

Inspiring Excellence. Empowering Success.

UCSB Career Services
Strategic Plan 2016–2019



CAREER SERVICES UCSB

ABOUT THE PLAN

Career Services at the University of California, Santa Barbara prepares undergraduate and graduate students for a successful transition between their college experience and life beyond the university. As a department within the Division of Student Affairs, we are a centralized unit charged with helping students determine and fulfill their career goals through a variety of specialized programs, services, and resources. Our core function is to provide the career education, knowledge, and confidence so that all students and recent graduates may discover the talents to address the challenges of the world through their career pursuits.

This strategic plan is the result of extensive preparation and thoughtful collaboration with the Career Services staff, Don Lubach, PhD., Associate Dean of Students, and various key campus constituents. It provides a summary of the overall strategic direction of Career Services for the next 3 years. New departmental Mission, Vision, and Values statements have been established to reflect a more accurate role of career services at the university. After extensive benchmarking and review of the career services literature, six Strategic Priorities, along with goals and success factors have been identified to steer the strategic direction and inform the decision making of the department. It is important to note that continued assessment is at the core of all the programs and services offered by Career Services. Therefore, the Strategic Priorities and the goals for each will naturally be subjected to the same rigorous assessment to ensure quality and course correction when necessary.

STRATEGIC PRIORITIES

- Promote undergraduate and graduate students' career readiness through career education, programming, and counseling to assist in a successful transition into post-graduate opportunities.
- Promote experiential learning (internships, research, and campus involvement) to complement academic preparation and enhance student employability.
- Cultivate and strengthen new and relationships with employers and alumni to connect undergraduate and graduate students with relevant employment opportunities.
- Enhance and strengthen collaboration and communication with key campus constituents.
- Integrate innovative technology to enhance student and employer experience.
- Provide on-going accountability for student outcomes to determine effectiveness and value of services.

MISSION

To educate and empower all students and recent graduates to prepare for and pursue success.

VISION

To inspire students to explore and gain knowledge of their occupational goals, to attain competencies and relevant experiences, to develop professional relationships, and to apply their education and unique attributes to address the needs and challenges of the world through their work.

OUR VALUES

Balance

Research provides evidence that there is value in work-life balance: that work, family, and community are equal and critical components to a healthy and rewarding life. Therefore, we endeavor to model this value by providing quality service to students while maintaining energy and commitment to other areas of our lives. Doing so brings a sense of light-heartedness to our work.

Growth

We value the professional and personal development of each team member. By leveraging the vast resources of a research university, we continually strive to learn about new approaches and ideas in order to improve services and opportunities for students.

Service

We strive to understand the needs of our constituents while providing customized and thoughtful service. We approach each meaningful interaction with kindness and professionalism to find effective solutions.

Creative

We believe that stoking curiosity and encouraging individuality stimulates creativity and innovation. Through capitalizing on our professional and personal development, we adapt and refine new approaches for our students, thereby creating an environment that promotes and supports originality and imagination in our work.

Achievement

We are committed and passionate in our pursuit of excellence and strongly believe that each staff member's accomplishments contribute directly to the overall success of the team. By empowering individuals to take ownership of their roles, each one is encouraged to be ambitious and proactive, to take initiative, and to continually contribute to our services, communications, and team dynamics.

CAREER READINESS

STRATEGIC PRIORITY

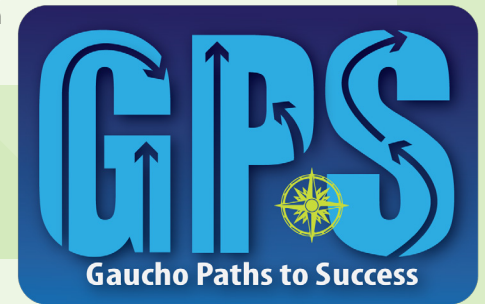
Promote undergraduate and graduate students' career readiness through career education, programming, and counseling to assist in a successful transition into post-graduate opportunities.

GOAL 1

INTEGRATE AND ENHANCE **GAUCHO PATHS TO SUCCESS PROGRAM (GPS)**

Success Factors

1. Integrate career development theoretical framework into counseling practice and GPS.
2. Develop marketing campaign to promote GPS to students and academic departments.
3. Create quarterly GPS-specific seminars to disseminate information, establish with employers, and foster collaborations between students.



GOAL 2

DEVELOP FOCUSED INITIATIVES AND PROGRAMS TARGETING THE CAREER READINESS NEEDS OF **LGBTQ STUDENTS**

Success Factors

1. Offer quarterly career education to help LGBTQ students develop career readiness competencies and prepare for post-graduate opportunities.
2. Offer an annual LGBTQ networking mixer by creating a safe space for LGBTQ students to seek out jobs and internships from inclusive employers.

GOAL 3

DEVELOP FOCUSED INITIATIVES AND PROGRAMS TARGETING THE CAREER READINESS NEEDS OF **UNDOCUMENTED STUDENTS**

Success Factors

1. Offer quarterly career education to help undocumented students develop career readiness competencies and prepare for post-graduate opportunities.
2. Develop program aimed at helping undocumented students develop leadership skills, explore occupational and graduate school information, and understand the importance of health and wellness.
3. Create student resource manual with comprehensive career readiness information specifically for undocumented students.

GOAL 4

DEVELOP FOCUSED INITIATIVES AND PROGRAMS TARGETING THE CAREER READINESS NEEDS OF **STUDENT VETERANS**

Success Factors

1. Design and implement a student veteran orientation program to provide an overview of services and connect students with career counselors.
2. Offer quarterly career education to help student veterans develop career readiness competencies and prepare for post-graduate opportunities.

GOAL 5

DEVELOP FOCUSED INITIATIVES AND PROGRAMS TARGETING THE CAREER READINESS NEEDS OF **GRADUATE STUDENTS**

Success Factors

1. Recruit and hire graduate student career peer advisor to assist with programming and target graduate student career development initiatives.
2. Publish and disseminate new Graduate Student Career Guide to departments and on website.



EXPERIENTIAL OPPORTUNITIES

STRATEGIC PRIORITY

Promote experiential learning (internships, research, and campus involvement) to complement academic preparation and enhance student employability.

GOAL 1

STRENGTHEN RELATIONSHIPS AND PARTNERSHIPS WITH **CAMPUS DEPARTMENTS AND ACADEMIC INTERNSHIP COORDINATORS AND STAFF**

Success Factors

1. Annually update, maintain, and disseminate an accurate list of academic department internship contacts.
2. Organize and host internship advisory group with representatives from academic departments.
3. Contact and provide internship and department related information on a regular basis to academic internship staff and appropriate campus departments.
4. Collaborate with campus departments, human resources, and risk management to support campus-wide experiential learning opportunities.



GOAL 2

ENHANCE AND PROMOTE **INTERNSHIP AND OTHER EXPERIENTIAL EVENTS, SERVICES, AND RESOURCES** TO STUDENTS, FACULTY/STAFF, AND EMPLOYERS

Success Factors

1. In coordination with marketing coordinator, cultivate a marketing strategy to promote internship resources to students.
2. Develop creative channels to promote unique internship opportunities for students.
3. Develop new and diverse student intern success stories for promotion on website and social media.

GOAL 3

EXPAND AND FORMALIZE THE **INTERNSHIP SCHOLARSHIP PROGRAM** TO GAIN PARTICIPATION FROM OTHER CAMPUS DEPARTMENTS

Success Factors

1. Collaborate with campus and Student Affairs development offices to create strategies for developing internship scholarship funding sources.
2. Collaborate with Graduate Division to develop an internship scholarship for graduate students.
3. Research outside sources of funding in order to expand the amount of scholarship offered.
4. Engage with academic departments to promote Internship Scholarship Program and encourage participation.
5. Highlight and promote Internship Scholarship Program winners on website and social media.

GOAL 4

EXPAND **EXPERIENTIAL LEARNING OPPORTUNITIES** FOR STUDENTS

Success Factors

1. Work in close collaboration with Employer Outreach Manager to create internship development strategy to generate more internship opportunities in GauchoLink.
2. Partner with Alumni Association and engage with UCSB alumni to cultivate new internship opportunities and other professional development opportunities.
3. Network with internship sponsors at regional and national conference and other appropriate venues.
4. Invite internship sponsors to co-present internship workshops and to sit on internship panels.



EMPLOYER ENGAGEMENT

STRATEGIC PRIORITY

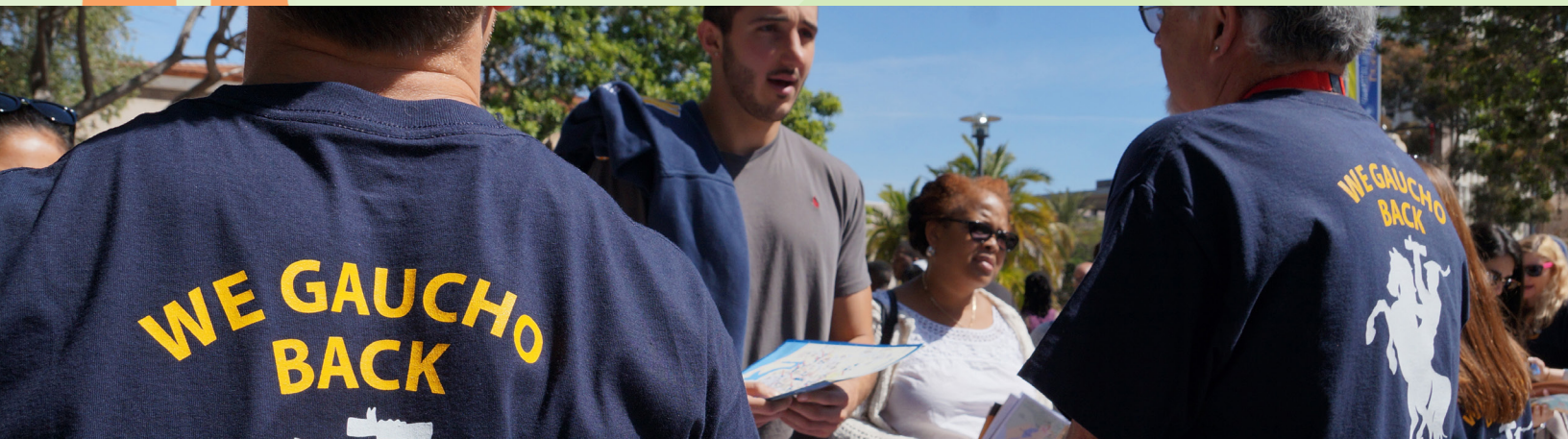
Cultivate and strengthen new and existing relationships with employers and alumni to connect undergraduate and graduate students with relevant employment opportunities.

GOAL 1

DEVELOP COMPREHENSIVE **EMPLOYER OUTREACH STRATEGY** TO EXPAND JOB AND INTERNSHIP OPPORTUNITIES

Success Factors

1. Complete recruitment and training for Employer Outreach Manager.
2. Compile industry and recruiting trends data to identify thriving industries and companies and develop new employer prospects.
3. Identify and create relationships with alumni working in targeted industries and businesses.
4. Collaborate with key campus constituents to boost employer engagement efforts.
5. Promote Gauchos Hiring Gauchos initiative to boost entry-level and graduate-level jobs and internships postings by 3–5% annually.
6. Develop customer service philosophy to promote and enrich employer services experience.



GOAL 2

ENHANCE AND PROMOTE **ON-CAMPUS INTERVIEW PROGRAM (OCI)** TO INCREASE EMPLOYER PARTICIPATION FOR RECRUITING UNDERGRADUATE AND GRADUATE STUDENTS

Success Factors

1. Develop marketing campaign to promote OCI to employers and boost employer participation by 3–5% annually.
2. Promote and increase virtual interviewing options for employers by 10%.

UNIVERSITY PARTNERSHIPS

STRATEGIC PRIORITY

Enhance and strengthen collaboration and communication with key campus constituents.

GOAL 1

STRENGTHEN RELATIONSHIPS WITH **UNDERGRADUATE AND GRADUATE ACADEMIC ADVISORS** TO INCREASE KNOWLEDGE AND DEVELOP A BETTER UNDERSTANDING OF DEPARTMENTAL GOALS AND OBJECTIVES

Success Factors

1. Develop Gaucho Career Advising Program (GCAP) to educate academic advisors on fundamental aspects of the career development process.
2. Host annual events to provide departmental updates and information, promote the Gaucho Career Advising Program (GCAP), and to enhance knowledge regarding academic advising topics.

GOAL 2

STRENGTHEN COLLABORATION WITH **ALUMNI ASSOCIATION** TO CREATE A STRATEGIC ROAD MAP FOR FACILITATING MEANINGFUL INTERACTIONS BETWEEN ALUMNI AND STUDENTS

Success Factors

1. Collaborate on events (e.g., employer panels, networking mixers, open houses) to include more alumni participation.
2. Support Alumni Professional Engagement strategy which includes the formation of professional affinity groups, alumni appreciation and networking events, and alumni-to-student mentoring programs.
3. Evaluate online tools and resources to support alumni engagement, development, and reflection.

GOAL 3

STRENGTHEN RELATIONSHIPS WITH **OFFICE OF DEVELOPMENT** TO ENHANCE DEVELOPMENT EFFORTS AND CULTIVATE MEANINGFUL CONNECTIONS WITH DONORS AND UNIVERSITY SUPPORTERS

Success Factors

1. Establish and attend regular meetings to determine how each department can help each other in mutually beneficial ways.
2. Attend development events and build important relationships with parents and donors.
3. Create and present value proposition to illustrate how career services can benefit the university's overall development efforts.

INNOVATIVE TECHNOLOGY

STRATEGIC PRIORITY

Integrate innovative technology to enhance student and employer experience.

GOAL 1

ENHANCE **EMPLOYER RECRUITMENT** EFFORTS BY PROVIDING INNOVATIVE TECHNOLOGY

Success Factors

1. Enhance opportunities to utilize video conference technology in order to conduct virtual interviews, meetings, employer info sessions, and webinars.
2. Explore and evaluate alternative career services management software solutions (e.g., Handshake, 12Twenty, Purple Briefcase) to enable personalized career management experience and efficient recruitment processing.

GOAL 2

ENHANCE **CAREER EDUCATION SERVICES** FOR STUDENTS BY PROVIDING INNOVATIVE TECHNOLOGY

Success Factors

1. Evaluate career fair app technology to improve student experience at career events.
2. Enhance student experience with Gaucholink by integrating new student interface and other customizable features.
3. Migrate from current Drupal-based content management system to new web content management solution, Sitefinity.
4. Explore and integrate online student appointment scheduling option.
5. Explore alternative delivery methods for providing interactive student career education and programming.

GOAL 3

DEVELOP A CLEAR **SOCIAL MEDIA MARKETING PLAN** USING INSTAGRAM, FACEBOOK, & TWITTER

Success Factors

1. Establish and execute engagement plan for social media outlets.
2. Create content calendar with daily themes and provide associated content.
3. Engage with followers and create feedback loop to determine effectiveness of social media usage.

GOAL 4

EXPLORE AND INTEGRATE **ONLINE AND MOBILE-BASED TECHNOLOGY SOLUTIONS** TO ENHANCE ASSESSMENT AND EVALUATION EFFORTS

Success Factors

1. Research web and mobile-based data collection and survey tools.
2. Identify and integrate technological tools to enhance data collection efforts.

ASSESSMENT & EVALUATION

STRATEGIC PRIORITY

Provide on-going accountability for student outcomes to determine effectiveness and value of services.

GOAL 1

DETERMINE AND MEASURE OUTCOMES OF **CAREER OUTREACH** EFFORTS

Success Factors

1. Research and benchmark to establish protocols and best practices for capturing accurate student data.
2. Establish procedures for determining the impact and effectiveness of our career outreach efforts.

GOAL 2

INCREASE **NEXT DESTINATION STUDENT SURVEY** RESPONSE RATE

Success Factors

1. Assemble an advisory committee consisting of staff and faculty that have a vested interest in student career outcome data.
2. Consult with Institutional Research & Planning to explore effective survey distribution approaches.
3. Explore options for integrating Next Destinations Survey into the undergraduate student graduation checklist.

GOAL 3

DEVELOP ASSESSMENT PLAN TO EVALUATE **GAUCHO PATHS TO SUCCESS (GPS)** PROGRAM

Success Factors

1. Establish procedure to accurately track student participation in the program over time.
2. Define measurable criteria for successful student outcomes resulting from this program.



CAREER SERVICES STAFF

designed by ER



Ignacio Gallardo
Director



Emily White
Associate Director



John Coate
Assistant Director



Amanda Asquith
Career Counselor



Nick Balestrieri
Events Assistant



Leticia Cardenas
Employment Services
Specialist



Kathy Dunson
Career Employment
Specialist



Stacey Flores
Events Coordinator



Maddie Foster
Career Counselor



Bridget Mastopietro
Administrative Assistant
Business Officer



Derek Musashe
Career Counselor



Erin Ryan
Marketing Coordinator



Maya Salmon
Career Counselor



Robert Sams
Technology Coordinator



Diana Seder
Employer Outreach
Manager



Lana Smith-Hale
Career Counselor



Teresa Stankis
Administrative Assistant



Molly Steen
Career Counselor



Jo Ann Villanueva-Salvador
Career Counselor



Eric Wilder
Career Counselor