

**EDUCATIONAL AND STUDENT SERVICES  
GOALS AND OBJECTIVES  
2007-2012**

<b>DEPARTMENT: Counseling and Career Planning Services</b>					
<b>GOAL(S)</b>	<b>OBJECTIVE(S)</b>	<b>ACTIVITIES/ STRATEGIES</b>	<b>ASSESSMENT TOOL EVALUATION</b>	<b>RESPONSIBLE PERSON</b>	<b>TIME LINE</b>
Expand usage of Symplicity Career Services Manager.	To increase the number of employers, students and alumni utilizing the system.	Regular rotation of listed opportunities, advertising various events, and increased personal contact via a coordinated effort with Cooperative Education.	Number of registered students, employers, and mentors. Number of employer opportunities.	Directors and staff members of Counseling and Career Planning and Cooperative Education.	Fall 2007
Expand career fairs.	To provide increased opportunities for students seeking jobs.	Maintain increasing data base of prospective employers.	Increase the number of employers from 135 to 170 per year.	Directors and staff members of Counseling and Career Planning and Cooperative Education.	Fall 2007 to Spring 2012
Increase the number of social/personal programs conducted in the residence halls by counseling staff.	To affect positive growth in both social and personal choices made by students living in the residence halls.	Collaborate with Residence Life staff to establish social/personal learning outcomes for students residing on campus.	Evidenced by a decrease in residence hall student conduct violations.	Director and staff members of Counseling and Career Planning and Residence Life.	Fall 2007
Increase in the number of companies interviewing on campus.	To provide greater interviewing possibilities for students.	Personal company visits and an increase in the number of invitations to interview on campus.	Increase in number of students finding positions with recruiters.	Director and Staff	Fall 2007 to Spring 2012
Conduct Alumni Outcomes Survey using an online instrument.	To expand the number of persons responding to the alumni survey.	Investigate the available online surveys to determine the one that fits best with our needs.	Increase in number of Alumni responding to the survey.	Director and Staff.	Fall 2007
Establish a career planning Facebook page.	To facilitate the career planning process for students and provide information for potential students via the internet.	Establish a Facebook page and advertise the times and dates of the programs.	Measured by the number of "friends."	Director and Staff	Ongoing
Reorganize and update Career Services.	Establish a Career Resources Center.	Implement Vault Online Career Library and redesign physical space.	Increased walk-in student access and increase usage across campus.	Director and Staff.	Fall 2009
Transition of instruction of Chancellor's Leadership Corps.	Leadership change within the Division.	Document what will improve the future instructional activities.	Successful identification of co-instructors and institutional resources.	Director, Division Chief, VCES	Summer 2009









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STATUS
75%
20%
20%
10%
10%
50%
50%
75%







