perdue School		Staff time	AVP EM
Identify relevant activity reporting metrics and create a monthly report that leverages data to communicate the impact of Career Services		Staff time	AVP EM
Continue the evolution of the new Career Services website and related on-line delivery of services		Staff time	AVP EM Publications
Explore new revenue sources for the department		Staff time	

II.   Strategies that can start implementation <u>immediately</u> but <u>require additional resources</u>

Strategy	Initiative Area	Cost	Support Needed
Promote Employer Relations Manager to Career Coach to enable Career Services to have a designated Career Coach for each College		$10,000 annual	Budget approval
Convert existing C1 position to a full time PIN for a Coordinator of Employer Relations (back fill role vacated by promotion described above)		$25,000 annual	Budget approval

III. Strategies that require <u>multi-year implementation</u> and <u>undetermined resources</u>

Strategy	Initiative Area	Cost	Support Needed
Co-locate into a renovated, updated, more modern space with Academic Advising		Renovation and relocation	AVP EM, VPSA, Executive Staff, Facilities Planning