Strategic Plan Goal 2
Meeting Statewide Professional and Workforce Needs

Presentation to the Board of Trustees
April 25th, 2007

Clarifying Options, Defining Potentials, Connecting You to the Future!
Review effectiveness of academic advisement and career planning services provided to undergraduate and graduate students and make recommendations for improvement and integration

2-4. Appoint a committee to make recommendations to raise awareness of and enhance the services of the Career Development Center

- Conducted a SWOT analysis
- Held a strategic planning staff retreat held at City Furniture’s corporate headquarters
- Revisited Career Development Center mission statement
- Hired a marketing intern to develop publicity materials
- Created a PowerPoint presentation displayed on LCD plasma screen in Career Development Center
- Created Introduction to Career Development Center PowerPoint presentation
Review Effectiveness of academic advisement and career planning services provided to undergraduate and graduate students and make recommendations for improvement and integration

2-4. Appoint a committee to make recommendations to raise awareness of and enhance the services of the Career Development Center

- Designed display board for use during outreach presentations
- Launched FAU’s first Graduating Student Survey (Career Destination Survey)
- Launched the Graduate Student Career Survey
- Launched the Employer Recruiting Evaluation
Graduating Senior Survey

Satisfaction with Career Advising Services

2005-06 (N=598)

2004-05 (N=867)

- Very Satisfied
- Satisfied
- Dissatisfied
- Did not use
- No response

CAREER DEVELOPMENT CENTER
DIVISION OF STUDENT AFFAIRS
Graduating Senior Survey

Satisfaction with Job Placement Services

2004-05 (N=867)

2005-06 (N=598)
Career Development Center Outreach

- Freshman and Transfer Orientations – Showcase of Services
- Graduate Student Orientation
- “Undeclared Majors Session” at Orientation
- Admission Open House Events
- College Open House Events
- High School Guidance Counselor Luncheon
- Presentation to area high schools
- Academic Advising Council
- Dean’s Executive Committees in the colleges
- Faculty Advisory Board
- Advisor Partnership Day
- Carnival of Majors Fair open to FAU H.S.
Career Development Center Outreach

- Student Learning Strategies SLS:1503
- Satellite career advising office in Heritage Park Tower Residence Hall
- Satellite career advising office in the College of Engineering and Computer Science
- Presentations in the Residence Halls
- Classroom presentations
- Created new marketing pieces (event bookmarks, Career Update Newsletter, Keys to Success magazine, brochures)
- Keys to Success Event 2007
The purpose of the Graduating Student Survey is to promote an accurate understanding of the immediate post-graduation plans of all (undergraduate to PhD) graduating FAU students and to provide data for career related issues.

**Survey Administration**

- The December 2006 graduation class received an email invitation to participate in the survey
- The CDC and the Registrar’s Office posted the survey link on their web pages for graduating students
- The Provost sent a memorandum to faculty and staff announcing the survey
- The Registrar’s Office mailed out a letter to students who filed for graduation to complete the survey
- The survey was “open” for 47 days

2-5. Establish an on-line survey to track FAU graduates in the workforce
Preliminary Survey Results

Preliminary results from FAU’s first Graduating Student Survey (Career Destination Survey) for the December 2006 graduates report:

• 314 students responded to the survey
• Response rate was 16%
• 308 out of 314 December 2006 graduates provided permanent email addresses
Immediate Plans After Completion of this Degree

December 2006 Graduates

(n=314)
Job Search Status
December 2006 Graduates
(n=169)

- I have accepted a new position
- I am deciding between offers - I am no longer searching for positions
- I am searching for positions - though I am considering one or more job offers
- I am searching for positions - I do not have any job offers at this time
What type of Degree do you intend to pursue?

December 2006 Graduates
(n=59)
Application Status for Graduate/Professional School

December 2006 Graduates

(n=59)

- I have accepted admission to attend on institution
- I am choosing among the schools who have admitted me. I have heard from all schools I applied to
- I am waiting to hear from some or all of the schools to which I have applied
- I am in the process of applying to schools at the present time
- I plan to apply to schools in the future

Other
Prepare FAU students to transition competitively into the workforce through partnerships with business and industry

5-3. Expand current student internship and cooperative education programs across all colleges and campuses

- Established a Coordinator position to serve as liaison to the College of Engineering and Computer Science
- Trained partner campuses to implement Co-op Workshops
- Co-op Faculty Liaison meeting
- Implemented Interface, online employment database
- Press release on FAU student recipients of the Co-op Student of the Year Award from Florida Career Professionals Association
- Classroom presentations
5-4. Establish regular conversations with local business and non-profit enterprises on the quality of critical and analytical thinking skills perceived and desired in FAU graduates

- On-Campus Recruiting Program
- Employer and faculty lunches
- Industry representatives at Faculty Advisory Board meeting
- CDC Employer Recruiting Survey
- Career Day Employer Evaluation
- Employer Focus Group
Prepare FAU students to transition competitively into the workforce through partnerships with business and industry

• Employability skills workshops on:
  – Resume Writing, Interview Skills, Mastering a Job Search, Career Day 101: Marketing Yourself for the Career Fair, Applying to Graduate School, Co-op & Internships, Dress for Success, Salary Negotiation, On-campus Recruiting, Co-op Student Debriefing

  – Workshop offerings for Graduate Students include: Navigating the Academic Job Search, Designing a CV, Components of the Academic Application, Academic Interviewing and Salary Negotiation, Navigating the Non-Academic Job Search
Prepare FAU students to transition competitively into the workforce through partnerships with business and industry

- Drop in Advising
- Career Counseling
- Career Prep Month events
- Keys to Success Seminar
- Career Day Job Fairs
- Graduate School Fair
- On-Campus Recruiting Program
- Company Information Sessions
- Etiquette Dinner Event
- Co-op & Internship Program
- SLS 1301: Career and Life Planning Course
- Professional Mentor Program
- Alumni Career Panels
Career Day Statistics

Employers Attending Career Day

Academic Year

Professional/Graduate School Information School Day Statistics

Numbers of Graduate Schools participating

Academic Year

Fall 2003, Fall 2004, Fall 2005, Fall 2006
Career Development Center activities in support of student retention at FAU

- Showcase of Services at Orientation
- Undeclared majors session at Orientation
- Student Learning Strategies: SLS 1503 presentations
- Career and Life Planning course SLS 1501
- Explore FAU Living Learning Community
- Career Panel and workshops for Freshman Learning Communities
- Career Assessment Program (MBTI, SII, Self-Directed Search, SIGI 3)
- Carnival of Majors Fair
- Advisor Partnership Day
Career Assessment Program Statistics

- Strong Interest Inventory (SII)
- Myers-Briggs Type Indicator (MBTI)

Academic Year:
- 07/01/2005 - 06/30/2006
- 07/01/2006 - 03/14/2007

Numbers of Students Participating:
- 0
- 50
- 100
- 150
- 200
- 250
SLS:1503
Student Learning Strategies Class Presentations

Workshop Titles

Choosing a Major
Intro To CDC
Group Interpretation

Total Number of Students

(N=593)
QUESTIONS?