

STRATEGIC PLAN



**APPALACHIAN STATE UNIVERSITY CAREER
DEVELOPMENT CENTER**

2020-2025

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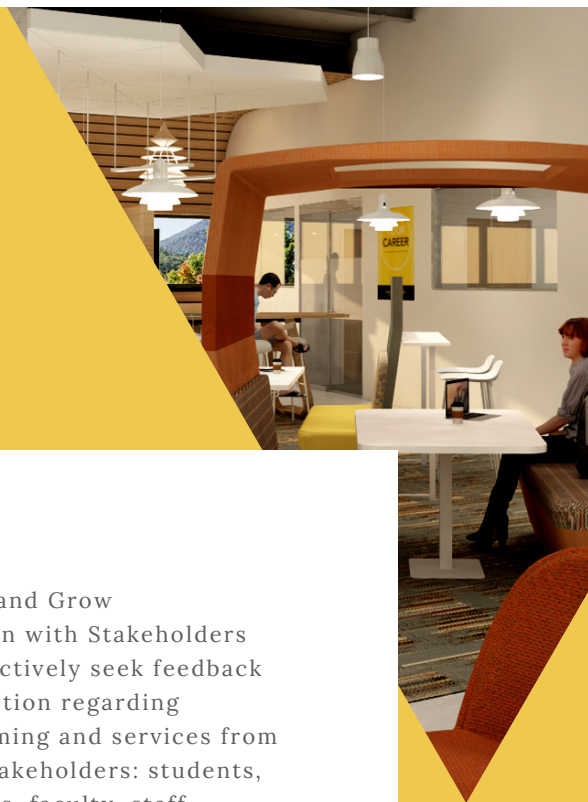
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1. Integrate Career Exploration and Development into the Academic Curriculum

- a. We will actively seek opportunities to integrate with academic courses either by teaching stand-alone career planning courses, partnering with faculty teaching First Year Seminar, introductory, capstone and internship courses, and serving as guest lecturers.
- b. We will offer the Career Catalyst training program to faculty and staff.
- c. We will deploy career exploration and planning resources to faculty, staff, and students via a variety of in-person, on-line, and interactive virtual formats.
- d. We will prioritize employer engagement in all departments in all colleges.
- e. We will actively engage alumni in our curricular offerings for job shadowing, LinkedIn projects, career treks, industry panels, and mentoring.

2. Maintain and Grow Collaboration with Stakeholders

- a. We will actively seek feedback and direction regarding programming and services from all key stakeholders: students, employers, faculty, staff, alumni, and parents.
- b. We will deliver career resources and programming for marginalized and underrepresented students that are intentional and cognizant of barriers to professional success.
- c. We will employ our staff subject-matter expertise and that of our colleagues across campus to amplify career resources for all students.
- d. We will build and grow partnerships with on-campus and off-campus organizations that represent marginalized and under-represented students and minority-owned businesses.



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3. Expand Access and Engagement in Career Development

- a. We will stay abreast of new technologies and multimedia tools to provide high quality, engaging programming to students, employers, faculty, staff, alumni, and parents.
- b. We will engage in continuous improvement to collect data and feedback from all stakeholders to evaluate who is being served and the quality of that engagement.
- c. We will expand the content and topics of career programming to comprehensively serve the needs of marginalized and under-represented students, highlight niche employers, connect students with alumni, and address unique experiences of identified student affinity groups.

4. Define and Build Career Readiness --

- a. Student Employment and Internships (Hands-On Experiences)
 - i. We will ensure that all students who are employed by Career Development have a valuable career experience that prepares them for future internships and full time employment.

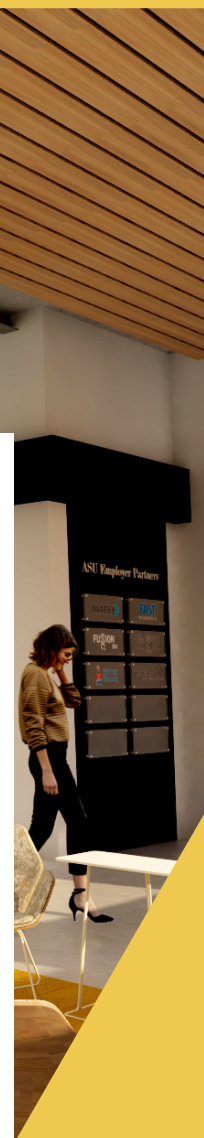
- ii. We will demonstrate and market the valuable career readiness skills that students can gain via service, research, leadership, and part time employment.

- iii. We will enhance supervisor training to ensure compliance with student employment policies and to professionalize the student employment experience.

b. Employer Relations

- i. We will maintain current data on hiring trends, alumni connections and first destination results.
- ii. We will develop creative and nimble employer sponsorship and partnership opportunities that recognize the changing work environment.

- iii. We will actively recruit and highlight employers who boldly and intentionally demonstrate a commitment to diversity, equity, and inclusion.



Career Development Center

BY THE NUMBERS

According to Wikipedia, an annual report is a comprehensive report on a company's activities throughout the preceding year. Annual reports are intended to give shareholders and other interested people information about the company's activities and financial performance.



8,462

*participated in career
coaching, exploration or other
activities*

90%

*report career coaching helped
them with their specific need*

550

*employers visited campus in
2018-19*

97.6%

*of students are employed or
enrolled in a post-secondary
institution*

5. Explore and Share Emerging Issues
 - a. We pledge to challenge preconceived notions and traditional structures of career services in order to be responsive and adaptable to the world changing around us. While we will maintain a comprehensive suite of career exploration and planning tools for all students and alumni, we will not do so at the risk of maintaining a status quo that is not cognizant of the changing needs of employers and of students. As part of our commitment to

continuous improvement, we will engage in professional and personal development to prepare the Appalachian State University Career Development Center staff to be campus and community career experts on talent development and workforce needs.