

CAREER SERVICES

Mission

Career Services maximizes employment and internship opportunities for OSU students and alumni, thereby enhancing life long career success and overall quality of life.

Vision

Career Services will be nationally recognized as a world-class organization. We will enhance student success by delivering the highest quality career resources and services, providing students with 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.

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

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.

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

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

Goals, Critical Success Factors, Objectives, and Strategies

Goal One. Provide services and programs that support and promote academic excellence of undergraduate and graduate students.

Critical Success Factors:

- Increase the number of students registered with career services by 5% per year
- 100% response rate to “placement/future plans” survey
- 500 full-time jobs listed on OSU Career Services web site
- 200 Internships listed on the OSU Career Services web site
- 2 student advisory board meetings per year
- 2 faculty advisory board meetings per year
- Host 1 large career fair or expo each semester
- 10 employer visits to student organizations
- Increase faculty contacts 5% per year
- Increase the number of hits on OSU Career Services web site by 5% per year
- 400 OSU student resumes posted on the web
- 1 job search plan per major
- 1 internship search plan per major
- 1 sample career path per major
- 3 Career Services Activity Reports per year
- 1 Mock Interview Day per semester
- 90% of majors have “what can I do with a degree in....” document
- Subscribe to career planning evaluation methods

Objectives:

Objective 1.1: Expand career services to fully engage undergraduate and graduate students from prospective student through alumni status.

Strategies:

- Provide career information, services and programs to recruit prospective students.
- Provide career information, services and programs to assist in retaining students.
- Provide career information, services and programs to assist in transitioning from the university.
- Increase student awareness of the importance of career planning and job/internship acquisition methods.
- Develop personalized information to undergraduate and graduate students that inform of career options for each major.
- Develop personalized information to inform students of the benefits of a graduate degree/education.

- Provide career expos and job fairs that respond to the needs of students.
- Integrate the job/internship posting system with OSU-Stillwater.
- Leverage the career events on the Stillwater and Tulsa campuses.

Objective 1.2: Involve students, faculty and advisors in providing and enhancing Career Services.

Strategies:

- Seek input from students, faculty and academic advisors regarding career services provided.
- Develop a student advisory group that represents the student body at OSU-Tulsa.
- Develop a faculty/academic advisors advisory group to discuss career issues.
- Partner with faculty/academic advisors to share information about internships, employers, and career trends targeting students in their disciplines.
- Invite faculty/academic advisors to career events, employer presentations and employer interactions.
- Invite faculty/academic advisors to participate in the breakfast club.

Objective 1.3: Facilitate students' participation in internships that support and enhance their academic and career success.

Strategies:

- Provide career coaching to students seeking internships, including identifying internship opportunities, resume development and professional skill development.
- Increase internship opportunities and resources for students in all majors.
- Identify internship resources and opportunities for minority students and other special student populations.

Objective 1.4: Maximize the use of technology in the delivery of services to students.

Strategies:

- Consistently enhance the student career services web site.
- Partner with OSU-Stillwater Career Services to develop web-based career information for each major.
- Integrate OSU-Tulsa and OSU-Stillwater Career Services web sites.
- Provide easily accessible job posting and internship posting system.
- Effectively utilize online recruiting management system to maximize resume referrals and student registrations.
- Utilize web site to provide job search and event information.

- Maintain a student computer access area to be used for resume development, online job search and career development.

Goal Two. Ensure that employers have quality services and resources to recruit OSU students effectively.

Critical Success Factors:

- 1000 employers hiring OSU students for full-time, internships, part-time and summer positions
- 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 OSU employers to better meet student employment needs
- 50% of employers hiring student interns
- 5% increase in employer “on-campus” presentations
- 5,000 resumes referred to employers
- Solidify OSU Career Services position as a benchmark for other career services in the nation
- 80% repeat usage by employers to OSU Career Services
- 3 employer advisory board meetings per year

Objectives:

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

Strategies:

- Partner and coordinate with OSU-Stillwater to leverage their employer recruitment plans.
- Increase the employer base (market share).
- Expand current employers “major” selection (customer share).
- Diversify the employer base in order to develop a balanced portfolio.
- Retain current employers.
- Develop services for first time employers.
- Develop a marketing plan to encourage more Tulsa area employers to hire OSU graduates.
- Leverage the network with Alumni to hire OSU students and graduates.
- Expand the number of employers participating in advisory board.
- Partner with advisors, faculty and students to identify new employers and increase internship opportunities.
- Educate Tulsa area employers about the benefits of hosting an intern, including benefits to the student, the employer and the community .

Objective 2.2: Provide employers with one stop recruiting program and facility to all OSU

students through seamless coordination with OSU-Stillwater Career Services.

Strategies:

- Actively support and integrate with the OSU 2000 vision.
- Provide exceptional employer relations services to all employers through seamless services within OSU Career Services.
- Provide employers with a personal contact – 1 staff member who will coordinate all the needs of the employer (account manager).
- Coordinate all aspects of employer visits to campus including interviews, faculty meetings, and presentations to students.
- Coordinate employer relations with OSU career services.

Objective 2.3: Provide 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 Career Services.
- Continuously train staff to provide exceptional services.
- Provide staff with work-related training opportunities.
- Coordinate the work of the employer relations team.

Goal Three. Build strategic partnerships and alliances with OSU-Stillwater, OSU-System, TCC, and other entities within OSU-Tulsa.

Critical Success Factors:

- 1 Customer Relationship Management with OSU-Stillwater
- 100 % “placement” data shared with campus and other entities
- 90% of academic departments with an internship plan for their students
- 90% of academic departments with a job search strategies plan for their students
- 100 % of academic departments share placement data

Objectives:

Objective 3.1: Develop a seamless relationship with OSU-Stillwater Career Services.

Strategies:

- Utilize the same customer relationship management (CRM) as OSU-Stillwater CS.
- Provide reciprocal Career Services for OSU-Stillwater students.
- Become OSU-Career Services operations base in Tulsa.
- Host and share the employer relations team members from OSU-SCS.
- Have periodic meetings and interaction with OSU-SCS staff.
- Participate in events and staff development activities with OSU-SCS.

Objective 3.2: Improve the partnerships within OSU-Tulsa.

Strategies:

- Partner with all academic advisors and share career information on a regular basis.
- Coordinate activities within the Student Affairs units to provide seamless services.
- Partner with Prospective Students to provide career services to prospects.
- Partner with Marketing to publicize student success stories.
- Partner with Financial Aid and Scholarship staff.
- Partner with Faculty to provide “career services to go” programs.
- Enhance the relationship with IT services.

Objective 3.3: Enhance our partnerships with, OSU-CHS, OSU- OKC, and OSU-Okmulgee.

Strategies:

- Host 1 employer relations team member on the Tulsa campus.

- Provide reciprocal career services to students from other OSU System campuses.
- Provide career services to OSU-CHS students.
- Provide career services partnership opportunities with OSU-OKC and OSU-Okmulgee.
- Share web-based resources with other campuses.

Objective 3.4: Develop stronger ties with Tulsa Community College.

Strategies:

- Develop partnerships with staff and students at each TCC campus.
- Provide TCC students with reciprocal career services.
- Provide open access to TCC students for internet career resources.
- Partner with TCC Career Services staff to share job postings between both institutions.
- Encourage TCC students to utilize career fairs and events at OSU.

Goal Four. Facilitate and support OSU's economic development initiatives by providing employers with viable human resources solutions.

Critical Success Factors:

- 30% increase in the number of Oklahoma/Tulsa employers hiring OSU graduates
- 5 presentations to potential employers considering relocating to Tulsa

Objectives:

Objective 4.1: Increase the number of Tulsa employers hiring OSU students.

Strategies:

- Develop an effective marketing program to provide Tulsa Area employers with information about the human resources available at OSU.
- Leverage the resources and connections at OSU to identify potential employers.

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

Strategies:

- Enhance relationship with Tulsa Metro Chamber of Commerce to support the economic development and business development of the Tulsa area.
- Participate in presentation to prospective employers wanting to relocate to the Tulsa area.
- Develop brochures and data about OSU students seeking employment in Tulsa to help enhance Tulsa's position in recruiting new companies.

Goal Five. 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 students who decide to attend OSU-Tulsa because “graduates get good jobs”; based on student survey
- Increase by 5% each year the number of Tulsa based employers who rate OSU Career Services as the “best in the nation”; based on career services survey
- Increase by 5% per year the number of Tulsa based employers who rate OSU Career Services as the “best in Oklahoma”; based on career services survey
- 5 companies per year will indicate that they are contributing funds to the OSU Foundation because of their strong relationship with Career Services
- 99% of companies and employers who interact with OSU Career Services have positive perception of career services and OSU; based on career services survey

Objectives:

Objective 5.1: Enhance OSU’s image by delivering quality and consistency of services to employers.

Strategies:

- Maintain regular contact with employers and keep them informed of OSU-Tulsa news and events.
- Survey employers and students to find their needs and respond to them.
- Provide opportunities for employers to visit the OSU-Tulsa campus and interact with students on a regular basis through networking events, career fairs and other related activities.
- Respond to all inquiries and requests for information in a timely and accurate manner.

Objective 5.2: Establish OSU-Tulsa as the university of choice for students in the greater Tulsa metropolitan area.

Strategies:

- Publicize data regarding graduate employment, focusing on the variety and quantity of companies, organizations and agencies employing OSU-Tulsa students and graduates.
- Evaluate student needs and respond to them – meet or exceed expectations.
- Market career services to students on a consistent basis.
- Train students for “lifelong” career skill.

- Provide students with career services and “future-living services” such as financial security programs.

Objective 5.3: Represent OSU-Tulsa and OSU in the Tulsa community in a very positive manner.

Strategies:

- Serve as a guest speaker and career expert at area schools and organizations regarding career development, job search and career success topics.
- Host career related activities, such as career fairs and workshops, providing the community an opportunity to visit the OSU-Tulsa campus.
- At events, provide information to the community about OSU-Tulsa.
- Utilize community events as marketing opportunities for OSU-Tulsa through the effective usage of promotional items.
- If appropriate, wear orange when attending events.

Objective 5.4: Encourage OSU-Tulsa Career Services staff to support OSU’s image initiatives.

Strategies:

- Implement OSU core values in all interactions with our constituencies.
- Establish standards of excellence in every staff responsibility.
- Develop staff talents and expertise to high level.
- Implement operation orange.
- Reward staff who exceed in meeting their responsibilities.
- Exceed expectations.
- Develop image standards for OSU Career Services staff, offices, correspondence, etc.
- Partner with marketing division to design a program that markets career services to prospective students.
- Provide public relations/image training to all career services staff.

Goal Six. Provide services, programs, and educational opportunities that will help students develop lifelong career success.

Critical Success Factors:

- Teach 1 job search class each semester
- Present 10 career workshops per year
- Increase one-on-one student meetings by 10% each year
- Increase job postings, resume referrals and on-campus interviewing by 10% each year
- Increase the number of “classroom visits” by 5% per year
- Increase the number of “student clubs and organizations” by 5% per year
- Connect with 100% of graduating students
- Increase student satisfaction by 2% per year

Objectives:

Objective 6.1: Enhance, improve and create career education workshops and classes to develop student career skills.

Strategies:

- Develop a variety of career focused workshops that deal with career development issues.
- Develop a generic job search class and offer it to OSU-Tulsa students every semester.
- Host a variety of events that provide all students the opportunity to network with employers and improve their job seeking and career success skills.
- Facilitate employer interaction with student organizations.

Objective 6.2: Develop, publish and review career information and provide it to students in a variety of formats.

Strategies:

- Develop personalized career information to undergraduate and graduate students that inform of career opportunities for each major and/or minor combinations.
- Develop a “What Can I do With a Degree In....” for each major offered in Tulsa.
- Post career workshop notes and power point files on the career services web site for easy access.
- Continuously enhance career information posted on career services web site.
- Review and update “career ready references”.

Objective 6.3: Effectively market career services and programs.

Strategies:

- Each semester, include Career Services information in the Student Affairs newsletter sent to all students that attend classes on the OSU-Tulsa campus.
- Distribute “Career Services Week at a Glance” e-mail newsletter to registered students.
- Participate in New Student Orientation programs to provide students with information about Career Services.
- Effectively utilize O’Collegian advertising to reach all OSU students.
- Provide career information displays in key locations around campus.
- Include career services information/events in the OSU online calendar.
- Send a letter to all faculty, academic advisors, and staff informing them of the job outlook each semester.
- Collect and publish career success stories.

Objective 6.4: Provide exceptional career coaching to students to assist them with job/internship search.

Strategies:

- Provide resume development assistance through one-on-one meetings, online resources, handouts and books and e-mail interaction.
- Provide resume and curriculum vita critique services to undergraduate and graduate students.
- Provide job search correspondence development and critique services.
- Assist students and alumni with job/internship search strategies.
- Assist students and alumni with interviewing skills through mock interviews and relevant information.
- Inform prospective students, students and alumni about career choices and resources available to assist in career decision making.

Objective 6.5: Provide exceptional customer service.

Strategies:

- Respond to all inquiries and requests for information in a timely and accurate manner.
- Seek input from students, staff and faculty regarding services provided, maximizing our ability to serve our customers.

- Evaluate services, programs and facilities on a yearly basis, identifying areas for development and striving for continuous improvement.
- Cross train staff to maximize service and effectively utilize the expertise of all staff members.

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

Critical Success Factors:

- All Career Services staff members participate in ongoing diversity training
- All Career Services staff have general knowledge of issues facing diverse students and other staff
- 1 career services staff member expert in cultural minority students' career and life issues
- 1 career services staff member expert in disabled students' career and life issues
- 1 career services staff member expert in international students' career and life issues
- 1 career services staff member expert in women students' career issues
- Create a Departmental Diversity Scorecard to ensure the make-up of the departmental staff is aligned with the diversity of the university as a whole
- 2 staff development workshops per semester to present diversity information and latest research concerning particular student population
- Career Services Diversity Scorecard
- Student diversity participation information and report from each college
- Career Services staff members to mirror or exceed the diversity composition of OSU and Oklahoma
- At least 1 visit to each minority/diverse student organization per year
- Create at least 3 focus groups that will provide us with information about the needs of diverse students
- Organize department wide workshops twice a year on current topics on diversity
- At least 1 diverse faculty or academic advisor to join career services faculty advisory group
- At least 1 diverse employer to join career services employer advisory group
- Organize department wide workshops twice a year on current topics on diversity

Objectives:

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

Strategies:

- Develop a strategic plan to provide services for minority students.
- Develop a strategic plan to provide services for disabled students.
- Develop a strategic plan to provide services for international students.
- Develop career services and resources for cultural minority students.
- Develop career services and resources for disabled students.
- Develop career services and resources for international students.

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

Strategies:

- Document and analyze participation in Career Services services/events by students from targeted minority or cultural backgrounds including: African American, Native American, Asian/Pacific American, Latino/Hispanic, students with disabilities, and International.
- Develop an annual marketing plan to encourage diverse students to register with Career Services and participate in career events and programs.
- Increase the number of activities involving minority/diverse students.
- Equitable services and opportunities provided for all students.
- Increase participation/sponsorship of multicultural and diverse programs such as Black History Month, International Night, and other such programs.
- Increase the percentage of diverse students usage of college career service advisors to equal or exceed the same percentage of the population in the college.
- Increase the percentage of diverse students registered and participates in on campus interviewing to equal or exceed the same percentage of the population at OSU.
- Increase the percentage of students participating in campus wide career events such as career fairs to equal or exceed the same percentage of the population at OSU.
- Increase the percentage 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/diverse student organizations.
- Invite minority/diverse speakers from the employer ranks to present workshops, participate in mock interviews and other events.
- Develop programs for mentoring students from underrepresented groups.
- Increase the support for staff and students with disabilities.
- 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/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 office on campus.

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 minority candidates and provide employers with ethical and legal opportunities to connect with student organizations.
- Benchmark with other universities the services provided to employers.
- Develop at least one service to assist employers in hiring minority candidates.

Objective 7.6: Develop department-wide diversity initiatives that deal with staff development, 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 and workshops for all full-time staff and student workers and interns.
- Develop and implement programs that encourage cultural interaction with members of other cultural groups.
- Provide a wide array of training and development opportunities for staff in the area of diversity.
- Encourage staff to develop expertise in serving special populations and diverse students.

Goal Eight. Recruit and retain staff that is technically competent, diverse, innovative and student-centered.

Critical Success Factors:

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

Objectives:

Objective 8.1: Create training 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.
- Establish a work environment that encourages innovative thinking and creativity.
- 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.
- Participate in ongoing training with OSU-Stillwater Career Services staff.

Objective 8.2: Manage staff to deliver services in a timely and efficient manner.

Strategies:

- Coordinate staffing so that all students may be seen on a walk-in basis throughout the day.
- Add staff as needed to support growing student body and corresponding demand for job search and career coaching services.

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

Critical Success Factors:

- Participation in regularly scheduled meetings with OSU-Stillwater Career Services staff
- Employer development staff member based on the Tulsa campus
- Increase number of students registered on both the Tulsa and Stillwater campus by 5% each year
- All student affairs staff have training in career services function

Objectives:

Objective 9.1: Capitalize on staffing expertise and material resources of the OSU-Stillwater Career Services Office to effectively and efficiently serve students in Tulsa.

Strategies:

- Meet with OSU-Stillwater Career Services staff monthly to align processes, policies and services on both campuses.
- Leverage OSU-Stillwater Career Services as a resource for training new OSU-Tulsa Career Services staff.
- Draw on the breadth and expertise of OSU-Stillwater Career Services staff to assist with program development and student issues.
- Maximize effective use of shared print material and online resources.
- Educate all OSU students about interviewing, job posting and resume referral opportunities available on both the Tulsa and the Stillwater campus.
- Actively support OSU's OSU 1000 vision and partner with OSU-Stillwater to maximize employer development.

Objective 9.2: Maximize staffing and facility usage with other Student Services units to provide a welcoming and student-friendly environment.

Strategies:

- Work in conjunction with Student Services units to design a common area that is student friendly and accommodates multiple student needs.
- Train Student Services intake staff to assist current and prospective students with basic career services concerns.
- Expand programming of E-greeter software to include Career Services staff.

Objective 9.3: Leverage financial resources from state or federal government to provide employers with student interns.

Strategies:

- Further expand employer matching programs to maximize benefits from financial resources.
- Market internship funding to all Tulsa-area OSU employers.
- Educate government entities, employers, students and the community about the benefits of internship program.