

CAREER SERVICES

Mission

The Department of Career Services will maximize employment and internship opportunities for Oklahoma State University students and enhance their life-long career success.

Vision

The Department of Career Services will be nationally recognized as a world class organization; will enhance student success by delivering the highest quality career resources and services; and help students to acquire new job search knowledge and skills to lead them to a successful future.

Core Values

Excellence – We seek excellence in all our endeavors and we are committed to continuous improvement.

Integrity – We are committed to the principles of truth and honesty and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the public's trust and we are accountable for our actions.

Goals, Critical Success Factors, Objectives, and Strategies

Goal 1. Facilitate the academic excellence of all students to develop life long career success.

Critical Success Factors:

- 5% increase per year in the number of students registered with Career Services
- 100% response rate to placement and future plans survey
- 5% increase per year in the number of individual advice visits to College Career Services
- 5% increase per year in the number of classroom visits
- 5% increase per year in the number of student clubs and organizations
- Present 100 career workshops per year
- List 5,000 full-time jobs on Career Services Web site
- List 2,000 internships on the Career Services Web site
- Introduce Career Services to all Freshmen Orientation classes
- Host 2 student advisory board meetings per year
- Maintain 1 staff member who is an expert in special student population Career Services needs
- 5% increase per year in faculty contacts
- Connect with 100% of graduating students
- 2% increase per year in student satisfaction
- 5% increase per year in the number of hits on Career Services Web site
- Post 4,000 student resumes on the Web
- Have 1 job search plan per major
- Have 1 internship search plan per major
- Have 1 sample career path per major
- Have 3 Career Services activity reports per year
- Have 1 Career Services plan for each College Career Services office

Objectives:

Objective1.1: Provide quality career programs, events, and services to all students.

Strategies:

- Leverage relationships with academic colleges and individual departments to develop job search plans for each major, internship acquisition plans for each major, and sample career paths for each major.
- Enhance the College Career Consultant model by assisting each College Career Services office in developing a strategic plan and partnering with academic advisors and faculty to deliver career information.
- Encourage and support colleges to respond to the career needs of their students.
- Develop a master Career Services calendar of events.

- Develop a high visibility marketing plan and campaign to market services to all students.
- Leverage relationship with the Daily O'Collegian to provide career information to students on a weekly basis.

Objective 1.2: Expand Career Services to fully engage students from pre-enrollment through graduation.

Strategies:

- Provide career information to prospective students.
- Provide career information to assist in retaining students.
- Develop a full spectrum of services that involve students from their freshmen year until graduation.
- Become actively involved in the Enrollment Management Plan.
- Increase student awareness of the importance of career planning, job, and internship acquisition methods.
- Assist academic departments in meeting their internship goals.

Objective 1.3: Respond to the diversity of our student body by better understanding their needs and providing appropriate programs and services.

Strategies:

- Develop services and resources for cultural minority students, disabled students, international students, graduate students, and students seeking opportunities with federal and state governments.
- Encourage staff to develop expertise in serving special populations and diverse students.

Objective 1.4: Develop the abilities of students to work in a global and diverse society.

Strategies:

- Develop program for students to work overseas.
- Partner with organizations and other universities that facilitate student acquisitions of jobs and internships overseas.
- Partner with the Study Abroad office to include an overseas internship option.
- Leverage relationships with domestic and international alumni to assist in this endeavor.

Objective 1.5: Provide excellent service to students.

Strategies:

- Develop personalized information to undergraduate and graduate students to inform of career options for each major.

- Develop personalized information to inform students of the benefits of a graduate degree.
- Train Career Consultant staff to provide students with personalized job search strategies.
- Develop the skills of student staff to provide appropriate information and assistance.
- Develop the skills of all staff to provide exceptional services.

Objective 1.6: Maximize the use of technology in the delivery of services to students.

Strategies:

- Active participation in the student portal project to include career information.
- Consistent enhancement of the student Career Services Web site.
- Develop Web based career information for each major.
- Research and subscribe to premium career services that are Web based.
- Provide easily accessible job posting and internship posting system.
- Develop an accessible Web site that complies with American Disabilities Act recommendations.
- Provide a state of the art computer space for student training, access to job opportunities, internships, and career information.

Goal 2. Reach out to employers with the highest quality services and resources.

Critical Success Factors:

- Have 2,000 employers hiring our students for full-time, internships, part-time, and summer positions
- Conduct 10,000 interviews on campus for full-time jobs and internships
- 5% increase in employers participating in career and job fairs
- 2% increase in employer satisfaction
- 5% percent of current employers expand their major selection
- Increase the diversification of employers to better meet student employment needs
- 50% of employers hiring student interns
- 5% increase in employer presentations on-campus
- Refer 50,000 resumes to employers
- Solidify the position of Career Services as a benchmark for other career services in the nation
- 80% repeat usage of services by employers
- Have 10 inquiry visits per year from other universities about our services

Objectives:

Objective 2.1: Increase the number of employers hiring our students.

Strategies:

- Increase the employer base (i.e., market share).
- Expand current employers' major selection (i.e., customer share).
- Diversify the employer base in order to develop a balanced portfolio.
- Retain current employers.
- Develop services for new employers.
- Expand the OSU 1000 team to include a sales person in Tulsa and Oklahoma City.
- Develop a marketing plan to encourage more Oklahoma employers to hire graduates.
- Leverage the network with alumni to hire students and graduates.
- Expand the number of employer advisory boards.

Objective 2.2: Provide employers with 1 stop recruiting program and facility to all students.

Strategies:

- Provide exceptional employer relations services to all employers.
- Provide employers with 1 space to recruit students to include 1 Web site, 1 telephone number, and 1 interview facility on campus.
- Provide employers with a personal contact such as 1 staff member who will coordinate all the needs of the employer (i.e., account manager).

- Coordinate all aspects of employer visits to campus including interviews, faculty meetings, and presentations to students.
- Coordinate employer relations with college Career Services and others in order to minimize confusion and negative outcomes.
- Renovate and expand the current interview facility.
- Provide employers with a state of the art interview facility and employer business center.
- Leverage the newly renovated Atherton Hotel and the closeness to the interview facility in the Student Union to provide employers with a one-of-a-kind recruiting experience in the nation.

Objective 2.3: Maintain excellence in Career Services and employer relations.

Strategies:

- Create a customer service experience among employers that is unforgettable, overwhelmingly positive, and results in repeat usage of services.
- Continuously train staff to provide exceptional services.
- Provide staff with work related training opportunities.
- Coordinate the work of the employer relations team with other staff.
- Continue to innovate in the area of employer relations.

Objective 2.4: Maximize the use of technology in the delivery of services to employers.

Strategies:

- Utilize Customer Relationship Management software to manage employer relations.
- Manage software providers in order to provide state of the art software solutions to staff and students.
- Develop a new Web site to specifically serve the changing needs of employers.
- Provide employers with an easily accessible, state of the art computer and office space to connect with their corporate offices.

Goal 3. Build strategic partnerships and alliances with university departments, academic colleges, and employers to support students' career success.

Critical Success Factors:

- Share 100 % placement data with campus and other entities
- Share Career Services Report Card with colleges that establishes benchmarks and progress data
- Have 90% of academic departments with an internship plan for their students
- Have 90% of academic departments with a job search strategies plan for their students
- Have 100 % of academic departments share placement data

Objectives:

Objective 3.1: Improve partnership with academic colleges and other units on campus.

Strategies:

- Provide College Career Services departments with resources to facilitate their career missions.
- Coordinate services between the central office and Career Services office.
- Improve communication between all Career Service entities on campus.
- Involve faculty in activities, especially as part of advisory boards.
- Develop opportunities for the university community to become better informed about Career Services functions such as departmental meetings and newsletters.
- Investigate opportunities for partnering with Student Affairs units, colleges, and other campus entities to deliver Career Services to students in a variety of settings.
- Train and inform academic advisors and interested faculty in current student career issues and referral opportunities.
- Inform faculty and department heads about ethical recruiting practices.

Objective 3.2: Enhance our partnerships with OSU-Tulsa, OSU- OKC, and OSU-Okmulgee.

Strategies:

- Develop a seamless relationship with OSU-Tulsa Career Services staff.
- Develop relationships with OSU-OKC and OSU-Okmulgee.
- Share Web based resources with branch campuses.

Objective 3.3: Develop new partnerships with academic departments.

Strategies:

- Develop relationships with each academic department on campus in order to develop specific career information, internships, and job leads for each major.

Objective 3.4: Strengthen relationship with the Foundation.

Strategies:

- Improve communication with the Foundation in order to enhance corporate relations.
- Cooperate with college-based foundation staff in order to enhance corporate giving.
- Provide the Foundation with advice on corporate relations.
- Exchange information with the Foundation in order to increase the number of employers and achieve the goals of the Foundation.
- Leverage the Foundation research unit to recruit more students.
- Enhance the Foundation position when visiting corporations.

Objective 3.5: Strengthen our relationship with the Alumni Association.

Strategies:

- Partner with the Alumni Association to establish Alumni Career Services.
- Partner with the Alumni Association to develop the Alumni Mentor Program.
- Leverage the reach of the OSU Magazine and Orange Bytes to recruit more employers.
- Reach out directly to alumni at events such as Homecoming, Orange Peel, and athletic events.
- Establish a recognition program similar to OSU 1000 to acknowledge alumni who assist us in achieving Career Services goals.

Objective 3.6: Strengthen our relationship with the Information Technology division.

Strategies:

- Become an active participant in the Student Portal project.
- Partner with Information Technology division to deliver high quality Web based services to students and employers.
- Be an active participant in the Information Technology Advisory Board.
- Partner with Information Technology staff in evaluating new software proposals.
- Involve the Information Technology division in securing the Career Services computer lab.

Objective 3.7: Strengthen our relationship with Marketing and Enrollment Management division.

Strategies:

- Become an active participant in the Enrollment Management Plan.
- Share information that will help recruit new students and retain current students.
- Participate in recruiting and retention activities.

Goal 4. Facilitate and support the economic development initiatives by providing employers with viable human resource solutions.

Critical Success Factors:

- 5% increase in the number of Oklahoma employers hiring graduates
- Give 10 presentations to potential employers considering relocating to Oklahoma

Objectives:

Objective 4.1: Increase the number of Oklahoma employers hiring students.

Strategies:

- Develop an effective marketing program to provide Oklahoma employers with information about the human resources available on campus.
- Leverage the resources and connections to identify potential employers.

Objective 4.2: Be an active participant in the lead economic development initiatives.

Strategies:

- Serve on the marketing committee of the Oklahoma Technology Research Park.
- Provide data and presentations to recruit new employers to the Oklahoma Technology Research Park.
- Develop brochures and data about students seeking internships.

Objective 4.3: Be an active participant in Tulsa lead economic development initiatives.

Strategies:

- Enhance relationships with Tulsa Chamber of Commerce .
- Participate in presentation to prospective employers wanting to relocate to Tulsa.
- Develop brochures and data about students seeking employment in Tulsa to help enhance Tulsa's position in recruiting new companies.

Objective 4.4: Be an active participant in Oklahoma lead economic development initiatives.

Strategies:

- Enhance relationships with State of Oklahoma Chamber of Commerce, Oklahoma City Chamber of Commerce, and Stillwater Chamber of Commerce.
- Participate in presentation to prospective employers wanting to relocate to Oklahoma.
- Develop brochures and data about students seeking employment in Oklahoma to help enhance Oklahoma's position in recruiting new companies.

Goal 5. Provide an exceptional customer experience of Career Services, both for employers and for students, that will enhance OSU's image.

Critical Success Factors:

- Increase by 1% per year the number of freshmen who decide to attend OSU because graduates get good jobs reported in the freshman survey
- Increase by 5% each year the number of employers who rate Career Services as the best in the nation reported in the Career Services survey
- Increase by 5% per year the number of employers who rate Career Services as the best in Oklahoma reported in the Career Services survey
- Have 5 companies per year indicate that they are contributing funds to the Foundation because of their strong relationship with Career Services
- Have 99% of companies and employers who interact with Career Services report a positive perception of career services and OSU reported in the Career Services survey

Objectives:

Objective 5.1: Enhance the university's image by delivering quality and consistency of services to employers.

Strategies:

- Implement the university's core values in all interactions with our constituencies.
- Establish standards of excellence in every staff responsibility.
- Reward staff who exceed in meeting their responsibilities.
- Survey employers and students to find their needs and respond to them.
- Exceed the university's expectations.
- Survey employers and students on a consistent basis.
- Develop image standards for staff, offices, and correspondence.
- Partner with marketing division to design a program that markets Career Services to prospective students.

Objective 5.2: Build a strong positive perception of Career Services among students.

Strategies:

- Develop staff talents and expertise to high level.
- Evaluate student needs and respond to them.
- Market services to students on a consistent basis.
- Train students for life-long career skills.
- Provide students with Career Services and future-living services (i.e., financial security programs).

Objective 5.3: Develop a consistent image with all the College Career Service offices.

Strategies:

- Establish a consistent image for all offices across campus and other campuses.
- Encourage staff to support the university's image initiatives.
- Implement Operation Orange program.

Goal 6. Leverage resources available through partnerships to enhance operations and services provided to students.

Critical Success Factors:

- Participate in regularly scheduled meetings with Stillwater staff
- Have a Tulsa campus representative on the employer development team
- 5% increase each year in the number of students registered on both the Tulsa and Stillwater campuses
- 10% increase in funds raised from development efforts
- Have revenues exceed expenditures
- Gain \$100,000 per year in support from employers
- 5% per year increase in employer sponsorship revenue
- 1% decrease in expenditures per year
- Add 14 interview rooms

Objectives:

Objective 6.1: Capitalize on staffing expertise, ideas, and material resources of the Tulsa Career Services office to effectively and efficiently serve students in Tulsa.

Strategies

- Meet with Tulsa staff monthly to align processes, policies, and services on both campuses.
- Leverage Tulsa location in order to provide students in Stillwater with on-site Career Services in Tulsa.
- Maximize effective use of shared print material and online resources.
- Educate all students about interviewing, job posting, and resume referral opportunities available on both the Tulsa and the Stillwater campuses.
- Actively support OSU 1000 vision and partner with the Tulsa office to maximize employer development.

Objective 6.2: Renovate interview facilities.

Strategies:

- Develop a plan to renovate the interview facility area.
- Have the new interview facility accommodate students with disabilities (i.e., larger doors and larger rooms).
- Have new interview facility with individual temperature controls to increase comfort levels.
- Have the new interview facility have exceptional insulation and soundproofing.
- Use the new facility as a showcase for the university and to enhance the university's image with employers.

- Work with Physical Plant to design an interview facility that provides students with an advantage by presenting them in the best possible image.
- Raise additional funds to support the renovation.

Objective 6.3: Raise private and grant funds to support existing and new programs and services to serve students.

Strategies:

- Develop a fund-raising plan to support current and future goals.
- Increase the number of employers contributing financial resources by developing an active fund raising plan.
- Align fund-raising plan with university, division, and unit goals.
- Train management staff and employer relations team on fund-raising techniques.
- Assist the Foundation by identifying potential corporate donors that fit with university-wide priorities.
- Expand employer matching program for internship program to maximize benefits from financial resources.
- Assist employers making funding decisions to academic departments and colleges.

Objective 6.4: Leverage resources to facilitate the recruitment process of students.

Strategies:

- Provide employers with access to athletic events, marketing, facilities, Karsten Creek, the Daily O'Collegian for advertising purposes, various dining and catering facilities on campus, the Atherton Hotel, telecommunications and distance interviewing through the Information Technology department, and to the Tulsa Career Services interview facilities.

Objective 6.5: Leverage relationships to enhance the development of new employer contacts to support the OSU 2000 project.

Strategies:

- Leverage the Foundation database and research unit to develop a list of prospective employers.
- Leverage the contacts and relationships developed by faculty with employers, research entities, alumni and other universities to develop another list of potential employers.
- Leverage the resources and relationships with the Alumni Association to increase the number of employers hiring students.

Objective 6.6: Leverage the value derived from our budget.

Strategies:

- Maintain and improve our funding and revenue models.
- Conduct innovative and assertive vendor contract negotiations.
- Benchmark with national Career Services offices.
- Implement appropriate budget techniques and ideas from best practices in business and other university operations.
- Empower and teach staff about their budget responsibilities and our budget philosophies.
- Improve current relationships and develop new relationships with financial partners.

Objective 6.7: Develop programs and processes that will maximize the use of resources while still out performing expectations both internally and externally.

Strategies:

- Leverage the College Career Services offices to meet students special and unique demands.
- Leverage the College Career Services staff to provide unmatched Career Services in the state of Oklahoma giving the university an advantage in retaining, recruiting, and graduating students.
- Leverage the central office staff to provide continuous staffing in the event of the absence of College Career Services staff.
- Maintain the organizational model of centralized and de-centralized Career Services that enable us to save funds and deliver services efficiently and effectively to students and employers.

Goal 7. Provide open access to Career Services for all students while recognizing the specialized needs of diverse students.

Critical Success Factors:

- Participation by all staff in on-going diversity training
- Train all staff to have general knowledge of issues facing diverse students and other staff
- Have 1 staff member expert in career and life issues for cultural minority students, disabled students, international students, and female students
- Create a Departmental Diversity Scorecard to ensure that the make-up of the departmental staff is aligned with the diversity of the university as a whole
- Present 2 staff development workshops per semester on diversity information and latest research concerning particular student populations
- Report student diversity participation information from each college
- Have staff members to mirror or exceed the diversity composition of the university and the state of Oklahoma
- Visit with each diverse minority student organization at least 1 time per year
- Create at least 3 focus groups that will provide us with information about the needs of diverse students
- Organize department-wide workshops 2 times per year on current topics on diversity
- Have at least 1 diverse faculty or academic advisor to join Career Services Faculty Advisory Group
- Have at least 1 diverse employer to join Career Services Employer Advisory Group
- Organize department-wide workshops 2 times per year on current topics on diversity

Objectives:

Objective 7.1: Develop plans and services to better serve underrepresented students.

Strategies:

- Develop a plan to provide services for cultural minority students, students with disabilities, international students, and low income students.

Objective 7.2: Implement strategies aimed at meeting and/or exceeding expected participation in activities by diverse students.

Strategies:

- Document and analyze participation in services and events by students from targeted minority or cultural backgrounds including African American, Native American, Asian and Pacific American, Latino and Hispanic, students with disabilities, and internationals.

- Develop an annual marketing plan to encourage diverse students to register and participate in career events and programs.
- Increase the number of activities involving minority and diverse students.
- Provide equitable services and opportunities for all students.
- Increase participation and sponsorship of multicultural and diverse programs such as Black History Month, International Night, and other programs.
- Increase the percent of diverse students use of College Career Service advisors to equal or exceed the same percent of the population in the college.
- Increase the percent of diverse students registered and who participate in on-campus interviewing to equal or exceed the same percent of the population at the university.
- Increase the percent of students participating in campus-wide career events such as career fairs to equal or exceed the same percent of the population at the university.
- Increase the percent of minority students seeking internships.

Objective 7.3: Develop visible diversity Career Services that meet the needs of diverse students.

Strategies:

- Visit and present Career Services orientation and other programs to minority and diverse student organizations.
- Invite minority and diverse speakers from the employer ranks to present workshops, participate in mock interviews, and other events.
- Develop programs for mentoring students from underrepresented groups.
- Organize annual focus groups and open discussions on concerns of women and under represented students.
- Develop diversity issues career ready references.

Objective 7.4: Develop strong partnerships and communication strategies with student organizations and campus departments that serve minority and culturally diverse students.

Strategies:

- Visit and present Career Services orientation and other programs to minority and diverse student organizations.
- Establish a liaison program with each diverse student organization.
- Have a representative of each student organization representing the top 10 major diverse groups represented on the diversity advisory board.
- Develop a diversity liaison program with the Multicultural Student Center.

Objective 7.5: Develop innovative programs and services that meet the needs of employers to recruit a diverse work force.

Strategies:

- Assess the needs of employers for hiring diverse candidates and provide employers with ethical and legal opportunities to connect with student organizations.
- Connect employers with diverse student organizations.

Objective 7.6: Develop department-wide diversity initiatives that deal with staff development and staff recruitment.

Strategies:

- Develop an annual recruitment plan for vacant positions to encourage a diverse pool of applicants for full-time and student worker positions.
- Develop staff skills in dealing with diversity issues.
- Educate in the normal methods of communicating with specific student groups.
- Organize annual mandatory diversity education for all full-time staff and student workers.
- Develop and implement programs that encourage cultural interaction with members of other cultural groups.
- Encourage staff to develop expertise in serving special populations and diverse students.

Goal 8. Career Services will recruit and retain staff that is technically competent, diverse, innovative, and student-centered.

Critical Success Factors:

- Retain 80% of critical staff
- 100% of staff participation in staff development opportunities
- 100% of staff participation in annual performance evaluation

Objectives:

Objective 8.1: Recruit and hire an exceptional staff who possess education, experience, skills, and values consistent with the university and Career Services.

Strategies:

- Recruit staff nationally.
- Leverage resources to advertise Career Services job openings through the Web and other networks.
- Market open positions with minority publications and organizations.
- Encourage graduate students to apply for full-time positions with Career Services.
- Develop a hiring process that yields the best candidates who will have the most potential to help the university succeed and help Career Services achieve goals.
- Involve staff in the recruitment and selection processes.
- Develop criteria and qualities for successful staff members.
- Develop a hiring process that will result in hiring skillful staff members.
- Recruit and hire a diverse staff.

Objective 8.2: Create training and educational plans for each staff member that addresses the developmental needs of the individual, unit, and division.

Strategies:

- Utilize on-campus and off-site training opportunities to enhance and develop skills.
- Attend state and regional Career Services conferences.
- Encourage completion of advanced degrees.
- Promote participation and leadership roles in local, state, regional, and national organizations.
- Conduct staff development activities in collaboration with other Student Affairs units.
- Require multicultural awareness training for all staff.
- Cross-train with other Student Services units to provide assistance as needed.
- Support and encourage staff to attend professional development activities through funding and release time.

Objective 8.3: Develop a work environment that encourages retention of excellent employees.

Strategies:

- Establish high standards and expectations for work.
- Reinforce positive professional behaviors.
- Identify the qualities that create a positive work environment for staff.
- Develop an orientation segment to share the work philosophy of Career Services.
- Reward staff who demonstrate the university's core values.
- Develop a compensation plan that is competitive and rewards staff for exceptional performance.
- Recognize publicly staff members for their professional accomplishments.

Objective 8.4: Utilize staff talents to create maximum impact while remaining nimble and flexible to fulfill evolving needs.

Strategies:

- Share our staffing philosophies with staff.
- Bi-annual review of staff assignments with the goal of maximizing their impact.
- Coordinate staff goals and activities.
- Align staff goals and activities with Career Services, division, colleges, and the university.
- Encourage staff to become national experts in career development and focus on their specialty areas.
- Develop an optimum mix of full-time, part-time, and student staff to ensure appropriate staffing.
- Add staff to support growing student body that corresponds with the demands for job searches and career coaching services.