

## **Mission**

### **Career and Counseling Center**

The Career and Counseling Center shares in the educational mission of the university by assisting students in realizing their personal, educational and career goals. Services and programs are provided to assist students in developing personally and professionally and to aid them in identifying and realizing their full potential.

### **Goals/Expected Outcomes/Assessment**

- ◆ Develop and implement a plan for expanding employment opportunities
  - Expand internal and external collaborations to increase employer representation in targeted programs.
  - Regularly attend internal and external events and programs to meet area employers
    - Follow-up with employers met at career fairs, Chamber events, alumni programs, etc.
- ◆ Implement a comprehensive approach to assess student satisfaction with services provided by the Center
  - Administer a student satisfaction survey to assess office service
  - Administer evaluations at sponsored programs/events
  - Conduct a needs assessment
  - Center staff will periodically review assessment
- ◆ Utilize technology to enhance services
  - Upgrade Career and Counseling Center website to ensure all students have access to Center resources
  - Implement counseling center management software to improve scheduling, record keeping and data collection
- ◆ Develop a coordinated, comprehensive approach to publicizing events / activities to the campus community
  - Implement plan for marketing services and events
    - Regular messages to students (Student Activities)
    - Student newspaper
    - Better utilization of bulletin boards and other sources