

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: CAREER SERVICES

Leader(s): DARCIE CAMPOS

Implementation Year: 2017-18

GOAL 1: Create, promote and navigate undergraduate students through a Four-Year Career Development Plan (Four Year Career Compass) from freshman to senior year with an emphasis on fully preparing students to define their career goals and ensuring they are career ready professionals by graduation.

Objective 1:	Rebrand existing programming to integrate the Four-Year Career Development Plan throughout; exploration, discovery, experience and presentation.
Action Items	<ul style="list-style-type: none"> • Develop monthly workshops that focus on each year of the compass. • Highlight Career Compass on Career Services landing page with drop down bar feature. • Continue to integrate the 4-year compass throughout OH days, orientation, and mini workshops. • Maintain network of faculty and advising professionals from across campus to ensure four-year career development plan continues to reflect timely steps towards degree completion and obtaining a career position in one's respective field.
Desired Outcomes and Achievements (Identify results expected)	To have students better educated about the four-year career compass and how it will elevate their overall success if they adhere to each year.
Achieved Outcomes and Results	<ul style="list-style-type: none"> • The Career Counselors created workshops specifically to outline the Freshmen-Senior year of the 4 year Career Compass, which were in addition to the workshops done during OH days and Orientation. Unfortunately, we did not get attendance to these workshops though we thought they were valuable. We will have to review our methods of student outreach as it relates to the Career Compass and try another avenue for the next academic year. • Pushed the Four-Year Career Compass out via admission/literature to educate prospective students on how the Compass can aid in their success. • Presented workshops on the Four-Year Career Compass for the Open House and Orientation Days, so prospective and new students would be educated on it as they started their educational journey. • Highlighted the Career Compass on the Career Services landing page with drop down bar features for easier access and visibility. • Maintained network of faculty and advising professionals from across campus to ensure four-year career development plan continues to reflect timely steps towards degree completion and obtaining a career position in one's respective field.

Analysis of Results

We believe these efforts to push out the Four Year Compass were successful, although we feel short on engaging students through the additional workshop sessions planned throughout the year. Fortunately, we were able to highlight the Career Compass better on our website, in addition to engaging students in conversations during OH and Orientation days. We have also engaged more faculty this year in conversations about the benefits of the Four-Year Career Compass, and the College of Business even looked to incorporating it into the work they are doing with their students to keep them on track. We have requested the analytics from IT to see specifically how many times the Four-Year Compass pages have been accessed on our web page, and we are waiting on those results.