Career Services’ mission is to provide the highest quality of education by guiding students and alumni in preparing, planning for and carrying out their career goals and by partnering with local, state, and global employers to provide students/alumni with the opportunities to apply, enrich and extend the learning environment beyond the classroom prior to and after graduation.

Career Services’ vision is a holistic approach to career development; where we lead students from employment on or off campus through their personal career development that will last a lifetime. We will empower our students to make informed choices that lead to lifelong career fulfillment that will contribute to a global society.

The Strategic Plan aligns itself with five areas outlined within the Division of Student Affairs Strategic Plan:

1. **Recruitment** – Creating and sustaining strong, coordinated recruitment strategies designed to build a talented, engaging, diverse community of learners.
2. **Retention** – Dedicating ourselves to constructing data-driven support programs and services that help students to alleviate or overcome potential obstacles that may impede their ability to progress toward their academic and personal goals. (Support student achievement through enriching programs, leadership experiences, and healthy lifestyles.)
3. **Engagement** – Creating purposeful and meaningful learning environments outside the classroom through which students encounter learning in all domains of the university experience.
4. **Diversity** – Fostering a collective sense that the University of North Dakota is a global education community that offers a sense of belonging and respect for every individual.
5. **Operational Excellence** – Investing in the infrastructure (facilities, staffing, etc.) required to deliver on our commitments, while also demonstrating that we are efficient, prudent, and thoughtful in our use of resources.

1. **Recruitment:** Career Services will add to the recruitment efforts of the University by assisting in programming and with services tailored to meet the needs of incoming, high-achieving students.

**Strategies**

a. Actively participate in campus recruitment efforts such as Saturday Admissions Days while offering corresponding special sessions and presentations (particularly geared for those students who have not declared a major).

b. Continue to be active participants in the Summer Orientation program by presenting Career Services/Student Employment information, answering questions and addressing concerns regarding employment during and after college.

c. Make Career Services a primary focus of the tour with a greeting from staff.

d. Add a first-semester visit to Career Services as a checklist item on an orientation checklist.
e. Continue to support the Admissions Holistic Review process by having a Career Services representative assist in this endeavor.

2. **Retention: Career Services will provide programming that assists students in achieving success through the career development and employment processes.**

**Strategies**

a. Active participation in the Staying on Track Program presentations, “From College to Career Success”.
b. Continued enhancement of Introduction to University Life class presentations, attracting younger students to Career Services.
c. Career Services Coordinators serve as liaisons within specific colleges and disciplines: Engineering, Nursing, Aerospace, A&S, School of Medicine and Health Sciences, etc. thus providing expert coaching to students with these majors.
d. Use Career Connect observation notes to improve the way each student is served by referencing past visits to Career Services and building on prior conversations with Career Coordinators.
e. Continue the process of serving online students through outreach to faculty who teach these courses, continued use of Skype, telephone and conference call presentations to the online/distance student.
f. Provide quality coaching to students deciding on a major; heighten awareness of the value of the Focus2 survey (which aligns interests and skills with the degrees offered at UND).
g. Develop new initiatives to serve the Liberal Arts student; reaching out to more introductory classes within the College of Arts and Science and adding specialized workshops to address students’ needs.
h. Continue to create and improve rubrics and “best practices” checklists that support our existing handout materials and enhance student learning outcomes.
i. Proactive and ongoing outreach to Residence Hall, Greek Life, Veteran and Non-traditional students.
j. Within Career Services, create a learning environment for student staffers and graduate teaching assistants that connects their college work to the real world of work and their career goals.
k. Focus on assessment efforts and the establishment of student learning goals to continuously improve overall office functions and performance.
l. Establish a campus-wide student employment hours policy to enhance student success in and out of the classroom.

3. **Engagement: Career Services will create positive experiences in collaboration with business and industry**

**Strategies**

a. Serve as the community’s liaison and point of contact between companies and organizations who want to build/expand internship programs and students who are looking for experiential learning opportunities.
b. Educate students about the value of internships: how to prepare, search and apply for a wide range of opportunities.

c. Expand the professional relationship with UND’s Alumni Association and Foundation by enlisting the Association’s assistance in increasing awareness of internships and mentorships.

d. Promote awareness of internships to students and grow the number of internships in the Greater Grand Forks area.

4. Diversity: Career Services will serve all students professionally and respectfully, recognizing the wide range of backgrounds of our student population.

Strategies

a. Heighten collaboration with departments on campus to assist students with their future success – Disability Services for Students, International Centre, Multicultural Student Services, American Indian Student Services, Trio Programs, etc.

b. Collaborate with entities on campus (such as Financial Wellness) to tailor specialized workshops which address populations who are experiencing financial disparities.

5. Operational Excellence: Career Services will further the goals of the Division and enhance overall institutional outcomes by sharing information and using resources wisely.

Strategies

1. Provide students, faculty, staff and the community with information, statistics and updates regarding the role of Career Services as it relates to student engagement and outcomes.

2. Make Career Services visible to students, alum and faculty by enhancing and increasing presence on social media: Facebook, LinkedIn, Twitter and YouTube videos.

3. Embark on a new First Destination/Outcomes Survey, which will not only measure employment statistics, but also student engagement, involvement and research.

4. Celebrate and showcase student success with website testimonials from students, faculty and employers.

5. Leverage the talent and energy that graduate and undergraduate student workers bring to Career Services in order to maximize the number of students served.

6. Add Career Services internships within the department, investing in our existing student population.

With a commitment and focus to student engagement, campus and community wide collaborations and a staff excelling in customer service, Career Services will continue to grow, redesign and remain a center of excellence and innovation while enhancing the Division of Student Affairs’ Strategic Plan and supporting the University’s vision for an Exceptional UND.