

Governors State University
 Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: CAREER SERVICES

Leader(s): DARCIE CAMPOS

Implementation Year: 2019-20

GOAL 4: Strengthen and expand relationships with employers in the Chicago Southland region.

Objective 1:	To continue to work collaboratively across colleges and university departments; including development and alumni services to share employer resources and bring new employer recruitment opportunities to GSU. Also, reevaluate existing recruitment events and career programming to ensure the offerings are best meeting the needs of our students and employers.
Action Items	<ul style="list-style-type: none"> • To expand the number of employer partners invited to campus to be part of networking, mock interview and on campus recruitment events. • Continue collaborations with the College of Arts and Sciences to do some formal outreach to the University Park industrial employer partners. • Continue collaboration with the College of Business as they plan for their first GSU Business Week event. • To expand the number of opportunities available as part of the Illinois Cooperative Work Study grant program.
Desired Outcomes and Achievements (Identify results expected)	<ul style="list-style-type: none"> • Expand the collaborative work done across the university to share employer resources and to bring new employer recruitment opportunities to GSU. In addition, we look to reevaluate existing recruitment events and career programming to ensure the offerings are best meeting the needs of our students and employers.
Achieved Outcomes and Results	<ul style="list-style-type: none"> • We had 87 attendees for the College of Business Career and Internship fair we hosted, 14 of which were employers. • We continue to receive several requests from the advancement office and have assisted them with their efforts to work with employers to find student interns based on their internship needs. • We did create new marketing pieces that have been successfully used to onboard new employer partners and volunteers to the university. • We also on boarded a couple of new employer partners for the STEP grant. • We did have several employers signed on to participate in our mock interview day; unfortunately, it was cancelled due to covid 19 restrictions. • Unfortunately, we also had to cancel our Spring Career and Internship fair, but we recently added a virtual career fair platform that will allow us an alternative option to in person recruitment moving forward. • Darcie joined the College of Arts and Sciences advisory board at the end of the academic year and has participated in more direct collaboration with CAS and COB to build employer partnerships. • The fall networking event was well attended and there was approximately 100 people in attendance. There was a total of 5 new employers to attend and a host of faculty to attend event. • As a result of the pandemic the Spring networking event and the mock Interview contest were cancelled.
Analysis of Results	<ul style="list-style-type: none"> • The fall networking event included new employers with a business and computer background that was a tremendous benefit to students in those

	<p>fields. We had an employer whose professional role was a Director at a computer firm. He was able to help students by answering specific questions in the technology field and he completed an informational interview on the spot for any student interested.</p> <ul style="list-style-type: none">• Because of the work we have done this year with employers, in addition to the collaborative efforts we have been involved in across campus, we have seen that our reach is growing with employers in the surrounding community and south suburban Chicagoland area.• Unfortunately, the pandemic has affected our ability to spend all of our grant funds this year, by shutting down some of our in person internships early. We were granted an extension and are on target to spend the remaining allocation. Additionally, our FY21 allocation for the Illinois Cooperative Work Study Grant is \$44,561, which is almost \$8500 more than the previous year. This will allow us an opportunity to provide more internship opportunities for students and an opportunity to create more employer partnerships than any year previous.• Additionally, we continue the process of reaching out to new industrial park partners to see if we can increase recruitment efforts to meet their needs as it relates to filling their anticipated job openings and to build pipelines for our employer partner's needs with potential internship offerings to students.• Lastly, we recognize employers have needs beyond recruitment, and we will look to work more collaboratively with extended learning to be able to address the needs of our employer partners in all areas, which includes trainings and certifications through direct referrals to GSU's extended learning department.
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