



# DEPAUL CAREER CENTER STRATEGIC PLAN 2020

INSPIRING EXCITEMENT ABOUT THE FUTURE AND  
HELPING ALL DEPAUL GRADUATES BECOME CAREER-READY

DEPAUL  
UNIVERSITY

CAREER CENTER



# CONTENTS



03

ABOUT THE CAREER CENTER

04

INTRODUCTION

05

GROUNDING IN MISSION: THE PLAN FOR  
DEPAUL 2024



06

ENVISIONING THE FUTURE OF CAREER  
SERVICES AT DEPAUL



07

BELIEF STATEMENTS

08

STRATEGIC PRIORITIES



02

# ABOUT THE CAREER CENTER








The DePaul University Career Center provides dynamic career services to help students and alumni navigate the intersection of interests, skills, values and passions. The Career Center supports DePaul's core identity of providing a practical, future-focused education by offering a wide range of learning opportunities, career development resources and real-world experiences to help students and alumni develop the skills and meaningful connections they need to work, succeed and contribute in the global community.

Strategically aligned within the Division of Enrollment Management and Marketing, the Career Center is innovative, data-driven and student-focused, and provides critical insight into post-graduate employment, hiring trends, and employer and alumni engagement.

# INTRODUCTION

Dear Colleagues and Partners:

In 2017-18, the DePaul University Career Center embarked on a change process to envision and develop the next generation of career services at DePaul. We examined environmental and industry trends that impact how we deliver career services. These trends include:

-  Intensifying public focus on educational value with career outcomes as the perceived primary indicator of value
-  Changing demographics and needs of students
-  The unpredictable future of work
-  The increasing role of technology
-  Elevated employer expectations of students

Our examination coincided with the start of a university-wide strategic planning process, as the DePaul community worked together to envision the university's future. The Career Center's 2020 Strategic Plan creates the foundation for our ability to deliver on Grounded in Mission: The Plan for DePaul 2024 (you can read more about that on page 5).

A critical part of our strategic planning process was reflecting on why we do what we do. Our reflection and conversations resulted in the creation of new vision, mission and belief statements, which can be found on page 6. These provide the anchor for the resulting three-year strategic plan that includes five high-level priorities and provides the visionary framework to guide us as we transform DePaul University's career exploration landscape.

We invite you to join us in our efforts to inspire excitement and influence the career preparedness and success of every DePaul student.



Karyn A. McCoy  
Assistant Vice President  
DePaul University Career Center



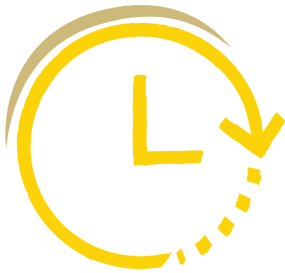
# GROUNDING IN MISSION: THE PLAN FOR DePAUL 2024

The Career Center’s 2020 strategic plan contains bold goals that will position us to deliver on the commitments outlined in *Grounded in Mission: The Plan for DePaul 2024*. Included among the plan’s six strategic priorities, and most relevant to the Career Center, is the need to “excel in preparing all students for global citizenship and success.”

Central to this priority is our ability to enhance the value of the DePaul degree by improving student career readiness and outcomes. Meeting this goal requires us to act as a catalyst for creating an integrated, community-wide approach to career preparation and student success. It requires a focus on early career exploration, transferable skill development, internship participation, and the expansion of innovative career-focused programs, like Alumni Sharing Knowledge (ASK), to help students become career-ready.

By delivering on the priorities outlined in the Career Center Strategic Plan for 2020 and *Grounded in Mission*, we recommit to DePaul’s vision to “develop students’ readiness to engage and thrive in a changing world.”

# ENVISIONING THE FUTURE OF CAREER SERVICES



*Our first step in reimagining the future of career exploration at DePaul was to collaboratively craft new vision and mission statements to reflect our aspirations and collective direction as a career center. The new vision and mission are complemented by eight belief statements that exemplify the values and worldview that guide our work and define our purpose.*

## VISION









The DePaul Career Center inspires excitement about the future and empowers DePaul students to own and shape their personal and professional journeys.

## MISSION

The DePaul Career Center helps students build confidence, explore possibilities, and develop a powerful personal brand. We leverage our relationships with employers, alumni, faculty and staff to facilitate meaningful experiences, mentoring connections and partnerships that position students for success in their careers and their communities.

# BELIEF STATEMENTS






## IN THE DEPAUL CAREER CENTER ...

-  **WE BELIEVE** in DePaul students and alumni and in their potential to have successful, fulfilling careers.
-  **WE BELIEVE** a DePaul education provides students with the knowledge, skills and experiences to succeed in a continually changing workplace.
-  **WE BELIEVE** success is individually defined, and exploring purpose plays a role in determining what success looks like.
-  **WE BELIEVE** there are many career options that align with a student's interests, skills, personality and values; major does not have to equal career.
-  **WE BELIEVE** career exploration can be inspiring and fun and that it is never too early to begin exploring.
-  **WE BELIEVE** there is no "right" place to start; we help students at every stage of their journey.
-  **WE BELIEVE** preparing career-ready students requires an integrated effort with faculty, staff and other campus partners.
-  **WE BELIEVE** employers are essential partners who provide meaningful experiences, industry knowledge that can inform curriculum, and vital connections to the communities in which our students and alumni live and work.

# STRATEGIC PRIORITIES



## IN SUPPORT OF OUR VISION AND MISSION, WE COMMIT TO THE FOLLOWING:

-  Integrating career into the student experience
-  Developing a holistic model for delivering quality career education and experiences
-  Collecting rich, relevant data that help inform strategy and provide the foundation for compelling stories that demonstrate impact
-  Defining and building career readiness
-  Engaging employers and alumni to provide meaningful experiences, mentoring connections and industry knowledge






# STRATEGIC PRIORITY 1



## INTEGRATE CAREER INTO THE STUDENT EXPERIENCE

*Preparing graduates who are able to work, succeed and contribute in a global community requires that DePaul graduates are not only well educated, but well-trained to meet the demands and challenges of a rapidly changing and unpredictable workplace. We know that we cannot do this alone. By providing training, tools and messaging to our internal and external partners, we help catalyze career conversations that enable the entire university community to contribute to a student's post-graduation success.*

### RELATED GOALS:

-  Expand and build key partnerships across the university with an emphasis on integrating career content and messages in ways that are mutually beneficial
-  Create and offer career exploration training to existing university partners to inform their understanding of Career Center offerings as well as how and when to refer students to us
-  Infuse career exploration tools and career curriculum into the student experience with a focus on building career readiness and identifying transferable skills




# STRATEGIC PRIORITY 2



## DEVELOP A HOLISTIC MODEL FOR DELIVERING QUALITY CAREER EDUCATION AND EXPERIENCES

*To successfully serve, collaborate and build partnerships with all of our stakeholders, the Career Center is redefining its operational focus and service delivery model. The new model prioritizes early engagement, exploration and deep industry knowledge delivered via technology-driven high-touch services. Central to this model is the creation of industry-focused career communities led jointly by career advisors and employer engagement professionals. This model embodies the notion that major does not narrowly define a career path, and it mirrors the continuously changing world of work. By actively participating in these career communities, students will take ownership of their career pathways.*

### RELATED GOALS:

-  Design a new staffing model that integrates the Career Center's Career Education and Career Experiences teams in order to provide greater flexibility for students and reflect real world structures
-  Harness technology to improve user experiences, provide on-demand access to resources and tools that enhance student career development, and enable high-touch experiences for students and alumni
-  Create targeted career resources and programs for underrepresented students and alumni





# STRATEGIC PRIORITY 3



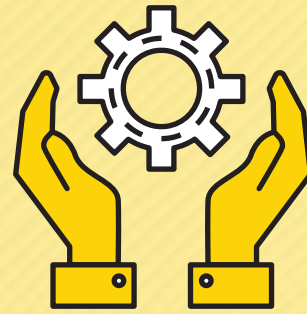
## COLLECT RICH, RELEVANT DATA THAT HELP INFORM STRATEGY AND PROVIDE THE FOUNDATION FOR COMPELLING STORIES THAT DEMONSTRATE IMPACT

*Preparing successful, world-ready graduates is a shared institutional outcome. Our aim is to integrate the story of career success into every corner of campus, and to both better understand and illustrate the impact of the Career Center's education and career development initiatives. By developing a comprehensive plan to collect and share data throughout the university community, we leverage opportunities to collaboratively form goals, bolster campus partnerships and drive data-supported decision-making.*

### RELATED GOALS:

-  Document current data collection and assessment practices, available data sources and industry best practices
-  Develop new data sources and metrics to strengthen measurement and reporting of outcomes and impact, including the development and use of learning outcomes, formal assessments and qualitative feedback
-  Redesign data reporting model to facilitate real-time, data-informed decisions
-  Demonstrate the value of a DePaul degree by creating campaigns to share student and alumni career success stories




# STRATEGIC PRIORITY 4



## DEFINE AND BUILD CAREER READINESS

*A career is more than just a job, it is a lifelong decision-making progression that incorporates one's talents, strengths and purpose. A career-ready person is able to identify, articulate and create connections between education and employment. By providing students with an understanding of what career readiness means and the resources to become career-ready, we are empowering students to successfully secure employment that is meaningful and relevant to them.*

### RELATED GOALS:

-  Define career-readiness in the context of DePaul's Transferable Skills Initiative and the career competencies identified by the National Association of Colleges and Employers (NACE)
-  Identify career readiness components, taking into account knowledge, transferable skills, career experiences and preparation, as well as methods for assessing and measuring career readiness
-  Identify and develop the tools, resources, and experiences students need in order to build career readiness





# STRATEGIC PRIORITY 5



## ENGAGE EMPLOYERS AND ALUMNI TO PROVIDE MEANINGFUL EXPERIENCES, MENTORING CONNECTIONS AND INDUSTRY KNOWLEDGE

*Employers and alumni are essential partners in providing an immersive, real-world educational experience for DePaul students. As partners, they provide robust experiential learning opportunities, valuable industry insights, and vital connections to the communities in which our students and alumni live and work. By cultivating strategic, mutually beneficial partnerships with employers and alumni, we can develop and deliver transformative career experiences to our students.*

### RELATED GOALS:

-  Create a menu of options to facilitate employer and student connections through customized and targeted programming
-  Create a menu of options to facilitate alumni and student engagement
-  Develop a comprehensive plan for recruiting employers and alumni to provide career experiences
-  Identify external sources and employer partnerships that can inform industry knowledge and expertise to be shared throughout the university community

## **CONTACT:**

### **Loop Office**

DePaul Center  
1 E. Jackson Blvd.  
Suite 9500  
Chicago, IL 60604  
(312) 362-8437  
[career\\_center@depaul.edu](mailto:career_center@depaul.edu)

### **Lincoln Park Office**

Schmitt Academic Center  
Room 192  
2320 N. Kenmore  
Chicago, IL 60614  
(773) 325-7431  
[career\\_center@depaul.edu](mailto:career_center@depaul.edu)