GOAL 1: ENGAGE EMORY COLLEGE UNDERGRADUATES IN CAREER EXPLORATION AND DECISION MAKING TO EXPLORE THE VARIETY OF EDUCATIONAL AND CAREER INTERESTS CONSISTENT WITH THEIR INTERESTS, SKILLS, AND VALUES.

Objective 1.1: Create a new event that brings together employers with students who have historically faced under representation in the workforce or discrimination during the hiring process. Some populations include, but are not limited to, students of color, LGBT, disability, gender and religion.

A. Create an annual event that will happen in conjunction with the Career Center’s Fall Career Fair.
   Target date for completion: 9/21/2016

B. Partner with the Office of Multicultural Programs and Services, CASA, Center for Women, LGBT Life, Office of Accessibility Services, and other similar offices to plan the event
   Target date for completion: Summer 2016

C. Promote event to student groups, staff that often interact with these students and faculty to encourage participation in the event.
   Target date for completion: 8/25/2016
**Objective 1.2** Create a career cluster model for Liberal Arts majors to self-identify career interests, receive unique and specific career information and opportunities,

A. Identification of career clusters.
   Target date for completion: 8/1/2016

B. Creation of cluster content (i.e. webpages, RRS feeds, Articles)
   Target date for completion: 8/1/2017

C. Student self-selection and participation.
   Target date for completion: Fall 2017 - ongoing

D. Establish employment support groups by cluster.
   Target date for completion: Spring 2018
**Objective 1.3** Expand and rebrand the Networking events to engage Liberal Arts majors in exploring career paths with professionals.

A. Obtain funding for event series (collaboration with other ECL, academic, non-academic, alumni, corporate partners).
   Target date for completion: Summer 2020

B. Review existing and identify new industries / locations for networking.
   Target date for completion: Fall 2019

C. Provide pre-networking guidance and incorporate cultural differences.
   Target date for completion: Spring 2020
Objective 1.4 Continue to review, provide and utilize self-assessment resources to facilitate student self-discovery of interests, skills, and values.

A. Benchmark current self-assessment tools available for career services  
   Target date for completion: Spring 2018

B. Host presentations (webinars, etc.) to review new and/or currently not utilized offerings in the market space.  
   Target date for completion: Spring 2018

C. Request demo accounts and/or trial services for the purpose of conducting staff and student focus groups for future consideration.  
   Target date for completion: Spring 2018
GOAL 2: ENGAGE EMORY COLLEGE UNDERGRADUATES TO OBTAIN PROFESSIONAL, LEADERSHIP, AND INTERPERSONAL SKILLS SHAPED BY THEIR EMORY EXPERIENCE.

Objective 2.1 Conduct Sophomore review to ensure that Emory College undergraduates are engaged with the Emory community, able to identify an academic major of their choice, and are imagining their career path(s) post-graduation.

A. Obtain buy-in from Emory College’s Office of Undergraduate Education to make meetings mandatory.
   Target date for completion: Fall 2020

B. Creation of program and expectations for career center staff and students.
   Target date for completion: Fall 2020

C. Record notes of individual student engagements to provide impactful advising going forward.
   Target date for completion: Fall 2020 ongoing
Objective 2.2 Provide workshops to facilitate the career readiness of Emory undergraduates for a successful transition into the workplace.

A. Review current workshop offerings to ensure that the content is reflective of the student body and demonstrates the commonly shared values held by Emory University.
   Target date for completion: Fall 2017 ongoing

B. Develop new workshops / programs as needed.
   Target date for completion: Fall 2017 ongoing
Objective 2.3 Create online resource center for common skill competencies (i.e. Resume writing, Professional writing, Personal Statements, Interviewing, Networking, Salary Negotiation, etc.).

A. Review / revise current guides & handouts
   Target date for completion: Fall 2018 ongoing

B. Identify gaps in resource offerings
   Target date for completion: Fall 2018 ongoing

C. Create new content / resources.
   Target date for completion: Fall 2018 ongoing
GOAL 3: PROVIDE EXPERIENTIAL LEARNING OPPORTUNITIES FOR STUDENTS TO PUT THEIR ACADEMIC KNOWLEDGE AND COMMUNITY VALUES INTO PRACTICE.

Objective 3.1 Expand the Civic Scholars Program to increase the number of students engaged in unfunded (or underfunded) internships through acquisition of donor funding.

A. Work with the development office to promote opportunity to increase funding.  
   Target date for completion: Fall 2017 ongoing

B. Profile student success stories of participation in the program on The Career Center’s website.  
   Target date for completion: Spring 2018
Objective 3.2 Increase student awareness and usage of University Career Action Network consortium’s “Internship Exchange” database.

A. Create standalone webpage for student awareness, registration, and access to the database.
   Target date for completion: 6/22/2016

B. Develop new marketing materials for promotion of the database.
   Target date for completion: July 2017

C. Utilize Career Ambassadors to engage in peer education of the database.
   Target date for completion: Fall 2017

D. Hire work-study student for data entry.
   Target date for completion: Fall 2017
GOAL 4: IDENTIFY EMORY UNDERGRADUATES WHO ARE SUCCESSFULLY EMPLOYED WITHIN A CAREER THAT IS CONSISTENT WITH THEIR SKILLS, INTERESTS, AND GOALS OR MATRICULATION IN A GRADUATE / PROFESSIONAL DEGREE PROGRAM CONSISTENT WITH THE LONG-TERM OBJECTIVES.

Objective 4.1 Create and expand Clothing Closet to provide professional attire for students to make a positive impression in the recruitment process.

A. Design space, create check out system, and solicit donations (clothing/monetary).
   Target date for completion: December 2016

B. Develop marketing materials to promote resource.
   Target date for completion: January 2017

C. Monitor use/requests to obtain appropriate and utilized attire (i.e. Sizes, Styles, etc.).
   Target date for completion: August 2016

D. Report success of use > increase awareness in Emory community/donations.
   Target date for completion: August 2017
**Objective 4.2** Track student outcomes upon graduation to determine ‘First Destination’ results utilizing new CSM Platform, Handshake.

A. Review current Post -graduation survey (simplify).
   Target date for completion: March 2017

B. Partner with OUE’s Office of Institutional Research to collect outcome data.
   Target date for completion: Spring 2018

C. Report student outcomes in aggregate for internal & external review
   Target date for completion: August 2017 - annually
GOAL 5: MAINTAIN AND EXPAND RELATIONSHIPS WITH INDIVIDUALS AND ORGANIZATIONS WHO ARE COMMITTED TO A MUTUALLY BENEFICIAL LONG TERM RELATIONSHIP WITH EMORY UNIVERSITY.

Objective 5.1 Increase the number of organizations, contacts, and opportunities on the Handshake system.

A. Launch new recruiting platform (i.e. Handshake).
   Target date for completion: July 2016

B. Develop marketing materials for both students and employers.
   Target date for completion: May 2016

C. Conduct outreach to both students and employers to ensure a smooth transition.
   Target date for completion: April 2016

D. Follow up with constituents.
   Target date for completion: June 2016 - ongoing
**GOAL 6: EDUCATE STUDENTS ON HEALTHY PRACTICES DURING THE JOB SEARCH, CAREER PLANNING PROCESS AND CAREER ADJUSTMENTS.**

**Objective 6.1** Coach and provide training for students on work-life balance, both in school & professionally (i.e. Adult 101 series).

A. Partner with CAPS / OHP / Student Health on how to recognize and deal with stress. Target date for completion: Spring 2017

B. Publish Career wellness “tip of the week” on social media / newsletters. Target date for completion: Fall 2017 ongoing

C. Create safe spaces for students to disclose personal / mental health needs. Target date for completion: Fall 2017
GOAL 7: HOST “ZERO WASTE” EVENTS ON CAMPUS.

**Objective 7.1** Work with the sustainability office to ensure that Career Center events are environmentally friendly.

A. Hold training sessions for Career Center staff on how to hold a zero waste event.
   Target date for completion: Spring 2018

B. Create policy to promote campus values to invited guests at networking events, employer information sessions, and career & graduate school fairs.
   Target date for completion: Summer 2018

C. Hold zero waste events.
   Target date for completion: Fall 2019