The Career Center

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

Update, September, 2017:
Implemented. Offered second Annual Hire US Diversity Career Fair on September 5, 2017. Increased number of participating companies by 10%. Still struggling to get attract targeted student population to take advantage of event.

Update, March, 2018:
Sustained. Offered now bi-annual complement to the Fall and Spring Career Fairs in January 2018. There was a slight increase in numbering of participating organizations, however, student attendance continues to remain an issue. The initial planning committee, comprised of representatives from CASAA and Campus Life will revisit marketing and outreach strategies to determine how to demonstrate value of the event.

Update, September, 2018:
Thriving! The Fall 2018 Hire US Career Fair attracted 54 employers and 409 students. This is a marked improvement from the 38 employer/118 student participation of 2017.
**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

*Update, September, 2017:*
Pilot Stage. Launched Industry Cluster Webpages in September, 2017. Still revising and modifying content based on student and staff feedback. Hosted seven cluster workshops to roll out cluster resources.

*Update, March 2018:*
Implemented. Cluster content has been finalized. Utilization in counseling sessions, workshops, and email communications ongoing.

*Update, September, 2018:*
Expanding to Ancillary Programming. Several Cluster-specific workshops and events have been implemented for the coming year.
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

Update, September, 2017:
Planning Stages. Implemented the (on-campus) High Five Networking series thanks to donation of Mike Kaminsky. Received generous gift from within the Parent Leadership Board to put toward the national networking night events (expanding to west coast and New England area.) May use funds for Civic Scholars program given the greater financial need. Will continue to hold on these initiatives until 2018.

Update, March, 2018:
Planning Stages. Resource allocation for High Five series remains tied to on-campus network events. PLB gift allocated to Civic Scholars per donor request. Continue to soft-sale opportunity to College Alumni Board and other prospective donors. Have proposal before Bank of America to host west coast events.

Update, September, 2018:
Implementing. BoA Proposal still on table with definitive plans to offer Los Angles Network Night in June, 2019. Beginning conversations with College as to alignment with Emory Edge and Emory UP initiatives.
**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

*Update, September, 2017:*
Conceptualization Stage: Early planning stage until Spring 2018.

*Update, March, 2018:*
Implementation Stage. Paul Bredderman is spearheading our review and re-training in assessment tools. Focus is on low-cost high-impact exercises that assist students in identifying key interests, skills, and values.

*Update, September, 2018:*
Stalled/Reprioritized. Initial time and energy for this initiative has been delayed due to additional focus on Cluster resources.
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

Update, September, 2017:
Feasibility Stage. Still trying to figure out how to manage wide-scale student review given current staffing and counseling load. Objective is logical, but implementation will be challenging. Will develop proposal for review by Aug 2018.

Update, March, 2018:
Planning Stage. As component of Dean Elliott and Dean James' discussion focusing on centralized resources and services (Undergraduate Experience Initiative), specifically related to "advising", proposal placed on the table that all undergraduate students engage in a second-year review to not only assess professional development trajectory, but also academic and personal growth - and to create a plan for success in the years to follow. There appears to be widespread support for such an initiative. Mike Kaminsky remains an avid proponent for this initiative as well.

Update, September, 2018:
Pilot Stage. With the launching of the Emory Edge initiative, the College is partnering with the Career Center to offer a “professional development” course for College students. The course is designed to both accentuate the value of a liberal arts education as well as provide practical career exploration and experiential learning instruction. The course is being piloted in the Spring 2019 with one section being taught among first year students and one section being taught among second year students. The goal is to scale the course to impact all students and create a means for students to work with a career counselor to create a personal career plan.
**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

*Update, September, 2017:*

*Update, March, 2018:*
Sustained. Beginning Fall 2017, the Adulting 101 series is a consistent programming offering for both fall and spring semesters. The programs have been well attended and highly successful according to student feedback.

*Update, September, 2018:*
Rebranded. Given that the SIS Office is also offering an Adulting 101 series, the name of our programming has been changed to “Life After Emory”. The programs remain popular and impactful.
**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

*Update, September, 2017*:  
Creation Stage. Have created “new and improved” Resume Writing Guide to be offered by end of Fall 2017. Reviewing other documents to work into the rotation. Still on target to have more in place by Fall 2018.

*Update, March, 2018*:  
Implemented. In conjunction with Cluster webpage rollout, reviewed and updated stand-alone resources to be consistent with content contained within the Cluster pages. Currently seeking new position in Career Center to manage technology, web presence, and marketing/publicity efforts. Key role within position will be to continually monitor and update web resources.

*Update, September, 2018*:  
Under Secondary Review. Hired Coordinator of Marketing and Outreach who will work with new web design initiative to assess content and resource – and utilization.
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

**Update, September, 2017:**
Implemented. Offered 14 scholarships for summer 2017. Utilizing initial $40K gift. Received an additional $30K from PLB in September 2017. Currently building student programming around Scholars to promote the program and create pipeline for internships.

**Update, March, 2018:**
Sustained. Created long-term strategic plan for the Civic Scholars program to ensure availability (open application) of funds throughout the year to offset inconsistent timing of offers and deadlines that are before students.

**Update, September, 2018:**
New Discussion. As component of Emory Edge initiatives, there is language in the fund-raising proposals that call for sufficient funding to guarantee a scholarship for ALL unfunded internships. Twenty-three scholarships were offered for the Summer of 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

Update, September, 2017:
Partial Deferred Stage. Given switch to Handshake, UCAN database now resides within a Handshake “Resources” page. Working with UCAN platform vendor to create stand-alone web presence. Deferred to Spring 2018 for implementation.

Update, March 2018:
Partial Implementation: Created stand-alone landing page for UCAN both on Career Center website and within Handshake. Currently evaluating value of resource based on robustness of internships uploaded to the database. Career Ambassadors and Peer Advisors are promoting.

Update, September, 2018:
Potential Sunset. As a founding member of the consortium and a top contributor to the database, the robustness of Emory’s recruiting program and abundance of internship opportunities offered through Handshake and CareerShift, a decision will be made this year as to the on-going value of UCAN.
GOAL 4: IDENTIFY EMORY UNDERGRADUATES WHOR 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

Update, September, 2017:  
Implemented! Launched Clothing Closet with full operation beginning Fall 2017. Currently have over 100 suits and accessories for student use. Currently tracking usage and student feedback.

Update, March, 2018:  
Sustained. Clothing Closet access has remained brisk throughout the 2017-2018 academic year. Enterprise offered an additional $2000 to purchase still needed accessories (belts, shoes, ties, etc.). Additional clothing continues to be donated and purchased to best meet the needs of all students.

Update, September, 2018:  
Thriving. The clothing Closet is seeing weekly activity and students are much more aware of this resource.
Objective 4.2 Track student outcomes upon graduation to determine ‘First Destination” results utilizing new CSM Platform, Handshake.

 le 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

Update, September, 2017: Partial Implementation. Utilized Handshake to collect and track post-grad outcomes for May 2017 graduates. Data collection a success with ability to provide outcomes and demographic information for each student. Distributed outcome information to the President, Provost, Dean of the College, Sr VP for Campus Life, AVP for Campus Life, and Dean of Admission. Still meeting resistance from within OUE/College to assist with data collection or analysis. Will continue to push OUE for collection assistance in spring 2018.

Update, March, 2018: Implemented. Currently offering second year of post-grad outcome data collection through Handshake. Utilized in-app component to push out individualized survey links to students. Still do not have College on board as a partner in data collection despite expressed interest.

Update, September, 2018: Sustained. Second year of implementation proved efficient.
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

Update, September, 2017:
Implemented and Building. Launched Handshake in Summer 2016. Continue to monitor use and feedback to ensure successful full implementation and utilization of system.

Update, March, 2018:
Sustained. Added 3,346 new employers in 2017-2018 (11,309 total employers in system), a 42% increase in the number of prospective employers specifically requesting access to Emory talent.

Update, September, 2018:
Thriving. Added 2,143 new employers since March 2018 (13,452 total employers in system). Have declined a total of 11,786 employers in two years.
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

Update, September, 2017:
Limited Implementation. Have partnered with Health and Wellness and OHP to develop joint programs around healthy choices and stress management. Working with H&W to offer program for all WoodPEC student staff. Completed Safe Space Training for staff. Developing marketing strategy for social media.

Update, March, 2018:
Stalled Implementation. This is the one Objective that has been deferred beyond current efforts due to more higher valued initiatives.

Update, September, 2018:
Limited Rollout. With the hiring of new Coordinator for Marketing and Outreach, will infuse “wellness” messages into social media offerings.
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

Update, September, 2017:
Partial Implementation. Have trained staff and offering zero waste programming, specifically enhancing efforts around large-scale career fairs and networking events. Currently developing policies and guidelines for recruiters visiting for info sessions and on-campus recruiting.

Update, March, 2018:
Mostly Implemented. Continue to implement zero waste practices where practical. Have fully implemented in-office recycling/waste disposal practices consistent with campus-wide efforts.

Update, September, 2018:
Implemented where feasible. Consistent with university-wide efforts, provide/promote zero waste events.