



# Career Services Annual Report



*Helping Students Step Into Their Future!*

2017-2018

**CAREER SERVICES ANNUAL REPORT 2017-2018**  
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## CAREER SERVICES MISSION STATEMENT

*Career Services teaches students essential skills and encourages personal responsibility to explore and achieve career goals. Students are empowered to engage in self-assessment, career exploration, and job preparation.*

The mission statement is the foundation for Career Services' strategic plan and it states that the purpose of career services at the University is to help students to identify skills and aptitudes, explore career interests, integrate classroom theory with actual on-the-job work experiences, and enhance employability after graduation.

More specifically, Career Services' purpose is to:

- Help students to identify their skills, interests, values and personality characteristics.
- Assist students in exploring and clarifying career goals, selecting suitable majors, and expanding their knowledge of career options.
- Provide students with a variety of opportunities for experiential learning experiences to enhance the career exploration process, develop professional skills, and increase awareness of social responsibility.
- Collaborate with faculty, administrators, staff alumni/ae, community members, and other constituents to develop effective career programs, services, and resources.



The office supports learning through experience by providing opportunities for: intellectual development, civic and social responsibility, community service, cross cultural and global awareness, career exploration, ethical development, and personal growth.

### CAREER SERVICES 2017-2018

For the 2017-2018 Academic Year, Career Services focused on five goals:

**Department Goal #1:** Implement the Career Development Program targeting first year and sophomores level students

**Department Goal #2:** Implement the Career Development Program targeting Residence Life students.

**Department Goal #3** Ensure effective and efficient delivery of career services to all constituents.

**Department Goal #4:** Expand Outreach and Marketing Efforts

**Department Goal #5:** Update And Enhance Career Resources: Career Services Webpage and Career Library.



### SELECTED STATISTICAL HIGHLIGHTS

- 713 exploratory/deciding students received one-on-one career counseling assistance. 5741 total interactions with Exploratory Students
- 493 Myers Briggs Type Indicator Assessments and 307 Strong Interest Inventory Assessments and 151 SuperStrong Assessments were administered and interpreted
- 72,107 unique visitors and 212,8918 page views to Career Services webpage
- 3925 views of online career resource: Career Spots (career videos) 2807 Views of Vault online Career Library
- 1287 “Likes” of Career Services’ Facebook page with 1264 followers; 976 Tweets with 688 followers on Twitter, and 184 Instagram posts with 544 followers
- 99 students utilized the online self-directed career development system “Focus II”

## ASWOT ANALYSIS

### ACCOMPLISHMENTS:

#### Director, Rick Roberts

- Met individually with 217 deciding and exploring students to help them with their career development
- Provided individual career counseling assistance for UNF alumni/ae who are one year past graduation (27 one-on-one appointments for 2017-18)
- Served on Task Group of UNF Career Centers for making the transition from "Osprey Career Link" (GradLeaders) to "Handshake."
- Conducted series of Workshops for the Military Veterans Resource Center: 9/20/17 "How To Rock a job Fair;" 10/3/17 "Are You Career Ready?;" 10/19/17 "Job Search Resumes and Cover Letter"
- For the LGBT Employment Summit, Conducted "Are You Career Ready Workshop (10 students attending)
- FTIC Summer Orientation 2017: Conducted 24 Presentations to 717 students (groups ranging from 22 to 53)
- For FTIC Summer Orientation 2017, Career Services staff conducted 68 Presentations to 2,106 students
- Enrollment Services Events: 7/29/16 "Apply In July" 1/5/18 Transfer Student Orientation
- Career Services staff provided one-on-one individual career counseling assistance for 713 deciding/exploring students.
- For the Spring 2018 State of Florida Performance Based Funding Metrics, UNF scored 8 out of 10 on Metric 1 (Placement Rates) and Metric 2 (Salary Levels). Results of Career Services' programs and services prior to the decentralization of Career Services in May 2016. The placement rate improved from 68.7% to 69.1% and the Average Annual Salaries improved from \$35,900 to \$37,984.
- Coordinate ongoing comprehensive strategic planning process for Career Services
- Provide direct supervision for 2 A&P and 2 USPS Staff members
- Continue to serve as Career Services Webmaster: Updating and maintaining all Career Services webpages including all content, links, and graphics to bring into compliance with ADA Guidelines
- Developed, designed (format, layout, content), and updated 16 Career Guides for students on a variety of topics including resumes, cover letters, interviewing, job search strategies, using social media in a job search, networking, finding an internship, applying to graduate school still in use by UNF College Career Centers.
- In collaboration with Director of Development for Student Affairs and Director of the Disability Resource Center worked on grant proposal to the Able Trust Fund to secure a three-year grant to provide placement services for students with disabilities
- Adjunct Faculty Member in College of Education and Human Services- Taught 1 section of SLS 3408 Employability Skills and Career Success, Summer A and Summer B 2017; Fall 2017 and Spring 2018
- For the 2017-18 Academic Year, Career Services continued to support the UNF College Career Centers:
  - Scheduling appointments for Career Coordinators in the Brooks College of Health
  - Managing registration and logistics for major career programs:

#### Fall 2017

- Graduate and Professional School Fair
- Osprey Career Fair (295 students, 66 alumni, 96 employers)
- Physical Therapy Job Fair (82 students, 9 employers)
- Volunteer Fair (92 students, 17 employers)

#### Spring 2018

- Osprey Career Fair (298 students and alumni and 94 employers)
- Volunteer Fair (68 students and 17 employers)

#### Career Coordinator, Liaison to Office of Housing and Residential Life, Maria Castro

- Maria conducted 14 presentations to students and staff in Housing and Resident Life reaching an estimated 280 total students.
- She conducted 48 presentations to First Year Seminar students, Career Planning students, UNF Transfer Orientations, UNF student groups, and UNF Resources Fairs. Through these presentations she was able to reach an estimated total of students 1870 during the 2017-2018 academic year.



- She coordinated 33 marketing and outreach events to promote Career Services programs and services to students with Housing and Residence reaching an estimated 1924 students.
- She assisted an estimated 66 individual students through appointments, walk-ins, phone calls and emails.
- She also participated in three search committees as a campus partner for Housing and Residence Life and one search committee member for the Taylor Leadership Institute.
- Maria also spearheaded the inception of the new Career Services Ambassador Program; Assumed supervisory role for Career Ambassadors.
- Maria served as Adjunct Instructor SLS 1990 First Experience Year Seminar and SLS 3408 Employability Skills and Career Success and (Summer/Fall 2017, Spring 2018).

#### **Career Counselor, Valarie Robinson**

- Continued supervision of Volunteer Services Coordinator; Hired and trained Kristiana Brown, May-August 2017
- Attended UNF Student Affairs Cultural Competency Pursuit (CCP) Breakfast Ceremony, June 2017
- Attended National Career Development Association Conference (NCDA), The Joy of Working: June 2017
- Participated in Train-The-Trainer CCP, August 2017
- Conducted 10 Group Interpretations: 5 Myers Briggs Type Indicator and 5 Strong Interest Inventory Career Assessments
- Presented 25/65 (38.46%) of the FTIC Orientation Sessions
- 3,038 interactions and/or contacts with students, parents, and alumni:
- 277 individual student/alumni career counseling appointments via face-to-face, phone, and email contact
- 2,761 contacts via 62 presentations, orientation sessions, outreach activities and networking events
- 580 via 20 Group Presentations
- 1,786 via Orientation Sessions (25 FTIC, 3 Transfer Students, and 1 Graduate Students)
- 123 via One Stop Admissions Presentations and Resource Fair (Saturday at the Nest)
- 175 via Alumni Services and Annual Giving Emeriti Showcase and Office of Admissions Celebrations of Scholars Reception
- 97 via Transfer Services Students Outreach and Reception events
- 29+ meetings with advisors, student leaders, UNF constituents to collaborate on various initiatives -Several were Volunteer Services related, First Year Advising, and Able-Trust Grant preparation
- Served as Adjunct Instructor EDG 2000 Career Planning Onsite Course
- Attended 29 T&D workshops (CDPT)/Webinars/Conferences (NCDA, GenW) to enhance counseling and customer service skills
- Excellent customer service continued to be offered to students, alumni, parents and staff. Received numerous emails, cards and often mentioned by name in student surveys. Examples of comments are as follows:

#### Sampling of Thank You Emails and Cards

- *“Good morning! I’ve been thinking about what we discussed during our last appointment together a lot and after a lot of thought and investigation on my own I’ve decided I want to major in exercise science to lead to a DPT program. Thank you so much for all of your help!” Sabrina Forkush (Student)*
- *“Hi Valarie, I just received a call from a parent giving me lots of praise for a transfer orientation I facilitated Tuesday....except, it wasn’t me. I told him it was you. So I wanted to pass on the kudos...he said you did an amazing job.” Vivian Senior (Associate Director, COAS Success Center, Staff/Parent)*
- *“Thank you so much emailing additional links.” Sophia Oliveira (Student)*
- *“Good afternoon Valerie, The opportunity to meet with you on Friday was enriching. I am not sure how often you are told the importance of your daily work but I left our meeting hopeful, with clarity and the feeling that I have a partner to engage with as I explore new possibilities. I am purchasing the book that you suggested in your follow-up email.” Marinda Bottoms (Alumni)*
- *“Good morning Valarie, I just wanted to show you my end result of the infographic resume assignment, with your help and the links you emailed me, I was successful!” Tanya Jackson (Graduate Student)*
- *“Valarie, on behalf of the UNF Preschool children and staff I wanted to reach out to say a Special thank you for putting together the Eggstravaganza event! Our children love this event. Please let Krissy know how much we appreciate you both.” Jennifer Fuller ” (Assistant Director, UNF Preschool, Staff)*

- *“A great big THANK YOU goes out to Valarie Robinson at UNF who 16 years ago helped me get my start. Thank you for all you did for me and what you continue to do for students at UNF. Posted on LinkedIn. Joel Abo (Director of Business Education, St. Johns River State College, Alumni)*
- *Valarie, thank you for helping make the LGBT Employment Summit a success. Several students who attended your session sought me out to give you Rave Reviews! You are making a difference in the lives of students and the community.” Kaitlin Legg, Director LGBT Resource Center, Staff)*

#### Annual Student On-line Surveys: Spring 2018

- *“Valarie Robinson was Outstanding!!!”*
- *“Valerie Robinson is great!”*
- *“Vallery was extremely helpful, kind, and knowledgeable. She answered all the questions I had prepared, some that I didn’t. A+”*
- *She was so incredibly helpful and emailed me resources she found for me even after my appointment!”*
- *“Loved her helpful responses”*
- *“Prompt response from Valarie Robinson was outstanding”*

#### EDG 2000 ISQ Feedback (Summer 2017, Fall 2017 and Spring 2018)

- *Ms. Robinson was an excellent professor and clearly explained every topic.*
- *She always made the lessons inclusive and made everyone feel smart.*
- *She was extremely helpful and understanding. I enjoyed coming to class and loved the course. Definitely taught me a lot.*
- *She's wonderful, you can tell she loves what she does.*
- *I enjoyed the inclusion of various guest speakers in our lectures to better educate us on career planning and job seeking.*
- *Thank you so much for all of your help! Proud to say that this class helped me to choose my major. I am extremely excited!*

#### **Office Manager, Jessica Novotny Miller**

- Managed the registration/payment process for Fall 2017 Osprey Career Fair, Spring 2018 Osprey Career Fair
- Event planned and coordinated Fall 2017 Osprey Career Fair and Spring 2018 Osprey Career Fair
- Assisted with registration/payment process and budget needs for Fall 2017 Graduate & Professional Schools Fair and Fall 2017 Physical Therapy Employer Showcase
- Attended Annual Professional Development Forum Workshop
- Attended CPDT Professional Training Courses to continue to expand knowledge and to support department
- Maintained 3 Departmental Budgets (2 Auxiliary and 1 General Revenue for Career Services)
- Assisted in Maintaining 1 Auxiliary Budget for Volunteer Services
- Assisted in coordinating Fall 2017 and Spring 2018 Volunteer Fair
- Assisted/Volunteered to do face painting for Volunteer Service Lend-A-Week Eggstravaganza
- Tracked and Assisted Budgetary Expenses for Fall and Spring Fairs, as well as transfers to Designated AA (CCOB,COAS) budget accounts.
- Assisted in working Public Service and Nonprofit Fair to support fellow COAS CSC
- Communicated to University Campus through Facebook, UNF Calendar of Events, UNF Communications System and Osprey Update for Career Fairs and upcoming Career Planning Classes
- Inputted the online Electronic Personal Action Form(ePaf) and OASys Hiring Recruitment for new hires/re-hires for Career Services and Volunteer Services
- Provided daily reception and customer service for students, employers and other constituents contacting or visiting the office.
- Entered Office Homecoming Decorating Contest -Theme is "Nest Fest"
- Coordinated and presented On Campus Transition Student Tour of Career Services
- Collaborated with On Campus Transition and The Arc Jacksonville to have Mock Interviews for Graduating and students in general of the OCT Program at UNF: OCT Mock Interviews 2/28/18 to 3/1/18 and 3/14/18 to 3/15/18 and 3/28/18 to 3/29/18
- Coordinated and Presented FWS Student Staff Orientation in the Fall 2017 and Spring 2018 Semesters
- Held bi-monthly staff meeting with FWS Students to ensure quality customer training and job training
- Supervised four Front Desk Student Assistants and one Social Media Specialist

- Assisted in supervising two Career Ambassadors
- Assisted in supervising Volunteer Services Coordinator
- Interviewed and Hired all 5 FWS positions (front desk student assistants and social media specialist)
- Created front desk procedures and manual reference for office duties
- Provided administrative and clerical support to Director and Career Counselors as well as fellow Career Centers Staff.

#### **Volunteer Services Coordinator, Kristiana Brown**

- Conducted 2 presentations to Career Planning students and Military & Veteran's Resource Center students
- Coordinated Fall 2017 Volunteer Fair on October 19, 2017; 17 organizations attended
- Coordinated a 3 day event: Lend-A-Week – April 9-11, 2018 - Spring 2018 Volunteer Fair on April 9, 2018; 15 organizations attended, Supplies for Soldiers: Snack Drive on April 10, 2018, & Eggstravaganza on April 11, 2018
- Managed the registration process for Fall 2017 & Spring 2018 Volunteer Fairs
- Attended 9<sup>th</sup> Annual Student Leadership Summit
- Maintained 1 Auxiliary Budget for Volunteer Services
- Tracked Budgetary Expenses for Fall and Spring Volunteer Fairs, as well as Lend-A-Week events
- Communicated to University Campus through Facebook, Twitter, and Instagram, UNF Calendar of Events, UNF Communications System and Osprey Update for Volunteer Fairs and events
- Assumed supervision/management over Ozzie's Closet in October 2017
- Implemented a sizing system and an exit survey for Ozzie's Closet



## AWSOT ANALYSIS- Continued

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Talented, committed staff</li> <li>• Functional facility/space</li> <li>• Leadership</li> <li>• Staff is team-oriented</li> <li>• Staff is like-minded/open/professional</li> <li>• Experience of staff at high level</li> <li>• Building relationships with Academic Advising and other Student Affairs Departments</li> <li>• Decentralized structure</li> <li>• Career Planning Classes- EDG 2000</li> <li>• Employability Skills Classes-SLS 3408</li> <li>• Staff longevity</li> <li>• Staff Credentials</li> <li>• Staff Personalities</li> <li>• Staff diversity</li> <li>• Staff creativity</li> <li>• University-wide constituents/collaboration</li> <li>• Comprehensive array of services</li> <li>• Technology (Handshake, InterviewStream, Career Spots, Focus 2)</li> <li>• Customer service</li> <li>• Moving back to Building 2 in close proximity to First Year Advising</li> </ul> <p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Talented staff-creativity</li> <li>• Community connections</li> <li>• Current relationships with Academic Advisors, Residential Life Staff, Student Affairs Departments are strong</li> <li>• Career Services website</li> <li>• Career Programming</li> <li>• Graduate students-prospective graduate students</li> <li>• Connect and improve relationships with student organizations</li> <li>• Technology</li> <li>• Utilization of space</li> <li>• Social networks (Linked-in, Facebook, etc.</li> <li>• Programming in Residences</li> <li>• Meet with all incoming students in groups of 20-25 during Summer Orientation to provide overview of Career Services and engage students in career development activity</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Funding</li> <li>• Student awareness of our services, programs</li> <li>• Career Services location in Bldg. 57 was difficult for students to find</li> <li>• Relocation to Building 2 might take time for constituents to find us</li> <li>• Student participation</li> <li>• Limited resources</li> <li>• Budget</li> <li>• Student misconceptions</li> <li>• Staff time to plan/brainstorm/develop</li> <li>• Need more OPS student staff to expand our outreach to students</li> <li>• Budget constraints- limited professional development opportunities</li> </ul> <p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Economy always a factor</li> <li>• Funding/Budgets- challenge planning events</li> <li>• Student apathy</li> <li>• Faculty members providing resume writing assistance</li> <li>• Duplication of career development services by new College Career Centers</li> <li>• Academic advising in the Colleges moving towards career counseling of students</li> <li>• Faculty not aware of services, programs and resources</li> <li>• Outdated Technology</li> <li>• Millennial generation traits</li> </ul>
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## BUDGET OVERVIEW

Budgets are developed in the spring of each year by the Directors and submitted to the Vice President for Student and International Affairs for approval. These budgets reflect allocations, encumbrances, disbursements and fund balances. The Office Manager and the Director maintain departmental budgets. For the 2016/2017 Academic Year Career Services maintained the following accounts:

### **Education and General Development (Main E&G Account)-400800**

This is the general operating budget for Career Services covering the following expenses:

- Annual Site License for On-line Job Posting/Schedule Management System, “Osprey CareerLink” now switching to “Handshake” June 7, 2018
- Annual Site License for InterviewStream, Career Spots, FOCUS II and VAULT
- Communication Charges (Telephones for staff members)
- Convenience Copy Charges
- Materials and supplies (day-to-day office supplies for staff)

### **Career Testing-State Auxiliary Account -346000**

State Auxiliary Fund that processes student fees for all career assessments (MBTI, Strong Interest Inventory). This budget covers the following expenses:

- Materials and Supplies: Cost of all online Testing/Assessments- to be Scored
- Software License with Counseling Consulting Psychologists (CPP)
- Convenience Copy- Cost of printing all completed assessments

### **Job Fair-Local Auxiliary Account -154300**

This account is used to process all fees and expenses associated with major job fairs sponsored by Career Services. Expenses include:

- Room Rentals: University Center and Student Union
- Food and refreshments for employers participating in job/career fair
- Marketing/Advertising for events- includes printing of flyers, posters, ground signs
- Materials and Supplies for all events
- Annual Salary and benefits for A&P Position: Events Coordinator
- Salary for OPS Program Assistant for College of Computing Engineering and Construction
- Local and State travel- for job development and employer site visitation



## STAFF ACTIVITIES



### Personnel Updates

Stephanie Toro resigned her position in Career Services as the Program Assistant effective 11/9/2017. Kim Roberts joined Career Services as the Program Assistant on 1/2/2018 and was transferred to the Counseling Center on 5/7/2018.

### For 2017/2018, the following OPS Staff and OPS Students worked in Career Services:

Kristiana Brown-Volunteer Services Center Coordinator

Elbiona Coma-Career Ambassador

Rosalyn Zacarias-Career Ambassador

Ashley Matthews- FWS Customer Service Representative

Ariana Negron- FWS Customer Service Representative

Bianca Caban-- FWS Customer Service Representative

Sophia Wick- FWS Customer Service Representative/FWS Social Media Specialist

### PROFESSIONAL DEVELOPMENT

- 05/03/17 – LearnUNF: A Leadership Discussion, (CPDT), UNF Professional Development Forum
- 05/03/17 – Be a Positive Genius in Your Career, (CPDT), UNF Professional Development Forum
- 05/03/17 – Bullet Journal Your Way to Better Organization, (CPDT), UNF Professional Development Forum
- 05/03/17 – Managing a Multi-Generational Workforce, (CPDT), UNF Professional Development Forum
- 05/23/17 - CIRT Migration Bootcamp, UNF CIRT
- 06/03/17 – Johnson Scholarship Foundation Conference
- 06/28/17 - The Joy of Career Theory & Practice , NCDA
- 06/28/17 - Pressure to Decide: Infuse Positive Psychology into the Major/Career Decision-Making Process, NCDA
- 06/29/17 - The Joy of NOT Working: Living Life the Way It Was Meant to Be Lived , NCDA
- 06/29/17 - What Do You Really Value? How to Motivate Yourself and Others, NCDA
- 06/29/17 - Making Explorative Students: Improve the Articulation of Strengths and Interests, NCDA
- 06/29/17 - The Positive Application of Chaos Theory of Careers: The Theory in Action, NCDA
- 06/29/17 - Generation Z: Encouraging Positive Approaches to Work, Career, and Life, NCDA
- 06/30/17 - Ready to Work: Soft Skills Job Readiness Workshop-Federal Defendant/Offender Population, NCDA
- 06/30/17 - How to Start and Grow Your Business in the Career Consulting Industry, NCDA
- 06/30/17 - All Flavor No Grease, NCDA
- 07/11/17 - Project Proposal Training for Requestors (ITS-135)
- 7/27/17 - Book Club
- 08/01/17 - Train the Trainer-Cultural Competency 101 Class, UNF Student Affairs
- 8/14/17 - Visitor and Event Parking (AF-200)
- 8/18/17 - Federal Work Study orientation session

- 08/18/17 - Canvas 101: Review, UNF CIRT
- 09/07/17 - Student Conduct Training-Session A, UNF Student Affairs
- 09/07/17 – Student Conduct Training-Session A, UNF Student Affairs
- 09/28/17 – Hispanic Women of Influence, UNF, Women Center
- 10/20/17 Property Information Session
- 10/26/17 and 10/27/17- Florida Career Centers (FCC)- Directors of 10 State University Career Centers. Naples, FL, Hosted by Florida Gulf Coast University (FGCU)
- 01/31/18-Website Accessibility (ITS-127)
- 02/7/18 -Leveraging our Diversity Champion Recognition to Market our Institution Globally (EOD-301)
- 2/16/18 Cultural Competency 101 (SA-121)
- 02/27/18 – Vimeo: Flipping the Career Decision
- 03/08/18 and 3/9/18- Florida Career Centers (FCC) Directors of 10 State University Career Centers. Boca Raton, FL, Hosted by Florida Atlantic University (FAU)
- 3/19/18 CCP in Race & Ethnicity Identity (SA-143)
- 03/26/18 Video-Based Interview Tips Part 1
- 03/27/18 – Video-Based Interview Tips Part 2, LinkedIn
- 03/27/18-Best Business Practices (IA-110)
- 03/28/18 – MBTI: Certification Program for Educators and Career Counselors, CPP
- 04/02/18 – MBTI: What is type?, CPP
- 04/03/18 – MBTI: History & Construction of the MBTI, CPP
- 04/12/18 – MBTI: The Basics of Type Theory, CPP
- 04/12/18 – MBTI: Applications of Type Dynamics & Development Part, CPP
- 04/12/18-Concur Made Easy: Travel Requests, Booking, and Expenses (CON-302)
- 04/13/18 – Video-Based Interview Tips Part 3, LinkedIn
- 04/13/18 – Rise & Shine, 04/13/18 – Us of America, Generation Women Conference
- 04/13/18 – Me, We Us, Generation Women Conference
- 04/13/18 – How to Kick Ass in Business and Life, Generation Women Conference
- 04/13/18 – Bridging The Gap, Finding Your Passion and Using Your Voice, Generation Women Conference
- 04/13/18 – Do You Know You? Dr. Wendy Borlabi, Generation Women Conference
- 04/13/18 – Ali In All of Us, Lonnice Ali, Generation Women Conference
- 04/13/18 – It Just Takes One, Generation Women Conference
- 04/13/18 - US of America Panel: 4 Immigration Stories, Generation Women Conference
- 04/13/18 - How to Kick Ass in Business and Life, Generation Women Conference
- 04/13/18 - Do You Know You? Embrace the Process of Self-Awareness, Generation Women Conference
- 04/13/18 - Ali in All of Us-The Muhammad Ali Center, Generation Women Conference
- 04/13/18 - It Just Takes One Panel, Generation Women Conference
- 04/13/18 - From #ME TOO to #TIMES UP to #OUR TIME, Generation Women Conference
- 04/17/18 – MBTI: Applications of Type Dynamics & Development Part 2, CPP
- 04/26/18 – MBTI: The Reliability & Validity of MBTI, CPP

## **COMPUTER TRAINING**

- 05/10/17 – Social Media for Today’s Job Search –Webinar, FCDA/NCDA
- 05/23/17 – Canvas Migration Boot Camp, UNF CIRT
- 05/23/17 – Build the Workforce of Tomorrow with the SuperStrong™ Assessment, CPP
- 05/24/17 – CMS Training: Beginner, UNF CPTD
- 05/24/17 - CMS Website Training: Beginner, UNF CPTD
- 05/24/17 - Build the Workforce of Tomorrow with the SuperStrong™ Assessment Webinar, CPP
- 5/24/17- CMS Training: Beginner, UNF CPTD
- 7/12/17- Marketplace stores to CASHNet Training
- 7/24/17- Using OASys for Recruitment (HR-113)
- 8/3/17- CMS Web Design Basics, UNF CPTD
- 8/4/17 -UNF Communications Email System Training
- 1/16/18- Self Service Budget Development
- 2/23/18 -Excel 2016 Level I - Beginner (PDT-325)
- 03/07/18 - Focus 2 Career Webinar: Overview of User and Admin Interface, Focus 2 Career

- 03/12/18 – Concur Made Easy: Travel Requests, Booking, and Expenses (Con-302) CCP), UNF CPTD
- 3/16/18 -Excel 2016 Level II - Intermediate (PDT-326)
- 3/20/18 -Concur Made Easy: Travel Requests, Booking, and Expenses (CON-302)
- 4/11/18 -Concur Hands on User Lab
- 04/12/18 - Concur Made Easy: Travel Requests, Booking, and Expenses (Con-302) CCP), UNF CPTD
- 4/19/18 -Concur Hands on User Lab
- 04/30/18 - Cleary Act Training-Canvas, CIRT
- 5/22/18 -Concur Hands on Users Lab

#### **COMMITTEE PARTICIPATION**

- Conduct Board, Member
- Food Service Council, Member
- Campus Security Authority, Member
- A & P Sick Leave Committee, Member
- Housing & Residence Life Associate Director, Campus Partner Committee Member
- Housing & Residence Life Coordinator, Campus Partner Committee Member
- Housing & Residence Life Assistant Director, Campus Partner Committee Member
- Taylor Leadership Institute Coordinator, Search Committee Member
- Professional Development Committee Career Services, Member
- Career Services Cheerios (Employee Appreciation) Committee
- UNF Focus Group Meeting Member
- UNF Digital Humanities Initiative
- Club Advisor – The Royal Family of UNF
- USPA Union Member
- Fall Faculty and Staff Appreciation Breakfast
- USPA Fall Lunch Assembly
- Annual Student Affairs Holiday and Awards Reception
- USPA Valentine’s Day Social
- Student Affairs Clerical Support Staff Appreciation Luncheon/Retreat
- USPA Spring Lunch Assembly

#### **PROFESSIONAL MEMBERSHIPS**

- National Association of Colleges and Employers (NACE)
- Southeast Association of Colleges and Employers (SOACE)
- Northeast Florida Career Professionals Association (NEFCPA)
- National Career Development Association (NCDA)
- American Red Cross First Aid/CPR/AED Instructor
- American Red Cross CPR/AED for the Professional Rescuer Instructor /American Red Cross Lifeguard Instructor
- American Red Cross Water Safety Instructor/Trainer

#### **COMMUNITY SERVICE**

- City Year: Management Training for Corp Members-Career Exploratory Resources, Job Search, College and Graduate School Application Resources
- Landon Middle School - PTA
- Stanton College Prep High School - PTA
- American Red Cross Volunteer
- Jewish Community Alliance Instructor Volunteer
- UNF Recreation American Red Cross Instructor Training Support
- UNF Ogier Gardens Volunteer
- UnitedWay of Northeast Florida Martin Luther King Jr. Day of Service
- Gamma Rho Omega chapter, Alpha Kappa Alpha Food Drive

#### **PROFESSIONAL CERTIFICATIONS**

- Myers Briggs Type Indication Certification (MBTI)
- Strong Interest Inventory Certification (SII)

## EVALUATION/ASSESSMENT

Career Services continues the implementation of a comprehensive assessment and evaluation program to analyze and evaluate the effectiveness of all career services, programs, and resources.

**1. Objectives and Outcomes:** In March/April of each year, Career Services staff members review the past year's programs, schedule programs for the upcoming Academic Year, and set objectives and outcomes. A complete schedule of programs/events and an Assessment Program is developed for the upcoming academic year.

**2. Staff Evaluation:** As part of Career Services' assessment and evaluation program, staff members participate in an annual evaluation cycle of goal setting and evaluation:

- March/April: Develop Individual and Department Objectives and Outcomes
- April/May: Annual Performance Evaluation (A&P)

**3. Staff Accountability and Record-Keeping:** Staff members maintain a number of record-keeping logs to track their travel, long distance phone calls, and activity. Within 48 hours of conducting an outreach presentation, staff members complete and submit a "Career Program Summary" providing statistical data for career programs.

**4. Budget Development:** In March/April of each year, Career Services staff members create a tentative calendar of programs and events and develop a budget to cover the costs of all programs. Program summaries and evaluations are considered at this time.

**5. Annual Report:** Compiled in June of each year, the Annual Report provides both narrative and graphical descriptions of Career Services' programs and activities for the Academic Year.

**6. Staff Meetings/Minutes:** Career Services staff members meet twice each month to discuss upcoming programs, services, policies and procedures, and other issues and concerns regarding all aspects of day-to-day operation.



## ASSESSMENT PROGRAM: SOURCES OF CONSTITUENT FEEDBACK/INPUT

### Online Career Counseling Evaluation

Our front office staff members send out a survey each Friday to students who had a career counseling appointment. Students provide feedback about their visit and the level of satisfaction with services.

### Program Evaluations- (Students and Employers)

Career Services has created a standard evaluation form that is used at all major career programs and workshops. These evaluations ask participants (students and employers) to comment on the program and their level of satisfaction with the program. **A Program**

**Summary** is developed and written based on program registration and evaluation for all major programs:

- Osprey Career Fair (Fall and Spring)
- Graduate and Professional School Day (October)
- Physical Therapy Job Fair (November)
- Public Service and Non Profit Career Fair
- Volunteer Fair (Fall and Spring)





## FUTURE DIRECTIONS

In June 2018 Career Services will move to Founders Hall, Building 2, Suite 1101. This will bring us into close proximity to the First Year Advising Office and the Office of Undergraduate Studies. This move will facilitate the referral of first-year exploratory students to Career Services. Career Services now focuses on providing career development services and programs for exploratory and deciding students to help them choose a major, change a major, and explore and identify career paths. We are working with First Year Advising and IT to develop a career alert system which will enable advisors to alert Career Services about a student needing career counseling. Career Services will contact these students and invite them to come into Career Services for assistance. This will be in addition to the numerous referrals we receive from all advising office throughout the year.



Career Services continues to provide specialized career development services and programs for other Student Affairs Departments including Residential Life, Military Veterans Resource Center, Disability Resource Center, LGBT Resource Center, and Taylor Leadership Institute.

It is important for students to start career planning as early as their freshman year and continue this process through all four years at UNF. Highlighting first-year career development experiences will also be a strong focus for Career Services. The Career Services Team will continue to develop and implement a comprehensive first-year experience career development program with strong focus on programs and services for exploratory students to engage them in the career development process early in their UNF career. We will also expand our programs and services for sophomores and undecided or undeclared majors. Career Services continues to work with Admissions and Enrollment Services to present to students and parents during New Student Orientations, Saturdays at the Nest, and Explore UNF events.

Over the summer of 2018, Career Services will redesign our Webpages to make them ADA compliant. We will be switching to the new templates offered in CMS to make it easier for students to find and access the resources offered on our webpages. We will also be updating our graphics to give the website a fresh new look.

Providing excellent customer service will continue to be a strong focus for all Career Services staff members. Career Services Staff members look at our policies, procedures, scheduling, service delivery, etc. to ensure that we are doing everything we can to effectively serve our students.

## FUTURE CHALLENGES

Communication with all constituents on large university campus such as UNF continues to be a major challenge for Career Services. Many students tell us that “they didn’t know Career Services was here” or they “weren’t sure how they could help me.” Students and Advisors were just getting used to our new location on the second floor of Building 57 (Tom and Betty Petway Hall) and now we will be moving back to Building 2. It will be important to continually reach out to all constituents to keep them informed about Career Services and to motivate students to become engaged in their own career development. We will also need to use signs and banners to help students find our new location in Building 2.



Although the economy continues to improve, University budgets still have not changed much and we continue to “do more with less.” When the decentralization took place, the Career Services budget was greatly reduced which will create more challenges for the delivery of career developments services and programs. Now that we no longer coordinate any job fairs and receive a share of the revenue from those events we must now rely mostly on our E&G Budget to coordinate services and programs.

**University of North Florida  
Career Services Goals and Objectives 2017-2018**

**Career Services Mission Statement:**

Career Services teaches students essential skills and encourages personal responsibility to explore and achieve career goals. Students are empowered to engage in self-assessment, career exploration, and career readiness.

**Department Goal #1: Provide Career Development services, programs, and resources targeting deciding and exploring students.**

**University Goal # 1: Cultivate a learning environment that supports intellectual curiosity, academic achievement, and personal growth.**

**University Goal # 5: Secure fiscal, physical, and technological resources aligned with the University's mission and values.**

**Division Goal # 1: Expand partnerships to increase the quality of student development and education with an emphasis on the first year experience.**

**Action 1:** Provide customized career counseling and assessment services targeting first year, sophomore or any level of student to assist with major selection and career exploration (Timeline: July 2017-June 2018). Persons responsible: Director and Career Counselors.

**TOTAL NUMBER OF EXPLORATORY INTERACTIONS/CONTACTS FOR THE YEAR: 5741+**

*The Career Services staff engaged and interacted with approximately 5,741 students/alumni/parents. Various activities included face-to-face appointments, orientation presentations, workshops, receptions recruitment and resource fairs. Below are specific details and numbers based on appointments and events/activities requested by UNF departments and organizations.*

**COUNSELING APPOINTMENTS AND STAFF CONTACTS WITH EXPLORATORY STUDENTS AND ALUMNI PAST ONE YEAR OF GRADUATION: 713**

*The Career Services staff met with 713 students and alumni to provide career development counseling and assistance.*

**FTIC ORIENTATION SCHEDULE**

*Sessions were scheduled for 45 minutes with groups ranging from 22 to 53. Each group received an overview of Career Services at UNF including the decentralization. Students received an introduction to the Strong Interest Inventory and the Holland Interest Types and the career counseling services available for help with career development. A fun team activity/competition was used to introduce students to the skills employers seek from graduates.*

**TIMES AND NUMBER OF STUDENTS ATTENDING**

DATES	8:15	9:00	9:45	10:30	11:15
Wed 5/24- Thurs 5/25	31	22	31	32	24
Thurs 5/25-Fri 5/26	36	23	35	38	25
Tues 5/30- Wed 5/31	40	27	39	39	27
Wed 5/31-Thurs 6/1	34	24	40	39	23
Thurs 6/1- Fri 6/2	35	28	40	37	27
Tues 6/6- Wed 6/7	37	23	38	40	28
Wed 6/7-Thurs 6/8	37	23	41	42	26
Thurs 6/8-Fri 6/9	37	28	43	42	26
Tues 6/13-Wed 6/14	35	27	41	46	30
Wed 6/14-Thurs 6/15	48	24	45	52	28
Mon 6/19-Tues 6/20	38	25	53	42	41
Tues 6/20-Wed 6/21	49	28	47	53	40
Wed 8/16-Thurs 8/17	31	26	No Presentation	42	38
				<b>TOTAL</b>	<b>2236</b>

**Presentations were equally divided: Rick Roberts, Valarie Robinson, and Maria Castro**

## TRANSFER ORIENTATION

Sessions were scheduled for 45 minutes. Career Services presenters provide an overview of Career Services including decentralization to combined group of parents and students.

DATE	TIMES	LOCATION	PARENTS/STUDENTS
Fri May 5	9:20-9:55	SU BALLROOM	250+ *
Tues May 9	9:20-9:55	SU BALLROOM	250+ *
Tues August 8	9:20-9:55	SU BALLROOM	250+ *
Fri August 11	9:20-9:55	SU BALLROOM	250+ *
Tues August 15	9:20-9:55	SU BALLROOM	250+ *
Fri Jan 5	9:20-9:55	Lazzarra Theatre	250+*
		<b>TOTAL</b>	<b>1500</b>

\*An accurate accounting for number of attendees is not possible—students and parents fill the ballroom. One-stop indicates that 250+ have RSVP'd to attend.

## ONE STOP ADMISSIONS EVENTS

Career Services staff members staff a table for the resource fair to speak with parents and students who are touring UNF and seeking information about Career Services and supporting resources. The Presentation provides an overview of Career Services at UNF including the decentralization. UNF Majors are highlighted and also placement and salary data for our graduates.

DATE	EVENT		TIME	PARENTS and STUDENTS
Sat 5/13/17	Saturday at Nest	1.Presentation 2.Presentation	10:15-10:40 11:15-11:40	6 13
Sat 6/17/17	Saturday at Nest	1. Presentation 2. Presentation	10:15-10:40 11:15-11:40	5 15
Sat 7/29/16	Apply in July	1.Resource Fair	9:00am -1:00 pm	64
Sat 8/19/17	Saturday at Nest	1.Resource Fair 2.Presentation 3.Presentation	9:00am -1:00 pm 10:15 am-10:45 am 11:15 am-11:45 am	12 4 8
Sat 12/2/17	Saturday at Nest	1. Presentation 2. Presentation	10:15 am-10:45 am 11:15 am-11:45 am	10 10
Sat 2/10/18	Explore UNF	1. Resource Fair 2. Presentation 3. Presentation	9:00 a.m.- 10:00 a.m. 11:05 a.m.-11:35 a.m. 11:45 a.m.-12:15 p.m.	20 3 10
Sat 4/14/18	Explore UNF	1. Resource Fair 2. Presentation 3. Presentation	9:00 a.m.- 10:00 a.m. 11:15 a.m.-11:45 a.m. 11:50 a.m.-12:20 p.m.	18 1 11
			<b>TOTAL</b>	<b>210</b>

Presentations were divided: Rick Roberts, Valarie Robinson, and Maria Castro

## UNF TRANSFER DAYS (TRANSFER STUDENT SERVICES RECRUITMENT EVENTS)

Valarie Robinson and Maria Castro participated in four UNF Transfer Days to persuade students to transfer to UNF.

Date	Program/Workshop	Location	# of Participants
Wed 10/11/17	Florida State College Jacksonville (Valarie)	Downtown Campus	23
Wed 10/18/17	Saint Johns River State College (Maria and Valarie)	St. Augustine	9
Mon 1/8/18	Transfer Student Reception (Maria and Valarie)	UNF Boathouse	30+
Thurs 2/15/18	Florida State College Jacksonville (Valarie and Maria)	Kent Campus	35
		<b>TOTAL</b>	<b>97+</b>

**Action 2: Maintain University partnerships to increase awareness of resources offered by Career Services.**

**(Timeline: July 2017 - June 2018). Person Responsible: Director and Career Counselors**

**Career Services staff members are working collaboratively with other departments on campus to promote Careers Services and to implement career development programming. Here is an update on that activity:**

#### **OFFICE OF ADMISSIONS**

*Valarie Robinson attended a networking reception for Class of 2022 scholarship recipients to help showcase our campus as a welcoming community for students who will be on campus fall 2018.*

*Valarie Robinson interacted with the UNF Class of 2022 during a scholarship reception in their honor. She shared various Career Services initiatives designed to help students assure major section and preparation for their first professional career. Counselors Maria Castro and Valarie Robinson presented career resources and an informal career assessment for AVID high school students considering the University of North Florida upon graduation from high school.*

Date	Program/Workshop	Location	# of Participants	Presenters
3/1/18	Celebration of Scholars	Talon Room	100+	Valarie Robinson
3/29/18	Swoop into College Summit-AVID HS Students	University Center	25	Maria Castro and Valarie Robinson

#### **ALUMNI SERVICES AND UDAE-ANNUAL GIVING**

*Maria Castro and Valarie Robinson engaged emeritus alumni during the annual Emeriti Luncheon Showcase. They shared department and university updates and resources based on specific inquiries of participants.*

Date	Program/Workshop	Location	# of Participants	Presenters
2/13/18	Emeriti Luncheon Showcase	University Center	75+	Maria Castro and Valarie Robinson

#### **GRADUATE SCHOOL ORIENTATION PANEL**

*Valarie Robinson participated as a Panelist. She provided information about the career services offices, career fairs, Osprey CareerLink and how we can assist them in achieving their career goals.*

Date	Program/Workshop	Location	# of Participants	Presenters
8/15/17	Graduate School Orientation Panel	58W Ballrooms	145*	Valarie Robinson

*\*An accurate accounting for number of attendees is not possible. The Graduate School indicates that 145+ have RSVP'd to attend.*

#### **MILITARY VETERANS RESOURCE CENTER**

*Director, Rick Roberts met with Theresa Hammock, Program Services Coordinator, for the Military Veterans Resource Center on 6/28/17 to discuss career programming for Veteran students. For Fall 2017 three career programs will be offered in "lunch and learn" format. Based on the success of these programs more programs will be scheduled for Spring 2018.*

Date	Program/Workshop	Location	# of Participants
9/20/17	Career Fair Preparation "How to rock a job fair"	Bldg. 2, Suite 1100	25
10/3/17	Are You Career Ready? Workshop	Bldg. 2 Suite 1100	23

10/19/17	Job Search Resumes and Cover Letters	Bldg. 2 Suite 1100	24
2/27/18	Overview of Volunteer Services	Bldg. 2 Suite 1100	22
4/10/18	Supplies For Soldiers-Volunteer Services event	Bldg. 2 Suite 1100	21

#### Veterans Center Lunch and Learn: 'How to Rock the Osprey Career Fair'

Wednesday, September 20, 2017 from 12:00 p.m. to 12:45 p.m.

Building 2, Founders Hall, Room 1100

The Osprey Career Fair is Friday, Sept. 22, and the Military and Veterans Resource Center wants to ensure everyone is prepared for the hundreds of employers who will be looking to hire qualified students and alumni for full-time, part-time and internship positions. Topics include: preparing for and navigating a job fair, dressing for success, researching employers, preparing an elevator speech, standing out from other resumes and more.

#### Veterans Center Lunch and Learn: 'Are you Career Ready?'

Tuesday, October 3, 2017 from 12:00 p.m. to 12:45 p.m.

Building 2, Founders Hall, Room 1100

During this lunch and learn, participants will be taught how to build skills and hone strengths in career management, teamwork, collaboration, critical thinking, problem solving, leadership, professionalism, work ethic and information technology application. Lunch is free; RSVP via email to [mvrc@unf.edu](mailto:mvrc@unf.edu).

#### Veterans Center Lunch and Learn 'Job Hunting'

Thursday, October 19, 2017 at 12:00 p.m.

Building 2, Founders Hall, Room 1100

The Military and Veterans Resource Center and Career Services are partnering for a special lunch and learn to offer military-affiliated students tips on how to find open positions at any experience level. Learn how to write an attention-grabbing cover letter and polished resume.

#### Veterans Center Lunch and Learn 'Volunteer Services'

Tuesday, February 27, 2018 at 12:30 p.m.

Building 2, Founders Hall, Room 1100

The Military and Veterans Resource Center and Career Services partnered for a special lunch and learn to provide military-affiliated students an overview of the Volunteer Services office located in Career Services. Students learned how to access ongoing opportunities that can lead to community connections, internships, and valuable experience to enhance their resumes. Lend-A-Week volunteer events were also promoted.

#### Veterans Center 'Volunteer Services-Supplies for Soldiers'

Tuesday, April 10, 2018 at 12:00 p.m.

Building 2, Founders Hall, Room 1100

The Military and Veterans Resource Center and Volunteer Services, a unit of Career Services, partnered for a special opportunity to provide military-affiliated students the opportunity to have an influence on the morale of the military based Jacksonville community. At the request of the Jacksonville International Airport USO Welcome Center, a Snack Drive was conducted via the collection boxes distributed throughout the UNF community. Students sorted a large variety of snacks and wrote letters thanking our military for their service.

#### **DISABILITY RESOURCE CENTER**

Maria Castro has been doing career programming with the Disability Resource Center and she attended the annual meeting hosted by the Johnson Foundation in Tampa June 1 and 2. She will continue to partner with the DRC to plan and schedule career programming.

Date	Program/Workshop	Location	# of Participants
8/28/17	THRIVE Students-Overview of Career Services	Bldg. 57, Suite 2700	11



10/30/17	DRC Career Access Academy	DRC Conference Room	6
11/06/17	DRC Career Access Academy	DRC Conference Room	5
3/28/18	DRC Career Access Academy	DRC Conference Room	6
4/4/18	DRC Career Access Academy	DRC Conference Room	6

#### **TAYLOR LEADERSHIP INSTITUTE**

*Director, Rick Roberts met with Gen. Rick Tryon, Director of the Taylor Leadership, on Friday, 9/1/17 at 3:30 p.m. to discuss partnering with their department to plan and schedule programming starting with the Fall Term.*

*Valarie Robinson meet with Rick Tryon and Table Captains on Friday, 10/20/17 at 10:00 a.m. to discuss roles and guidelines for the 9<sup>th</sup> annual Taylor Leadership Institute (TLI) Student Leadership Summit, “Leading Beyond Boundaries”. The Summit hosted Keynote Speaker, Dr. Sandra Upton, VP of Educational Initiatives, with the Cultural Intelligence Center. Insight was shared concerning the concept of Cultural Intelligence (CQ) and its importance for future global leaders. As Team Captain, Valarie lead two activities designed to help students apply “CQ”: a self-report of the concepts and encouraged engaging discussions concerning If/Then Scenarios.*

Date	Program/Workshop	Location	# of Participants
10/27/17	TLI Student Summit	Bldg. 58, Ballrooms	307
	Table Captain-Valarie	Table 22	10

**Maria Castro invited Mr. Rick Tryon to be a guest speak in her FYE Seminar course to discuss Leadership skills and the Leadership Minor option available to freshmen students.**

Date	Presentation Presenter	Location	# of Participants
10/24/17	Rick Tryon	39/1009	149
10/26/17	Rick Tryon	39/1009	82

*In addition, Maria is served as a search committee member on the Outreach and Services Coordinator position for the Taylor Leadership Institute.*

Date	Committee Meeting	Topic	Participants
11/27/17	TLI Search Committee	Search Committee Tasks	Search Committee Members
11/30/17	TLI Search Committee	Phone Screening Interviews	Candidates
12/5/17	TLI Search Committee	Phone Screening Interviews	Candidates
12/12/17	TLI Search Committee	Richard Barnoski, Campus Interview	Candidates
12/13/17	TLI Search Committee	Karine Stuke, Campus Interview	Candidates
12/20/17	TLI Search Committee	Debrief Meeting	Search Committee Members

#### **LGBT RESOURCE CENTER**

*Director, Rick Roberts met with Kaitlyn Legg, Director of the LGBT Resource Center on August 23<sup>rd</sup> to discuss an LGBT funding grant that would include a career development component. Career Development workshops could be developed to assist LGBT students with their job search and career. Also, job fairs would be coordinated to bring employers and LGBT students together for job and career opportunities.*

*Valarie Robinson participated as a panelist for the LGBT “Out In The Workplace”. She shared information about available UNF career resources: Career Services, the academic career centers, on-line LGBT resources,*

*Osprey CareerLink, and Ozzie's Closet. Seven (7) company panelists also participated: Black Knight, Equality Florida, FSCJ, Hubbard House, JEA, Jacksonville University and Mayo Clinic shared their personal experiences concerning what is was like to be "out" in the workplace, including challenges and successes.*

*Rick Roberts and Valarie Robinson presented at the inaugural LGBT Employment Summit on Friday April 6, 2018. Topics included Career Readiness and Resume and Interview Tips.*

Date	Program/Workshop	Location	# of Participants	Presenters
11/13/17	Out In The Workplace	Bldg. 58 W, Ballroom A	15	Valarie Robinson
4/6/18	LGBT Employment Summit	Bldg. 58W	10	Rick Roberts
4/6/18	LGBT Employment Summit	Bldg. 58W	14	Valarie Robinson

#### DEPARTMENT OF DIVERSITY INITIATIVES (DDI): STUDENT ALLIANCE FOR INCLUSION AND DIVERSITY

*Maria Castro participated as a panelist consisting of three influential Hispanic women both on campus and in the Jacksonville community. Students asked questions about the rewards and challenges of being a Hispanic woman in Leadership. The event was hosted by the UNF Latin American Student Organization and Women's Center.*

Date	Program/Workshop	Location	# of Participants	Presenters
9/28/17	Hispanic Women of Influence Panel	UNF Library	50+	Maria Castro

#### DEPARTMENT OF DIVERSITY INITIATIVES (DDI): STUDENT ALLIANCE FOR INCLUSION AND DIVERSITY

*Valarie Robinson participated as a panelist consisting of five influential black women both on campus and in the Jacksonville community. Students asked questions about career, personal, academic concerns affecting college aged females of color. The event hosted by the UNF Black Student Union and Women's Center.*

Date	Program/Workshop	Location	# of Participants	Presenters
2/20/18	Black Women of Influence Panel	Bldg. 58W, 3806	45	Valarie Robinson

#### OFFICE OF FRATERNITY AND SORORITY LIFE

*Valarie Robinson was invited by Sigma Lambda Gamma, Xi Epsilon Chapter, to present during the Panther Prep academic success event. Topics included resume and interview skill development and tips for success.*

Date	Program/Workshop	Location	# of Participants	Presenters
3/8/18	Panther Prep: Academic and Career Success Resume and Interview Prep	Bldg. 58W, 3806	5	Valarie Robinson

#### FIRST-YEAR EXPERIENCE SEMINAR

*Maria Castro served as Instructor for the First Year Experience Seminar which was a two section course designed to emphasize learning skills that are essential for college success. Through interactive exercises and assignments students created a college success plan detailing their major selection process, career goals, campus involvement/leadership plan, and additional academic and co-curricular endeavors to prepare them for success after graduation. Maria, Valarie Robinson and Rick Roberts meet with students to review and enhance their 4 Year Plan. Maria and Valarie also presented the "Are You Career Ready?" workshop as a part of the course curriculum.*

Date	Program/Workshop	Location	# of Participants	Presenters
9/20/17	FYE Seminar: Overview of Networking	Bldg. 39 Rm. 1009	84 Freshman	Maria Castro
10/3/17	Are You Career Ready? Workshop	Bldg. 39 Rm. 1009	152 Freshman	Maria Castro Valarie Robinson
10/5/17	Are You Career Ready? Workshop	Bldg. 39 Rm 1009	84 Freshman	Maria Castro Valarie Robinson

#### **EDG 2000 CAREER PLANNING COURSE**

*Maria Castro was invited to present to freshmen students in the career planning courses to share information related interviewing and dressing for success as they prepare to apply for internships, part-time jobs and volunteer opportunities. Rick Roberts presented “Are You Career Ready?” workshops.*

Date	Program/Workshop	Location	# of Participants	Presenters
7/25/17	Interview & Dress for Success Workshop	Bldg. 57 Rm. 1260	25 Freshman	Maria Castro
8/24/17	Are You Career Ready? Workshop	Bldg. 57 Rm. 1260	25 Freshman	Rick Roberts
11/9/17	Interview & Dress for Success Workshop	Bldg. 57 Rm 1260	24 Freshman	Maria Castro
1/11/18	Are You Career Ready? Workshop	Bldg. 57 Rm. 2080	25 Freshman	Rick Roberts
4/3/18	Interview & Dress for Success Workshop	Bldg. 57 Rm 2080	22 Freshman	Maria Castro

#### **EDG 2000 and SLS 3408 CAREER PLANNING COURSES**

*Valarie Robinson conducted the Myers Briggs Type Indicator (MBTI) and the Strong Interest Inventory (SII) group interpretations freshmen and deciding students in the career planning courses.*

Date	Program/Workshop	Location	# of Participants	Presenter
7/10/17	MBTI Group Interpretation-Montesinos	Bldg. 2 Rm. 2007	10 Freshman	Valarie Robinson
7/10/17	SII Group Interpretation-Montesinos	Bldg. 2 Rm. 2007	10 Freshman	Valarie Robinson
9/19/17	SII- Group Interpretation-Robinson	Bldg. 57 Rm 1260	25 Freshman	Valarie Robinson
9/20/17	SII- Group Interpretation-Montesinos	Bldg. 57 Rm 1260	24 Freshman	Valarie Robinson
9/21/17	MBTI- Group Interpretation-Robinson	Bldg. 57 Rm 1260	25 Freshman	Valarie Robinson
9/26/17	SII- Group Interpretation-Snow	Bldg. 57 Rm 2010	14 Freshman	Valarie Robinson
9/27/17	MBTI Group Interpretation-Montesinos	Bldg. 57 Rm. 1260	24 Freshman	Valarie Robinson
9/28/17	MBTI Group Interpretation-Snow	Bldg. 57 Rm. 2010	13 Freshman	Valarie Robinson
2/6/18	SII- Group Interpretation-Robinson	Bldg. 57 Rm 1280	25 Freshman	Valarie Robinson
2/8/18	MBTI- Group Interpretation-Robinson	Bldg. 57 Rm 1280	25 Freshman	Valarie Robinson

#### **ON-CAMPUS TRANSITION PROGRAM (OCT) 2017**

*OCT students toured Career Services on Monday August 7, 2017 in two sessions. An overview of resources that the Career Services Office and the academic career centers provide was shared; including Osprey CareerLink and upcoming job fairs. Some students were enrolled in EDG 2000 Career Planning and Professional Success and SLS*

*3408 Employability Skills and Career Success during FA 2017. Discussed the “What Can I Do With A Major” handouts used to help students explore career options for the various UNF majors.*

Date/ Session Time	Program/Event	Location	# of Participants	Presenters
8/7/17 2:00 p.m. -2:30 p.m.	Career Services Tour	Bldg. 57 Rm. 2700	14	Jessica Miller
8/7/17 2:30 p.m. - 3:00 p.m.	Career Services Tour	Bldg. 57 Rm. 2700	14	Jessica Miller

**Outcome 1:** Students will learn how to apply self-assessment and career exploration activities to identify and choose suitable majors and career options.

**Outcome 2:** Increased contact with staff in University Departments will lead to an increase in referrals made to Career Services.

**Evaluation 1:** A follow-up survey will be given to students utilizing career counseling services. At least 75% of respondents should answer "Strongly Agree" or "Agree" when asked: “After using career counseling services I know more about how to make informed decisions when identifying and choosing a major or career path?” From the weekly follow-up surveys, 58% of students answered “Strongly Agree” and 41.67% answered “Agree” (total of 100%) when asked: After using career counseling services I know more about how to make informed decisions when identifying and choosing a major or career path.”

**Evaluation 2:** A weekly follow up survey will be sent to students who had Career Counseling appointments. When asked about their source of referral, they will indicate ACE, Orientation Sessions or other University offices.

From the weekly follow-up surveys, 22.5% indicated they heard about Career Services during Summer Orientation, 10% were referred by Academic Center for Excellence ACE (Now: First Year Advising), 15% were referred by their College Academic Advisor, 10% were referred by a Faculty Member, 2.5% were referred by a Resident Assistant, 7.5% by classmate, 2.5% by emails they received, 17.5% from Ground Signs, and 10% from the Career Services website.

### **Continuous Improvement**

Our location in the Tom and Betty Petway Hall, Bldg. 57, Suite 2700 made it more challenging in terms of helping students find us. Career Services continues to do extensive outreach to students and academic advisors to let them know where we are and what services we can provide to help students make important career decisions about academic majors and careers. We plan to continue our career development lab: “the Career Nest” which enables students to walk-in each day between the hours of 11:00 a.m. and 3:00 p.m. to work on any aspect of their career development under the supervision of a career counselor. This new resource has been very successful and with help from strategic signage students have been finding us in larger numbers. Summer orientation provides an opportunity for Career Services staff members to present to and interact with groups of incoming exploratory students during to inform them about our services and resources to engage them in a career development activity.

In June 2018 Career Services will be moving to Building 2, Suite 1011 which is in close proximity to First Year Advising and the Office of Undergraduate Studies. This will enable us to strengthen our working relationship with the First Year Advising staff and facilitate referrals of exploratory students to Career Services for career counseling. We are also working on a Career Advice Referral For Exploration (CARE) alert system which will enable First Year Advisors to send an alert to Career Services staff when they identify a student who is unsure about their major or career. Career Services staff members can then reach out to those students to invite them to come into Career Services for individual assistance with these major career decisions. Career Services staff members will continue to develop and maintain strong working relationships with other Departments in Academic Affairs and Student Affairs to provide career development services, programs, and resources for our students.

**Department Goal #2: Enhance the Career Development Program targeting Residence Life students.**

**University Goal # 1: Cultivate a learning environment that supports intellectual curiosity, academic achievement, and personal growth.**

**University Goal # 5: Secure fiscal, physical, and technological resources aligned with the University's mission and values.**

**Division Goal # 1: Expand partnerships to increase the quality of student development and education with an emphasis on the first year experience.**

**Action 1:** Collaborate with Residence Life Staff to increase visibility and promotion of major selection and career exploration services available to students (Timeline: July 2017 – June 2018). Persons responsible: Career Director, Career Counselors/Residence Life Liaison

#### HOUSING/RESIDENTIAL LIFE- 2017-2018

*Maria Castro, Career Services Liaison to Residential Life, conducted training sessions with RAs & area Coordinators:*

Date	Program/Activity	Location	# of Participants	Presenter
6/21/17	RA Summer Training Session	HRL Conference Room	14	Maria Castro
7/26/17	RA Vision Board Program	Osprey Cove Lounge	24	Maria Castro
8/15/17	HRL's Resource Swoop Student Staff (RA/CA/LCA) Training	HRL Conference Room	9	Maria Castro
8/15/17	HRL's Resource Swoop Student Staff (RA/CA/LCA) Training	HRL Conference Room	25	Maria Castro
8/15/17	HRL's Resource Swoop Student Staff (RA/CA/LCA) Training	HRL Conference Room	13	Maria Castro
8/15/17	HRL's Resource Swoop Student Staff (RA/CA/LCA) Training	HRL Conference Room	11	Maria Castro
8/15/17	HRL's Resource Swoop Student Staff (RA/CA/LCA) Training	HRL Conference Room	30	Maria Castro
8/15/17	HRL's Resource Swoop Student Staff (RA/CA/LCA) Training	HRL Conference Room	12	Maria Castro

*Maria, the Career Services Ambassadors and Kristiana Brown, Volunteer Services Coordinator, conducted multiple outreach events throughout Housing and Residence Life to promote the various resources available to students via Career Services and Volunteer Services.*

Date	Event	Location	# of Participants
9/20/17	Careers on the Go! Career Services Tabling	Market Days	50+
9/26/17	Careers on the Go! Career Services Tabling	HRL Main Office	44
9/27/17	Careers on the Go! Career Services Tabling	Market Days	71
10/3/17	Careers on the Go! Career Services Tabling	HRL Main Office	42
10/4/17	Are you Career Ready? for HRL Athletes	Market Days	0
10/10/17	Careers on the Go! Career Services Outreach	Osprey Landing	94
10/11/17	Careers on the Go! Career Services Outreach	Market Days	76
10/12/17	Careers on the Go! Career Services Outreach	Cove & Clubhouse	68
10/17/17	Careers on the Go! Club Fest	Student Union Plaza	13
10/18/17	Careers on the Go! Career Services Outreach	HRL Main Office	44
10/21/17	Family Weekend / Career Services Outreach	Student Union Plaza	25
10/25/17	Careers on the Go! Career Services Outreach	Student Union Plaza	30



10/31/17	Careers on the Go! Career Services Outreach	HRL Main Office	27
1/16/18	Careers on the Go! Career Services Outreach	Osprey Cove & Clubhouse	29
1/17/18	Osprey Career Fair & Ozzie's Closet	Osprey Fountains	52
1/23/18	Career on the Go! Career Services Outreach	Osprey Landing	36
1/24/18	Career Services: Market Days	Student Union Plaza	72
1/25/18	Osprey Career Fair & Ozzie's Closet	HRL Clubhouse	26
1/26/18	Presentation: RA Interview Prep HRL Recruitment Weekend	Fountains MPR	70
1/30/18	Career on the Go! Career Services Outreach	Ospreys Crossings	29
1/31/18	Career on the Go! Career Services Outreach	HRL Main Office	72
2/1/18	Career on the Go! Career Services Outreach	Osprey Landing	46
2/2/18	Presentation: Resume Writing for RA Staff	Fountains MPR	41
2/6/18	Career on the Go! Career Services Outreach	Osprey Cove & Clubhouse	17
2/7/18	Career Services Outreach	Osprey Fountains	64
2/14/18	Career Services: Market Days	Student Union Plaza	163
2/15/18	Career on the Go! Career Services Outreach	UNF Library	83
2/15/18	Career on the Go! Career Services Outreach	Osprey Hall/Osprey Café	63
2/21/18	Career on the Go! Career Services Outreach	UNF Library	92
2/22/18	Panel: On Track to Graduate!	Osprey Clubhouse	15
2/22/18	Career on the Go! Career Services Outreach	Student Union Plaza	42
2/26/18	Presentation: Dressing & Interviewing for Success Workshop	Osprey Clubhouse	11
2/28/18	Presentation: Job Search, Resume and Cover Letter Workshop	Osprey Fountains	5
2/28/18	Career on the Go! Career Services Outreach	HRL Main Office	73
3/8/18	Career on the Go! Career Services Outreach	Osprey Clubhouse	41
3/14/18	Social Media Dos & Don'ts Market Days	Student Union Plaza	114
3/28/18	Career Services: Market Days	Student Union Plaza	47
4/18/18	Finals: Career on the Go!	HRL Main Office	102

*Maria served on the search committee for the Assistant Director position for Housing and Residential Life as a campus partner.*

Date	Meeting/Participants	Topic
9/5/17	HRL/Assistant Director Position: Pierre Campbell	Campus Partners Interview Panel
9/21/17	HRL/Assistant Director Position: Sarah Hart	Campus Partners Interview Panel

9/26/17	HRL/Assistant Director Position: Kelly McCarthy Clark	Campus Partners Interview Panel
9/27/17	HRL/Assistant Director Position: Julia Rose	Campus Partners Interview Panel

*Maria served on the search committee for the Associate Director position for Housing and Residential Life as a campus partner.*

Date	Meeting/Participants	Topic
1/9/18	HRL Associate Director Position: Paul DeCock	Campus Partners Interview Panel
1/11/18	HRL Associate Director Position: Amy Lorenz	Campus Partners Interview Panel
1/16/18	HRL Associate Director Position: Asa Mack	Campus Partners Interview Panel

*Maria served on the search committee for the Residence Life Coordinator position for Housing and Residential Life as a campus partner.*

Date	Meeting/Participants	Topic
4/16/18	HRL RLC Position: Kaitlyn Orlandi	Campus Partners Interview Panel
4/19/18	HRL RLC Position: Deaona	Campus Partners Interview Panel

*Maria participated in Housing and Residence Life stakeholder Campus Housing planning pre-design forum.*

Date	Meeting/Participants	Topic
8/29/17	HRL/Architects from Harvard Jolly and Hastings+Chivetta	HRL Campus Planning Stakeholders Meeting
11/1/17	HRL/Architects from Harvard Jolly and Hastings+Chivetta	HRL Campus Planning Stakeholders Meeting

**Outcome 1:** The number of residential students attending Career Services tabling programs and utilizing individual services should increase.

**Evaluation 2:** Utilize Sign-in-Sheets and Banner to document the number of Residential Students attending Career Services programs and utilizing individual services. We should see an increase compared to the previous academic year.

### Continuous Improvement

Our goal is to continue our partnership with the department of Housing and Residence Life and collaborate in the delivery of programs and events for students and staff. We look to expand our Career Ambassador program and provide with them with additional training to enhance their marketing and outreach skills to assist with program and events. For the 2018-19 Academic Year we are planning to do some career focused theme tabling events within Housing and Residence Life. The department of Housing and Residence Life experienced a lot of turnover this year including the departure of Dei Allard, Associate Director. Dei was the point of contact for the Career Services liaison and helped coordinate programming and career development services for residential students. This position went unfilled for many weeks which made it more challenging to develop programming. Kristin Smith was hired as the new Associate Director and she will be a huge help in connecting with Residential Assistants, Area Coordinators and ultimately the residential students.

**Department Goal #3** Ensure effective and efficient customer service.

**University Goal #1:** Cultivate a learning environment that supports intellectual curiosity, academic achievement, and personal growth.

**Division Goal #1:** Promote a student affairs culture that understands and uses assessment and evaluation tools to measure student satisfaction, engagement and learning as a means to improve and enhance services and programs.

**University Goal # 4:** Affirm the university's public responsibility through civic and community engagement.

**Division Goal # 3:** Increase student engagement and participation through the implementation of innovative campus events and quality student support services.

**Action 1:** Maintain qualified and effectively trained frontline full-time and student staff members. (Timeline: July 2017-

June 2018).

Career Services hired 4 student assistants through the Federal Work Study program to assist with front office reception. Career Services staff members provided several training sessions for the student assistants which covered a variety of topics including: customer service, listening skills, proper etiquette, training on Outlook, and an overview of all Career Services' programs, services, and resources.

**Action 2:** Career Counselors will demonstrate appropriate expertise and effective application of helping skills when assisting students, as determined by student satisfaction surveys. (Timeline: July 2017-June 2018)

Career Services staff members seek out professional development workshops, conferences, etc. to develop their knowledge and skills. Valarie Robinson attended the National Career Development Association (NCDA) Conference, The Joy of Work, in Orlando, Florida, June 28-30, 2017. Maria Castro currently pursuing a eight-week Myers Briggs Type Indicator on-line certification, as of mid-March 2018. Career Services staff members meet bi-weekly to discuss career development programming and services as well as policies and procedures to ensure effective delivery of career development services.

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**Outcome 1a:** Student responses should indicate high levels of satisfaction with Career Services' overall customer service and ease of contacting Career Services

**Outcome 2a:** Students will indicate high levels of satisfaction regarding the openness, friendliness, and responsiveness of Career Services staff members.

**Outcome 2b:** Students will indicate high levels of satisfaction regarding effectiveness and assistance provided by Career Counselors and Career Coordinators/Liaisons.

**Evaluation 1:** Using a weekly follow-up survey, 75% of students and alumni should indicate "Excellent" or "Very Good" when asked to rate their overall satisfaction with the reception customer service.

Based on the weekly follow-up surveys that were sent to students who had career counseling appointments, 100% responded "Excellent" when asked to rate their overall satisfaction with reception customer service.

**Evaluation 2a:** Using a weekly follow-up survey, 75% of students should indicate "Excellent" or "Very Good" when asked to rate the friendliness and responsiveness of staff and the ease of contacting Career Services.

Based on the weekly follow-up surveys, 80% responded "Excellent" and 20% responded "Very Good" (100% total) when asked to rate friendliness and responsiveness of staff. 90.91% indicated "Excellent" and 9.09% indicated "Very Good" (100% total) when asked to rate the ease of contacting Career Services.

**Evaluation 2b:** Using a weekly follow-up survey, 75% of students should indicate "Excellent" or "Very Good" when asked to rate the overall satisfaction with the appointment with Career Counselor.

Based on the weekly follow-up survey, 83.33% responded "Excellent" and 16.67% indicated "Very Good" (100% total) when asked to rate their overall satisfaction with the appointment with a career counselor.

**Evaluation 2c:** Using a weekly appointment survey, 75% of students should indicate "Excellent" or "Very Good" when asked to rate their career counselor's knowledge, and concern about the student's career development needs.

Based on the weekly follow up surveys, 66.67% responded "Excellent" and 33.33% "Very Good" (100% total) when asked to rate the Career Counselor's knowledge. 83.33% rated "Excellent" and 16.67% "Very Good" (100% total) when asked to rate the counselor's concern about the student's career development needs.

**Here are some comments from the surveys:**

*"Friendly staff"*

*"They were so incredibly helpful and emailed me resources they found for me even after my appointment!"*

*"Loved her helpful responses"*

*"She was extremely helpful, kind, and knowledgeable. She answered all the questions I had prepared and some that I didn't. A+"*

*"Outstanding!!!"*

*"The lady at the desk, put her call on hold when I walked in to take care of my question."*

*"My counselor helped me so much! They are great!"*

*"I now have a better understanding of what the majors I am interested in require"*

*"The reception staff was extremely helpful"*

*"I really enjoyed hearing about the various possibilities within each major"*

*“Great job; liked old location better though”*

### **Continuous Improvement**

Excellent customer service continues to be a goal for all Career Services staff. For our front office staff and students, there is a lot of information to know and disseminate to our constituents: students, alumni, faculty, staff, employers, and parents. We continue to look for ways to provide more extensive training for our staff and students so that they are prepared to serve our “customers” effectively. For the 2018-19 Academic Year we are planning to cross train our student assistants so that they will be able to staff our “Career Nest” computer lab and help exploratory students navigate and find the variety of major and career exploration available on the Career Services website.

### **Department Goal #4: Develop and Implement New “Career Readiness Program” with select Student Affairs Departments:**

**University Goal #1: Cultivate a learning environment that supports intellectual curiosity, academic achievement, and personal growth.**

**Division Goal #1: Promote a student affairs culture that understands and uses assessment and evaluation tools to measure student satisfaction, engagement and learning as a means to improve and enhance services and programs.**

**University Goal # 4: Affirm the university's public responsibility through civic and community engagement.**

**Division Goal # 3: Increase student engagement and participation through the implementation of innovative campus events and quality student support services.**

**Action 1:** Develop a new “Career Readiness Program” designed to help students develop important soft skills needed for career success

Using the Career Readiness Competencies developed by the National Association of Colleges and Employers (NACE), a Career Readiness Workshop was developed highlighting the following skills: Career Management; Teamwork/Collaboration; Critical Thinking/Problem Solving; Leadership; Professionalism/Work Ethic; Information Technology Application; and Oral and Written Communication. A PowerPoint presentation was developed to help facilitate the group activities. An “Are You Career Ready” handout was also created for the workshops to highlight these skill areas.

**Action 2:** Reach out to Student Affairs Departments (i.e. Disability Resource Center, the Taylor Leadership Institute, Military Veteran Resources Center) to partner with them to implement the Career Readiness Program for their students.

**Career Services Director and Career Counselors met with representatives from the various Student Affairs Departments to provide an overview of the Career Readiness workshop and discuss ways that the workshop could be incorporated into their programming schedules.**

**Outcome 1:** A Career Readiness Program will be developed that is designed to help students at any level to gain a greater understanding of how to maximize their UNF experience, develop career related soft skills, get involved in student clubs and activities, gain experience and prepare for the world of work.

**Outcome 2:** A Career Readiness Program will be developed and implemented in partnership with Student Affairs Departments for their students.

**Evaluation 1:** A Career Readiness Program will be developed and implemented. We will track the number of workshops/programs presented, identify the Student Affairs department, and track the number of students who participate.

*During the 2017-2018, Career Services presented the following “Are You Career Ready” workshops:*

- August 24, 2017- EDG 2000 Career Planning and Professional Success Class- Valarie Robinson Instructor. Presenter: Rick Roberts. 25 Students
- October 3, 2017- MVRC-Theresa Hammock. Presenter: Rick Robert. 23 Students
- October 3, 2017- First Year Experience Seminar-Maria Castro Instructor. Presenters Maria Castro and Valarie Robinson. 152 Students
- October 5, 2017- First Year Experience Seminar- Maria Castro, Instructor. Presenters Maria Castro and Valarie Robinson. 84 Students

- January 11, 2018- EDG 2000 Career Planning and Professional Success Class- Valarie Robinson Instructor. Presenter: Rick Roberts. 25 Students
- April 6, 2018- LGBT Employment Summit, Presenter, Rick Roberts. 10 students

**Evaluation 2:** Students who participate in the Career Readiness program will be asked to complete a program evaluation. 75% of those who complete the evaluation will indicate “Strongly Agree” or “Agree” when asked: “Our goal was to teach you how to identify and develop important soft skills, get involved in student clubs and activities, gain experience, and prepare for the world of work. Did we achieve our goal?”

**From the Evaluations completed by students participating in the Career Readiness Workshops, 94% of participants responded “Strongly Agree” or “Agree” when asked: “Our Goal was to teach you how to identify and develop important soft skills, get involved in student clubs and activities, gain experience, and prepare for the world of work. Did we achieve our goal?” 97% said that they would recommend this program to other students. 87% of participants gave an overall rating of “Excellent” or “Very good” as an overall rating.**

**Feedback from students included:**

- “I enjoyed how we used team working exercises to help us expand our thoughts in a comfortable environment”*
- “I enjoyed the teamwork exercises and knowing what employers are looking for. I was very informative and insightful”*
- “Information about websites and career resources were helpful”*
- “I liked how it talked about how to present yourself in 30 seconds or less”*
- “The group discussion and problem solving. The PowerPoint was extremely helpful.”*
- “Learning about LinkedIn, I didn’t even know about it until today”*
- “I liked how the speaker knew a lot about what he was talking about, it helped me a lot!”*
- “It definitely gave me insight to what it will be like in the working field”*
- “I liked the fact that the instructor listed what qualities that jobs look for. The most helpful was how we rehearsed our infomercial.”*
- “I like how I was put on the spot as I would be at an actual job interview. The most helpful thing was realizing you may not know yourself as well as you think you do.”*
- “I liked the overall presentation. It was relatively brief and held our interest while not overloading us with information”*
- “Good Job! This has the potential to be a great program for students on campus even the ones who think they know!”*

**Continuous Improvement**

Based on the feedback we received from first-year students who participated in the “Are You Career Ready” workshops, we learned that students at this level were not quite ready to focus on the skills they need when they graduate. They were more focused on choosing the right major, figuring out the courses they need to take, and making career decisions. Developmentally, first year, exploratory students did not seem to relate to the skills discussed in this workshop and weren’t likely to follow up on some of the recommended strategies for skill development. Career Services staff members believe that this workshop is more suited to junior and senior level students who are seeking internships, approaching graduation and are starting to focus on job hunting and networking with potential employers. The upper level students are able to make the connection between their skills and employers. Career Services staff members will continue to offer this workshop with focus on offering the workshop at junior/senior level.

**Department Goal #5: Update And Enhance Career Resources Linked on the Career Services Webpages.**

**University Goal: #5 Secure fiscal, physical and technological resources aligned with the University’s mission and values.**

**Division Goal #3: Increase student engagement and participation through the implementation of innovative campus events and quality student support services.**

**Action 1a:** Update all “What Can I Do With A UNF Major.....” webpages. (Timeline: July 2017-June 2018)

Director, Rick Roberts worked with the UNF Webmaster Kat Thompson on some basic redesign of the Career Services webpages. From the homepage it was important to have a webpage that would direct both students and employers to the appropriate career center now that there is a central Career Services and career centers within each of the five colleges. The Career Services main page was redesigned using new elements that are available on the Content Management System. The pages were designed to be more accessible on phones and other mobile devices.



**Action 1b:** Update Career Services webpages and graphics

**The University of North Florida now requires that all webpages comply with the ADA Guidelines. Director, Rick Roberts has been working with UNF Webmaster Kat Thompson to go through each of the Career Services webpages to ensure that they are in compliance.**

**Action 2:** Increase visibility and use of informational Virtual Career Library, “VAULT” and Career Spots career videos. (Timeline: July 2017 – June 2018).

**Career Services career counselors show a wide range of major and career exploration resources when counseling students. This includes the VAULT virtual career library and Career Spots. We also use our social media sites and email blasts to increase student awareness about these resources.**

**Outcome 1:** Students will utilize “What can you do with a UNF major in....?” resource pages and other career resource webpage resources to research academic majors and potential careers.

**Outcome 2:** There will be an increase of students utilizing the virtual career library, VAULT and Career Spots informational career videos, and interactive resources available on the Career Services website.

**Evaluation 1:** Using a Webpage tracking system, *Google Analytics*, record the number of students who accessed and utilized the Career Services website and compare to the previous year.

**For the 2017-2018 Academic Year, there were 212,918 page views of the Career Services website. There were 72,107 unique visitors to the website. This compares to 231,810 total page views (8.87% decrease) and 74,759 unique users for 2016-2017 (3.67% decrease).**

**Evaluation 2:** Using the analytics for VAULT and Career Spots, calculate the number of students and alumni who use the virtual career library, VAULT, the Career Spots informational career videos and interactive resources on the website and compare to previous year.

**For the 2017-2018 Academic Year, The VAULT virtual career library had 2807 Page Views. 868 students created logins. 387 Career Guides were viewed.**

**Using the Career Spots metrics, there were 3925 total views of Career Spots Videos. 2485 viewed videos related to Job Search, 326 were related to internships and co-op, and 1114 were for career exploration.**

### **Continuous Improvement**

**The Career Services webpage and resources continue to be a valuable resources for those exploratory and deciding students that we career counsel. Once we have completed the self-assessments (skills, interests, values, and personality) students then look to choose a major and ultimately a career path. The “What Can You Do With A Major In.....?” pages help students to understand the connection between their chosen major and the variety of career options. The VAULT virtual career library gives extensive, in-depth career information including the history of that job, salary and earnings, work environment, education and training needed, skills needed, employment outlook, tips for entry into that career, and links to professional associations. We have over 500 occupational career videos linked on our webpage through Career Spots. These videos average about 1.5 minutes and give a quick overview of that career and a snapshot of what that work entails.**

**Career Services continues to work on designing and developing our webpages to make them more student friendly and accessible. We are limited to what can be done in terms of layout, format, design, etc. by the Content Management System. However, there are many new features that have been added to the CMS and we are looking at utilizing these new elements to enhance our webpages. Webpages change constantly and Career Services is looking to try and keep pace with the changes so that students will want to access the career development links and resources. During the Summer 2018, more work will be done on design, navigation, and content to enhance the resources available for students and stay ADA compliant.**

## STATISTICAL INFORMATION

### Career Counseling/Job Search Counseling Appointments

Career Services staff members meet with students and alumni on a one-to-one basis to discuss a wide range of career development issues including choosing a major, writing cover letters, developing a resume, preparing for interviews, conducting a job search, applying to graduate and professional schools, and more.

**Table 1 Individual Appointments**

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
Still Deciding Exploring Majors	710	707	809	865	713

**Table 1** provides a statistical breakdown of counseling appointments and contacts by class year.

### Residential Life Programming

Career Services now has a Career Coordinator that serves as the Liaison to the Office of Housing and Residential Life. The coordinator works with Resident Assistants and Area Coordinators to provide career development services and programs for residential students. Note: 2016-2017 was the first Academic Year for this new initiative.

**Table 2 Residential Life Programming**

	2016-2017	2017-2018
Student Contacts: Tabling	300	1924
Student Contacts: Programming	353	280

## MAJOR CAREER PROGRAMS

The central Career Services provides support for the College Career Centers by managing the registration and logistics for major job fairs throughout the year. These job fairs are designed to bring students together with employers graduate school representatives from a variety of career fields. **Table 3** provides statistical information about the major career programs.

**Table 3 UNF Career Services Major Career Programs**

	July '13 June '14 #Students	July '13 June '14 #Employers	July '14 June '15 #Students	July '14 June '15 #Employers/	July '15 June '16 #Students	July '15 June '16 #Employers	July '16 June '17 #Students	July '16 June '17 #Employers	July '17 June '18 Students	July '17 June '18 Employers
Osprey Career Fair (September)	508	92	353	85	439	103	390	119	372	96
Graduate & Professional School Day	85	25	62	35	60	23	91	46	51	40
Physical Therapy Job Fair (November)	82	7	62	7	96	16	85	8	82	9
Osprey Career Fair (March)	464	78	513	98	400	118	180	88	298	94
Volunteer Fair (October)	N/A	N/A	193	57	160	37	63	18	92	17
Volunteer Fair (March)	168	36	135	46	78	22	108	21	68	17
TOTALS	2747	545	588	2323	1435	383	1189	388	963	273

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
Total Number of Career Programs	13	12	8	8	6
Total Number Students Attending	2747	2323	1435	1189	963
Total Number Employers or Panelists	545	588	383	388	273

## CAREER PROGRAMS FALL 2017



**Osprey Career Fair- 9/22/2017**



**Graduate and Professional School Fair 10/25/17**



**Physical Therapy Job Fair-10/26/2017**



**Volunteer Fair-10/19/2017**

## CAREER PROGRAMS- SPRING 2018



**Osprey Career Fair- 1/26/2018**



**Volunteer Fair 2018**



## INTERNET RESOURCES

Career Services maintains a webpage which organizes a wide range of career and occupational information available on the internet. Links to hundreds of Career Development and placement resources are available on the Career Services Webpage. Career Services also maintains on line software agreements with FOCUS 2 (Career Development Resources), Career Spots, VAULT and and InterviewStream. Students can access numerous "how-to" guides on resume and letter writing, interviewing, job hunting, applying to graduate and professional schools and much more.



**Table 4 UNF Career Services Internet Resource Usage**

	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018
Number of Unique Visitors to Website	49,926	77,006	81,989	74,759	72,107
Total number of page views	227,501	246,060	243,073	231,810	212,918

**Table 4** shows that during the 2016/2017 Academic Year, there was a 4/85% decrease in the number of total webpage views (from 243,073 to 231,810). There was a 9.6% decrease in total number of unique visitors to the website (from 81,989 to 74,759). The decrease in numbers can be attributed to the decentralization of career services at UNF. Each college now has its own career center and webpages which has resulted in decreased activity on the Career Services site.

## SOCIAL MEDIA

Career Services uses a variety of outreach strategies to communicate with students. Students favor social media sites so Career Services employs an OPS Student Assistant to manage our social media sites.

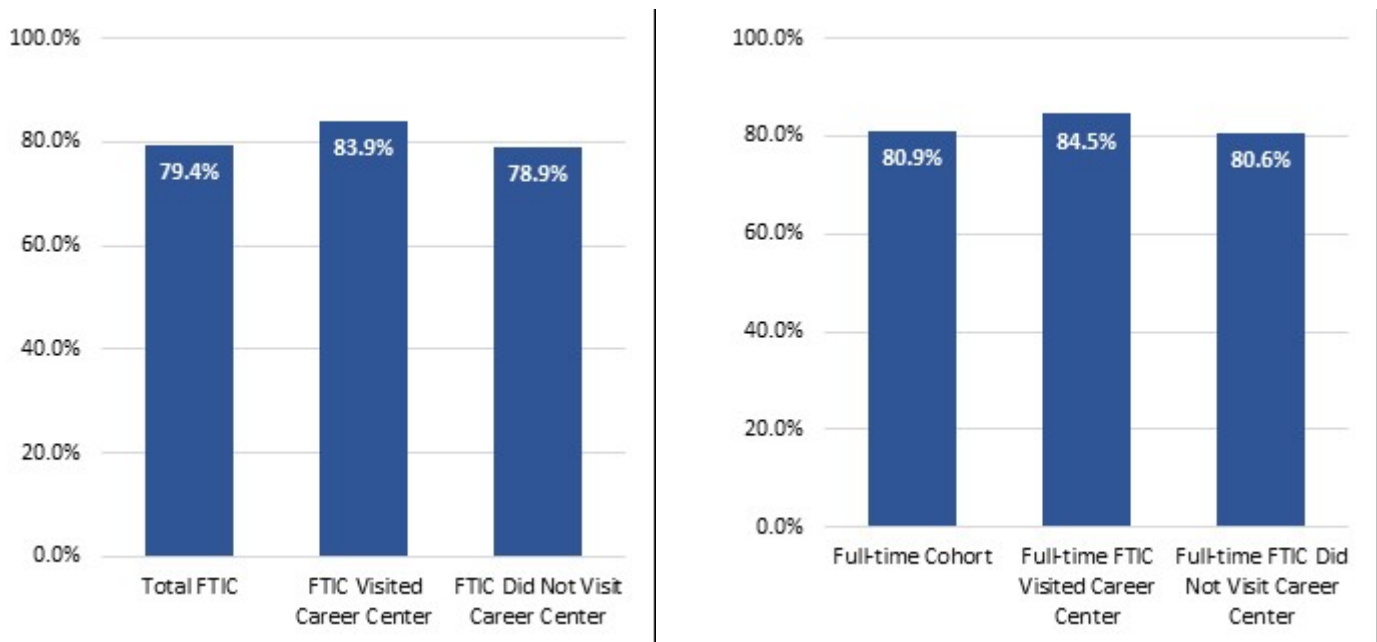
**Table 5 Social Media**

	2015-2016	2016-2017	2017-2018
Facebook- Likes	1123	1254	1287
Twitter Followers	511	625	688
Instagram Followers	224	472	544

**Table 5** shows that we had a 2.63% increase in Facebook Likes, a 10% increase in our Twitter Followers, and a 15.25% increase in our Instagram followers from the previous year.

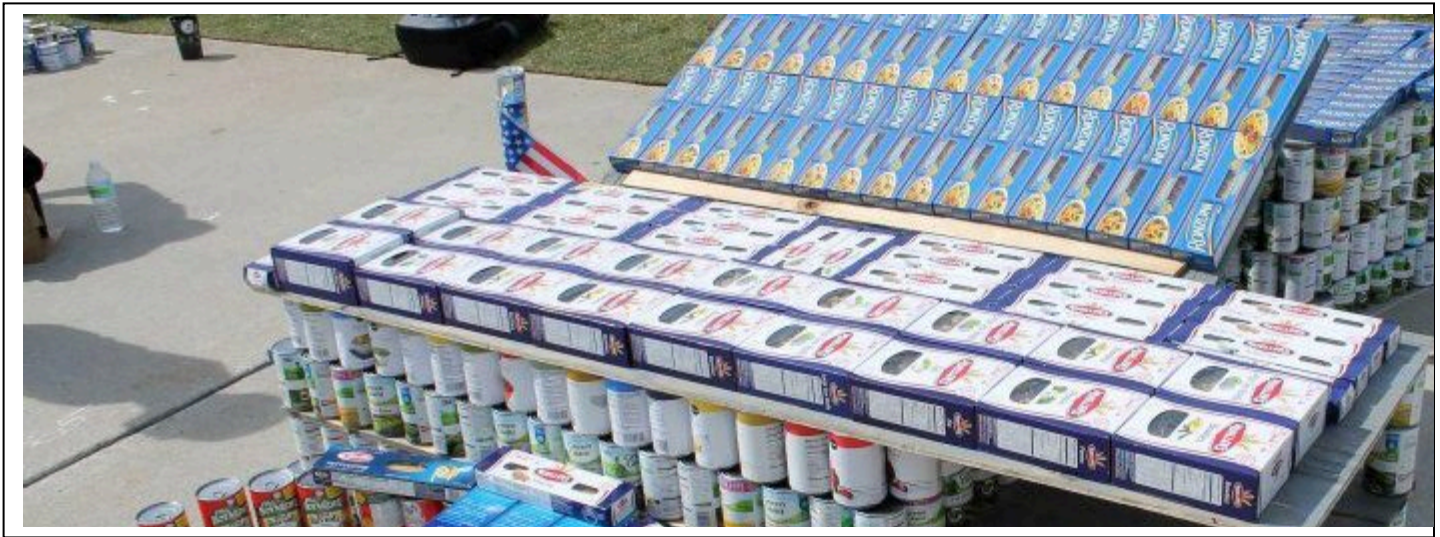
## BOARD OF GOVERNOR'S METRIC CONTRIBUTIONS

- For the Spring 2018 State of Florida Performance Based Funding Metrics, UNF scored 8 out of 10 on Metric 1 (Placement Rates) and Metric 2 (Salary Levels). Results of Career Services' programs and services prior to the decentralization of Career Services in May 2016. The placement rate improved from 68.7% to 69.1% and the Average Annual Salaries improved from \$35,900 to \$37,984.
- Career Services asked the Office of Institutional Research to do a comparative study of retention rates for FTIC Students who visited Career Services and students who did not utilize Career Services. This was a study of those First Year Students who utilized Career Services from May 1, 2016 to June 30, 2017 and looked at their retention for the current academic year. Results of the study below show that retention rates are higher for those students who utilized Career Services.



- In June 2018 Career Services will relocate to Founders Hall, Building 2, Suite 1011 which will place us in close proximity to First Year Advising. This move will help to facilitate referrals from the Academic Advisors to Career Services. We are also working with First Year Advising and IT to develop a career development alert system so that First Year Academic Advisors can identify students in need of career development assistance and refer them to Career Services through this new alert system. Career Services will then reach out to those students and invite them to come in for career counseling assistance. We will be piloting this program in Fall 2018.
- Comments From Career Services Follow-up Surveys:
  - "Friendly staff"*
  - "They were so incredibly helpful and emailed me resources they found for me even after my appointment!"*
  - "Loved her helpful responses"*
  - "She was extremely helpful, kind, and knowledgeable. She answered all the questions I had prepared and some that I didn't. A+"*
  - "Outstanding!!!"*
  - "The lady at the desk, put her call on hold when I walked in to take care of my question."*
  - "My counselor helped me so much! They are great!"*
  - "I now have a better understanding of what the majors I am interested in require"*
  - "The reception staff was extremely helpful"*
  - "I really enjoyed hearing about the various possibilities within each major"*
  - "Great job"*





## Volunteer Services

The UNF Volunteer Services Coordinator position was transferred from Student Government to Career Services in 2013. Volunteer Services is located physically in Career Services and is funded exclusively by Student Life for up to 25 hours a week, year round. This position has three main functions: coordinate programming on campus, educate and maintain communications with students about Volunteer Services, and maintain relationships with non-profit organizations in the community.

The 2017/2018 Volunteer Coordinator, Kristiana Brown, was hired May 2017. Valarie Robinson continued supervisory responsibility for Volunteer Services.

Volunteer Services hosted four organized events during the 2017-2018 Academic Year: the Fall Volunteer Fair, and Lend-A-Week which included a Spring Volunteer Fair, Supplies for Soldiers Snack Drive, and Eggstravaganza events.

Volunteer Services assumed responsibility for Ozzie's Closet, October 2017. The initiative provides job seeking students with free ready-to-wear professional attire for interviews and career fairs. Ozzie's Closet was previously housed in the UNF Lend-A-Wing suite.

Students connected with Volunteer Services via scheduled appointments, walk-in visits and email communication during the Coordinator's office hours. A questionnaire was given to all students that was used to gather more information about the student's volunteer interests and availability. This information was then used to compile volunteer information for students which included a list of local organizations divided into interest areas and the organization's location and contact information.

Kristiana attended website training summer 2017 and updated the Volunteer Services webpages with 111 organizations posted. She maintained contact with organizations seeking volunteers and assisted employers with the posting of information in the Osprey CareerLink system for student access. For the Academic year of 2017/2018, a total of 94 volunteer positions were posted in Osprey CareerLink.

A Volunteer Services Banner email blast: "Explore a career. Change a life. Discover hidden passions and talents. Gain leadership skills. Make connections. Serve the community. Have fun!" was sent to approximately 4,000 Freshman/Sophomore students and 11,000 Junior/Senior students to encourage volunteerism. Kristiana also worked with the Career Services Ambassadors during Market Days. She distributed Volunteer Services informational flyers to approximately 282 students. Also, a tabling event collaboration at the Fountains Residence Hall where she outreached to 52 students. She directly interacted with 29 students via one-on-one appointments and email communication concerning volunteer opportunities.

### UNF Partner Events

- UNF Military & Veterans Resource Center: Lunch and Learn (**23 students**)
- UNF Pre-School: Eggstravaganza

### **Volunteer Service Events**

- Fall Volunteer Fair: October 19, 2017 - **Attendance: 63**
- Lend-A-Week: April 9-11, 2018 - **Attendance: 100**
- Spring Volunteer Fair: April 9, 2018 – **Attendance: 68**
- Supplies for Soldiers: April 10, 2018– **Attendance: 21**
- Eggstravaganza: April 11, 2018 – **Attendance: 11; Total preschool students served: 80**

**Table 41: Volunteer Fair Attendance**

	FA 2014	SP 2015	FA 2015	SP 2016	FA 2016	SP 2017	FA 2017	SP 2018
<b>Number of Participating Organizations</b>	57	46	36	21	21	18	17	15
<b>Student Attendance</b>	193	135+	94	78	63	108	92	68

### **Feedback: FA 2017 Volunteer Fair**

#### **Student Comments**

- More marketing
- None (2)
- Signage on campus
- Advertise more
- Nope ☺
- N/A (4)
- More organizations ☺
- All over campus notice
- Morning time would be easier
- Friendly people, would love to see more
- Better weather
- Day of advertising
- Make last longer
- Free lunch, smart ☺

#### **Employer Comments**

- Great volunteer fair! The staff was wonderful! Just super windy (Women's Center of Jacksonville)
- UNF has always been good at accommodating vendors for fairs ☺ (The Arc Jacksonville)
- Possibly move inside due to weather especially wind!! Parking directions were a little confusing, but luckily we stopped someone in the parking garage that helped us! Overall, we did receive great feedback from students and would love to come back for the next one! (Communities in Schools of Jacksonville)
- Very well organized. I just didn't know it was outside so I would've brought more paper weights. (Lean to Read)
- Overall, great job! Thank you! (Osprey Nation)
- Enjoyed discussion with students. Location of event was very good. Great walk through for students to stop by tables. (Youth Empowerment Summit-YES)
- Great fair, a bit windy. Can we use an indoor space for elec. Etc. someday? (Farm Life FDN)
- More foot traffic would have been nicer, but I realize it's difficult to get students to slow down! The free food was a good incentive for them! (Metric Engineering)
- Very well organized. Ms. Brown was extremely helpful and provided assistance before and during the fair. Students were very personable and open to learning about opportunities to serve. (City Year, Inc.)
- We appreciate UNF for the opportunity to set up at the volunteer fair. Together we are protecting land close to home. (North Florida Land Trust)

- Very well organized. Being outside was good for traffic flow, wind/rain would be a problem for loose papers, etc. (Players Championship)
- Better location-maybe by library or Chick-Fil-A ☺ (Catty Shack Ranch)
- This is our first participation in this event. It was very beneficial. The weather was ideal. The participants were very courteous and responsive. Look forward to invite next year. UNF staff were outstanding! Thank you! You guys rock!!! (United Way RealSense)

## **Feedback: SP 2018 Volunteer Fair**

### **Student Comments**

- Very interesting listening to all the volunteer opportunities
- Everything was awesome
- Great!
- Thank you ☺
- Love it
- Very informative!
- Awesome event
- ☺
- N/A ☺
- It was great to hear about all the different volunteer hours I could get
- This was amazing and helpful!
- Great info, thank you!
- Everyone is doing a good job explaining what they need you to volunteer for.
- Fun!
- Thanks
- Fun

### **Employer Comments**

- Thank you for being so accommodating. I appreciate all of the support. See you next time. (City Year, Inc.)
- Not a huge fan of outdoor outreaches as our organization uses a lot of paper, but other than that, we always love coming to UNF! (ILRC)
- Parking was a problem, but it's okay. (Peace Corps)
- Great opportunity! It would be nice to meet with leaders of on campus organizations at the fair...sororities, local groups, and national honor society, etc... (YMCA-READS)
- Greatly organized and supported event! Loved to see the amount of students that attended. (Women's Center of Jacksonville)
- Excellent event. Please consider us for future events. (HEroes and SHEroes)
- Thank you for inviting us! Also, love that you all provide snacks/water!! (MaliVai Washington Youth Foundation)
- No treats for tablers! haha ☺ (UNF Environmental Center)
- Monday isn't a great day to be away from the office to recruit. Otherwise, I appreciate what you to make the even appealing to students. (Beaches Habitat for Humanity)

## **Future Direction**

Kristiana Brown will continue as the Volunteer Coordinator through summer 2018. A new Volunteer Coordinator will be hired for the 2018-2019 Academic Year scheduled to begin with the fall 2018 semester. Ozzie's Closet was moved to the Alumni Association office late May/early June due to the relocation of Career Services from Petway Hall to Founders Hall; viable space was no longer available. Programming will continue as will marketing and outreach efforts with an overall goal to increase awareness of volunteer opportunities for UNF students.

## University of North Florida Career Services Goals and Objectives 2018-2019

### **Career Services Mission Statement:**

Career Services teaches students essential skills and encourages personal responsibility to explore and achieve career goals. Students are empowered to engage in self-assessment, career exploration, and career readiness.

**Department Goal #1: Provide Career Counseling and career assessments for exploratory and deciding students to help them make important career decisions, choose a major, and explore career paths.**

**University Goal # 2: UNF will strategically align our programs to better serve the needs of our students and the community.**

**Division Goal # 1: Utilize assessment and evaluation tools to measure student satisfaction, engagement, and learning as a means to improve and enhance services and programs.**

**Action 1:** Provide customized career counseling and assessment services targeting first year, sophomore or any level of student to assist with major selection and career exploration (Timeline: July 2018-June 2019). Persons responsible: Director and Career Counselors.

**Outcome 1a:** Students will become aware of career exploration information and/or activities to identify and choose suitable majors and career options.

**Outcome 1b:** Career Services should see an increase in the number of exploratory and deciding students utilizing career development services.

**Evaluation 1a:** A weekly follow-up survey will be given to students utilizing career counseling services. At least 75% of respondents should answer "Strongly Agree" or "Agree" when asked: "After using career counseling services I know more about how to make informed decisions and utilize a variety of available exploratory resources offered by Career Services to help me identify and choose a major or career path."

**Evaluation 1b:** Student sign-in system will be used to track number of exploratory students utilizing Career Services.

### **Continuous Improvement**

**Department Goal #2: Develop and strengthen collaborative working relationships with other UNF departments to provide career development programs and resources for their students.**

**University Goal # 4: UNF will expand and strengthen our relationships with partners and stakeholders to enhance the university and the larger community.**

**Division Goal # 5: Expand partnerships with Academic Affairs and other Divisions to increase the quality of student development and education.**

**Action 1:** Develop partnerships with the Division of Academic Affairs departments and other Divisions (i.e. Enrollment Services, First Year Advising, Honors Program, University Development and Alumni Engagement) to provide career development programs for their students/alumni. (Timeline: July 2018-June 2019). Persons responsible: Director, Career Counselors and Staff.

**Action 2:** Develop partnerships with Student Affairs (i.e. Military Veterans Resource Center, Disability Resource Center, LGBT Resource Center, Taylor Leadership Institute, and Residential Life) to provide career development programs for their students (Timeline: July 2018-June 2019). Persons responsible: Director, Career Counselors and Staff.

**Outcome 1:** Career Services will continue to develop collaborative working relationships with Academic Affairs departments to plan and coordinate career development and programs for their students and alumni. (Timeline: July 2018 – June 2019).

**Outcome 2:** Career Services will continue to develop collaborative working relationships with Student Affairs Departments to plan and coordinate career development programs for their students.

**Evaluation 1:** Utilize Sign-in System and Sign-in-Sheets to document the number of students and alumni from Academic Affairs Departments attending Career Services programs.

**Evaluation 2:** Utilize Sign-in System and Sign-in sheets to document the number of students from Student

Affairs Departments attending Career Services programs.

### **Continuous Improvement**

**Department Goal #3 Ensure effective and efficient customer service.**

**University Goal #2: UNF will strategically align our programs to better serve the needs of our students and community.**

**Division Goal #1: Utilize assessment and evaluation tools to measure student satisfaction, engagement and learning as a means to improve and enhance services and programs.**

**Action 1:** Maintain qualified and effectively trained frontline full-time and student staff members. (Timeline: July 2018-June 2019). Persons responsible: Director, Office Manager and Program Assistant.

**Action 2:** Career Counselors and Director will demonstrate appropriate expertise and effective application of helping skills when assisting students. (Timeline: July 2018-June 2019) Persons responsible: Career Counselors and Director.

**Outcome 1:** Student responses will indicate high levels of satisfaction with Career Services' overall customer service provided by frontline and student staff members.

**Outcome 2:** Students will indicate high levels of satisfaction regarding effectiveness and assistance provided by Career Counselors and Director.

**Evaluation 1:** Using a weekly follow-up survey, 75% of students and alumni should indicate "Excellent" or "Very Good" when asked to rate their overall satisfaction with the customer service provided by frontline and student staff.

**Evaluation 2:** Using a weekly follow-up survey, 75% of students should indicate "Excellent" or "Very Good" when asked to rate the overall satisfaction with their appointment with Career Counselor or Director.

### **Continuous Improvement**

**Department Goal #4: Coordinate Volunteer Services' activities to enable and/or create awareness of opportunities for UNF students to gain experience and to connect with the community by volunteering.**

**University Goal #4: UNF will expand and strengthen our relationships with partners and stakeholders to enhance the university and larger community.**

**Division Goal # 3: Increase student engagement and participation through the implementation of innovative campus events and quality student support services.**

**Action 1:** Develop outreach and marketing initiatives for Volunteer Services targeting UNF students (Timeline: July 2018-June 2019). Persons responsible: Volunteer Services Coordinator and Career Services Staff

**Action 2:** Coordinate Volunteer Events such as the Volunteer Fair, Supplies for Soldiers, Eggstravanza, and others to encourage UNF students to engage in volunteer activities. . (Timeline: July 2018-June 2019). Persons responsible: Volunteer Services Coordinator and Career Services Staff

**Outcome 1:** Students will be made aware of Volunteer Services as a resource for identifying on and off campus volunteer opportunities during various events (i.e. Market Days, Careers-On-The-Go, and Orientation Resource Fairs; the Volunteer Services webpage and/or Banner Email Blasts.)

**Outcome 2:** Students will attend and/or participate in Volunteer Services' events.

**Evaluation 1:** Sign-in-Sheets, tally of contacts at resource fairs, banner email count, web page usage and/or Banner SIS Report of individual appointments will be utilized to document the number of students being informed about Volunteer Services as a resource for connecting with the UNF and Jacksonville community. We should see an increase in the number of students learning about this resource compared to the previous academic year.

**Evaluation 2:** Sign-in sheets, distributed programs and/or head count will be used to tally number of students attending or participating in Volunteer Services' events.



## **Continuous Improvement**

**Department Goal #5: Update and Revise All Career Services Webpages to make them ADA Compliant and to conform to new UNF templates and continue to offer online career development resources (VAULT, Career Spots, Focus 2) for students.**

**University Goal: #5 Secure fiscal, physical and technological resources aligned with the University's mission and values.**

**Division Goal #3: Increase student engagement and participation through the implementation of innovative campus events and quality student support services.**

**Action 1:** Update all Career Services webpages and graphics to make them ADA compliant and to conform with new UNF templates.

**Action 2:** Continue to offer online career development resources such as Virtual Career Library, "VAULT" and Career Spots career videos and Focus 2 (self-directed career development program) (Timeline: July 2018 – June 2019).

**Outcome 1:** Students will utilize "What can you do with a UNF major in....?" resource pages and other career resource webpage resources to research academic majors and potential careers.

**Outcome 2:** Students will utilize the online career development resources: the virtual career library, VAULT, Career Spots informational career videos, and Focus 2 that are made available on the Career Services website.

**Evaluation 1:** Using a Webpage tracking system, *Google Analytics*, record the number of students who accessed and utilized the Career Services website.

**Evaluation 2:** Using the analytics for VAULT, Career Spots, and Focus 2 record the number of students and alumni who use these career development programs.

## **Continuous Improvement**

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