

Focus Area: Career Services and Graduate Student Programming

Leader(s): Darcie Campos

Implementation Year: 2015 -2016 Results and Findings

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

Objective 1:	Continue to work collaboratively across colleges, and also with development, alumni and the small business development center to share employer resources and bring new employer recruitment opportunities to GSU.
Action Items	<ul style="list-style-type: none">• Follow up on leads to visit and recruit new employers to hire GSU students for internships and/or job opportunities as time permits/ongoing• Attend local and regional business activities to increase networking contacts and learn about current, local business trends• Meet annually with staff members in the alumni, development and small business development centers to discuss ways to promote OCS activities, such as career fairs, to university and community stakeholders• Actively participate as part of the GSU 360leadership team.• SBDC will be collaborating during PICC to provide session on entrepreneurship.
Desired Outcomes and Achievements (Identify results expected)	<p>Cynthia and Darcie will meet with new employers via email, phone call appointments and visits as available to discuss potential internship and job opportunities for GSU students.</p> <p>Cynthia and Darcie will attend local and regional business activities to increase networking contacts and learn about current, local business trends as opportunities arise throughout the year.</p> <p>Cynthia and Darcie will meet annually with staff members in the alumni, development and small business development centers to discuss ways to promote OCS activities, such as career fairs and academic specific programming.</p> <p>Cynthia and Darcie will actively participate as part of the GSU 360leadership team to identify mutual business relationships and maximize opportunities.</p>
Achieved Outcomes and Results	<p>Cynthia and Darcie met with new employers on campus as opportunities arose, including employers who attended career fairs and who recruited students on campus (ongoing). However, because of budget cutbacks, including staff size and schedule limitations, Cynthia and Darcie were not able to recruit often off of campus. Instead, employers engaged in phone call visits and email correspondence to create internship and job opportunities. Additionally, Cynthia and Darcie were able to meet with employers who visited campus but were unable to attend outside events due to cutbacks. We also met with staff members in various departments across campus throughout the year to maximize career service opportunities, as well as attended 360leadership team meetings to discuss current relationships with employers.</p>
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	<p>While we met outcomes of meeting with both external employers and faculty and staff members as needed, financial and scheduling limitations prevented them from attending external events that would made for increased outcomes. Moving forward, it is hoped that opportunities will again arise that allow OCS staff to meet externally with outside employers and organizations.</p>

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<p>Objective 2:</p>	<p>Identify and target local businesses and organizations to specifically address the employment needs of the GSU student body.</p>
<p>Action Items</p>	<ul style="list-style-type: none"> • Attend various external employer-related events to effectively gauge current work trends. • Identify employers willing to speak to student populations in campus-sponsored events. <ul style="list-style-type: none"> • Collaborate with YWCA to provide information sessions on certifications in human/social services
<p>Desired Outcomes and Achievements (Identify results expected)</p>	<p>We expected to attend various external employer-related events such as NACE Face to Face regional meetings, MWACE conference, GCRC meetings, etc. to effectively gauge current work trends. Through various contacts, Cynthia and Darcie will identify employers who are willing to attend campus-sponsored events to increase opportunities for GSU students, such as with Amanda Evans from YWCA.</p>
<p>Achieved Outcomes and Results</p>	<p>We were not able to meet many external employers at various outside events because of the cost limitations due to the budget impasse. However, we did recruit employers who reached out directly to GSU as well as contact employers via email and phone visits. Additionally we invited employers such as Amanda Evans from the YWCA and Roger Wandersee from Sharn Enterprises to speak to Internship Advisory Council members to share their opportunities and insights. We also invited our representative from the Washington Internship experience to speak with IAC members, as she was already in Chicago on another engagement, resulting in no costs to the university.</p>
<p>Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)</p>	<p>The goals were minimally met as external speakers were brought to campus but additional opportunities to attend external events and network would be much more beneficial in recruiting outside speakers. Going forward, it is hoped that these opportunities will become available once again in FY17.</p>

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<p>Objective 3:</p>	<p>Reevaluate existing recruitment events and career programming to ensure the offerings are best meeting the needs of our students and employers.</p>
<p>Action Items</p>	<ul style="list-style-type: none"> • Create and distribute a brief survey to existing employers with active relationships with OCS to determine if they feel that their needs are being met and how could we improve our services to strengthen these relationships • Survey the students after recruitment and on campus career service related events to gather feedback on the effectiveness of the event. • Examine SLO and GEO outcomes from the previous year to make changes for programming the following semester. • Respond to student feedback on Professional Etiquette Luncheon - Transition to Professional Etiquette <i>Dinner</i>; also reorganize presentation format so that the dining tutorial is presented prior to eating, rather than during. • Respond to lack of attendance during Professional Image and Career Conference – Incorporate new topic areas by collaborating with campus and community services. • Respond to lack of preparation and awareness of career fairs by providing preparatory workshops prior to each of the three annual fairs.
<p>Desired Outcomes and Achievements (Identify results expected)</p>	<p>Cynthia will create a brief survey to deliver to employers who have taken GSU student interns, such as those that participate in the Illinois Cooperative Work Study Grant Program, as a beginning model, to identify whether they feel that their needs are being met and how could we improve our services.</p> <p>OCS staff members will create surveys to gather feedback from students who have been chosen to attend certain recruiting events as well as career fairs open to the public to measure the effectiveness of the event.</p> <p>OCS staff members will provide preparatory workshops before career fairs to help students become ready to attend OCS events.</p> <p>Additionally, the Etiquette dining tutorial event will be revamped as well as new methods of attracting PICC attendees investigated.</p>
<p>Achieved Outcomes and Results</p>	<p>Cynthia has not had an opportunity to create and additional survey tool to distribute to employers regarding the overall effectiveness of OCS events. However, those employers who participate in the ICWSP already do answer several questions placed on their student evaluations regarding the effectiveness of the STEP program and OCS services. Additionally, employers who attend OCS annual career fairs are also surveyed to gather feedback on the effectiveness of meeting with GSU students and the OCS career fairs.</p> <p>Additionally, while the OCS staff does provide an exit survey to all students, alumni and community members who come in for 1x1 appointments, students are not surveyed in general to gather their feedback on the effectiveness of OCS services, but are surveyed instead on whether they understood the materials presented during OCS workshops. OCS has also implemented several preparatory workshops before each career fair, including How to Get the Best Out of the Career Fair and Resume Prep Labs. The etiquette dinner has tentatively been put on hold, as a result of the state budget constraints. And lastly PICC was revamped to other departments with the</p>

	hopes of increasing our number of attendees.
<p>Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)</p>	<p>The goal of creating an overall employer survey has not been met, but ICWSP employers are regularly surveyed after completion of a student internship, with mainly the focus on the student, but some questions due include how OCS could be more effective. Career fair participants are additionally asked how OCS could be more effective so this goal has been minimally met. Moving forward, Cynthia will create a brief employer survey that can be routinely given to all employers that OCS directly serves in a form of a survey monkey link embedded into OCS materials. Additionally while OCS has created a survey that is filled out online by students who have attended individual, student appointments, a survey link needs to be created that can be distributed to students who attend OCS events.</p> <p>In regards to preparatory workshops, OCS has met these goals by creating workshops for students before each of the three annual career fairs. The Etiquette dinner was tentatively put on hold due to the state budget constraints and new programs were implemented to revive the PICC program and boost attendance. Unfortunately, these collaborative efforts were not successful in boosting the numbers, so next year there will be more of a reach out done to faculty with the hopes of encouraging them to include the program as part of their syllabi.</p>