

Goal 2 Meeting Statewide Professional and Workforce Needs

Florida Atlantic University will commit academic and fiscal resources to meeting Florida's need for trained professionals in nursing, teaching and advanced technology. FAU will demonstrate its commitment to recruiting and preparing students in these vital professions and to identifying emerging trends in the labor force.

Status Report

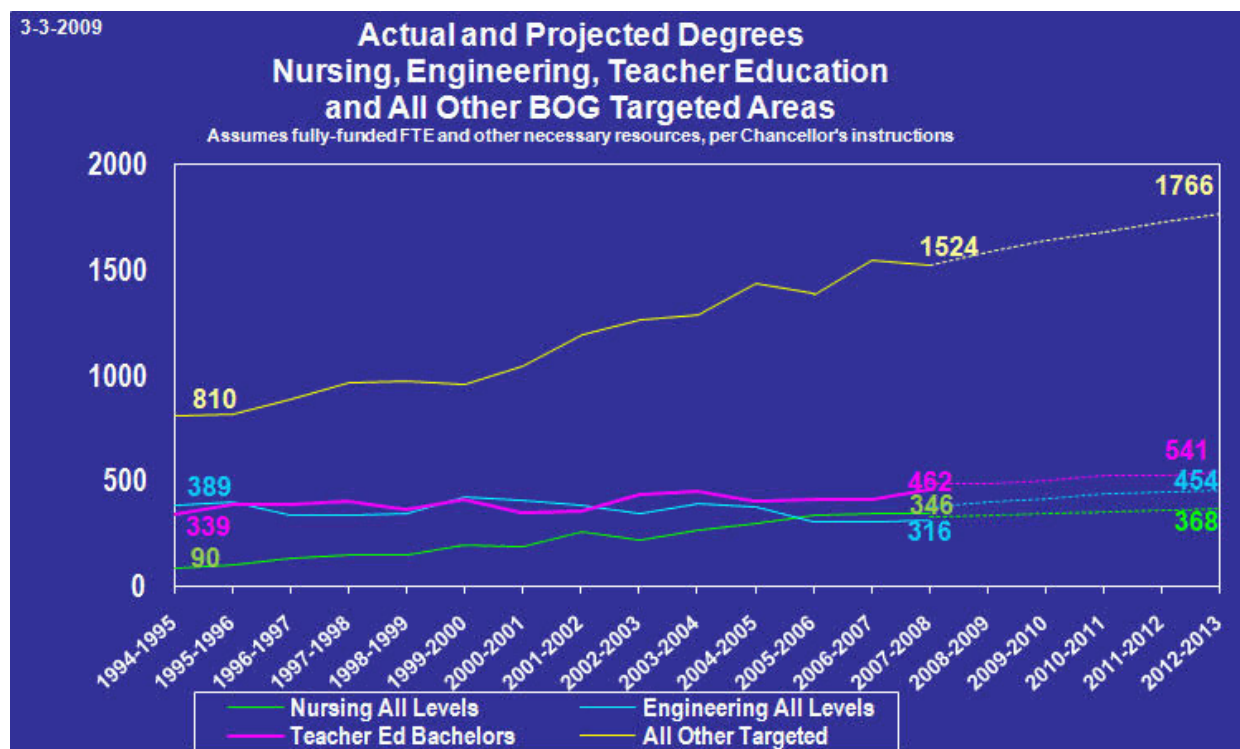
Goal 2, Objective 1 *Expand production of degrees in nursing, engineering and teaching to align with approved Board of Trustees and Board of Governors Targets*

Outcome:

From 2004-05 to 2012-13, baccalaureate and graduate nursing degree production will increase by approximately 23%.

From 2004-05 to 2012-13, baccalaureate and graduate engineering degree production will increase by approximately 20%.

From 2004-05 to 2012-13, baccalaureate teacher education degree production will increase by approximately 20%.



The other objectives in **Goal 2**, which were related to academic and career advisement, were never fully fleshed out in terms of measurable outcomes. However, the Career Development Center has adopted pieces of these objectives as part of their mission. The significant successes that they have experienced with their programs are presented in the following excerpts from their annual report.

Career Development Center (CDC) Goals 2008-2009

The CDC goals for 2008-2009 in support of Goal 2 of FAU's Strategic Plan are described below. Full-time staff members along with the Graduate Assistants were instrumental in achieving these goals:

Goal 2, Objective 2-4 *Raise the awareness of the CDC and enhance the services of the CDC:*

- **CDC Goal: Create new marketing materials**

- ~ **Career Success Guide**

- The Career Success Guide is a 25 page book that assists students with resume building, job searches, interviewing, a career planning timeline, outlines all services and events and includes contact information for each of the career centers located at the partner campuses.

- ~ **Executive Leadership Forum Booklet**

- This booklet provided an overview of CDC services, online resources, center locations, and information on the Leadership Conference to participants at the Executive Leadership Forum.

- ~ **Employer Services & Co-operative Education Brochures**

- Content in the Employer Services Brochure was refined and reformatted to reflect new online services and resources for employers. Information in the Co-operative Education brochure also was updated.

- ~ **Weekly CDC E-news**

- The CDC E-news received an updated look and now features "hot jobs" for students to log in and view in OWL CareerLink.

- ~ **Career Update Newsletter**

- The newsletter was expanded from a two page to a four page publication to include information from the campus partner career centers and is published fall and spring semesters.

- ~ **Career Day Guide**

- This bi-annual publication features career articles, contact information for the CDC, sample resumes and advertisements of companies who recruit at the Career Day job fair.

- ~ **CDC Events Book Mark**

- The CDC published a bookmark during the fall and spring that highlighted events and workshops held each semester.

- ~ **OWL CareerLink Flyers** (CDC's job search database) flyers and postcards were created and distributed across FAU campuses as part of rebranding the job search database.

- ~ **Owl TV & Owl Radio Promo Pod cast**

- Owl TV aired a video about the CDC in the residence halls along with Owl Radio broadcasting an announcement about the CDC and the OWL CareerLink database which is a pod cast on the CDC webpage.

~ **Campus Invasion**

The CDC staffed outreach tables at the start of each semester in high traffic locations and in the colleges across the Boca campus to promote upcoming events and handed out promotional items.

- **FAU Calendar of Events**

Career Development Center events are posted on FAU's main calendar of events for greater exposure as well as on the Student Success Series calendar maintained by CLASS.

- **Rebranding of OWL CareerLink**

The Interfase job search database was rebranded to its new name, OWL CareerLink, to reflect FAU pride as part of our new marketing efforts. An online banner and logo was created to market the database and its services. All CDC web pages underwent revision to reflect the new name and look of the database.

- **Online CDC Presentation Request Form:** This form is to be used by faculty, staff or student clubs and organizations to request a presentation from the Career Development Center. The user selects the date, time and preferred topic, and the data generates an email to a staff member who schedules the presentation.

- **Faculty/Staff Referral Form:** This new form is under the faculty links and allows a faculty or staff member to refer a student for service.

- **CDC Goal: Design new CDC website and launch site.**

In collaboration with the entire staff who submitted content, the Assistant Director of Technology unveiled the redesign of the new CDC website on 9/26/08. The website features student success stories, employer spotlights, banners to promote events and services, an online calendar of events, contact information for partner campus career center staff, and links for students, employers, alumni and faculty.

- **Conduct CDC Benchmarking Survey and complete an External Review.**

In the fall of 2008 the CDC administered a benchmarking survey to its sister institutions in preparation for an external review. The purpose of the external review was to make recommendations for a systematic wide delivery of career development services at FAU. Consultants were hired and conducted an extensive review, meeting with the President, Provost, Sr. Vice President of Student Affairs, and the Director of the CDC, all CDC staff, college deans, students, employers and support offices. A report was compiled and shared with the Executive Team, deans and staff. Follow up meetings were held with the Provost, Sr. Vice President, Dean of the College of Business and the director of the CDC to discuss next steps and cooperative efforts.

- **Executive Leadership Forum: Target Your Leadership Skills**

This event was for rising FAU students who aspired to hone their leadership skills. Students attended a panel presentation with top industry leaders which included distinguished FAU alumni. Students attended break-out sessions and a networking luncheon. Information on the Professional Mentor Program, the Leadership Program, and Leadership Conference were presented.

- **Hosted the first Dare to Be Prepared for Today's Job Market conference.**
The Career Development Center hosted a one-day employment preparation conference in response to the downward economy. The purpose of the event was to help jump-start the post-graduation employment plans for the graduation class of 2009. Students attended a panel on whose hiring, workshops on conducting a job search and new professionals in the workplace along with resume critiques hosted by employers were presented throughout the day.

As a result of these enhanced awareness activities, **10,938** students accessed the Career Development Center, reflecting a **44%** increase from the prior year. In addition **6,690** students visited the Career Resource Library/Lab for a **90%** increase in usage from the previous academic year. Staff provided career counseling to **2,614** students, an increase of **12%** from last year, (**1,178** individual counseling appointments and **1,436** same-day advising appointments an increase of **21%** from the previous year). All other walk-in traffic totaled **8,324** an increase of **69%** from last year. Staff conducted a total of **135** workshops during the 2008-2009 year. A total of **1,761** students attended the workshops for an increase of **13%**.

Goal 2, Objective 2-5 *Establish an online survey to track FAU graduates in the workforce.*

CDC Goal: Explore ways to administer the Graduating Student Survey and report findings

- **Launched the Career Destination Survey in support of the established goals of the Strategic Plan for 2006-2013: Goal 2: Meeting Statewide Professional and Workforce Needs**
Strategy 2-5: Establish an on-line survey to track FAU graduates in the workforce.

A meeting was held with the CDC Faculty Advisory Board and Institutional Effectiveness and Analysis to discuss ways to improve methods of data collection. At this time the survey is undergoing revision and discussions are being held as to how to best administer and collect the data.

Goal 2, Objective 5-3 *Expand current student internship and cooperative education programs across all colleges and campuses.*

- **Expand internship and Co-op opportunities for students in all colleges and campuses.**
The Associate Director along with the Senior Secretary and partner campus CDC staff administers the Co-operative Education/Internship Programs. Workshop information is posted on MyFAU. Email announcements are sent to departments announcing the application workshops and program deadlines. The Jupiter and Davie career centers conduct workshops in collaboration with the Boca career center and Boca serves as the central point to collect applications, input jobs, refer student resumes and track all placements and reports throughout the year. The Associate Director is exploring a 0 credit course option as students are accepting job offers, however many students do not want to register and pay for credit. The 0 credit option would provide transcript recognition, allow our office to manage the experiential learning component with the students and cultivate employer relationships.