

SEVEN AREAS OF BEST PRACTICE

UConn

CENTER FOR
CAREER DEVELOPMENT

GROUP PROGRAMS

The Programming team focuses on developing programs that support the intellectual growth of our students through the integration of the CCD's Career Engagement Model (CEM) curriculum. The curriculum focuses on three elements of the CEM: **Reflect and Explore Possibilities, Cultivate Career Capital, and Manage Career Development**. From the First Year Résumé Writing Assignment through our senior conference, Beyond UConn, the CCD supports students by providing them with programs that will help them personalize their own career development plan.

KEY ACCOMPLISHMENTS:

- The CCD conducted over **530 presentations for 8,773 students**, reaching new corners of campus based on alliances with faculty and staff
- Programming team's **CCD On Demand webinar series** gave students access to career workshops at their convenience
- Leveraging technology and staff talents allowed us to provide high quality programs to all students, with a **focus on engaging freshmen** each fall. The CCD introduced its services and the **Résumé Writing Assignment to 2,500 freshmen in fall 2016**

CORPORATE PARTNER RELATIONS

The Corporate Partner Relations team is responsible for the traditional "employer relations" functions, with a more dynamic, two-way vision. All traditional interactions – from career fairs to job postings – involve cross communication: promoting other opportunities, information about the CCD or our student body, or a simple thanks. Established in 2015, the Corporate Advisory Council provides an outlet for recruiting professionals to network and share ideas and best practices, as well as for the CCD to gain insight on corporate recruiting strategies.

KEY ACCOMPLISHMENTS:

- **80% increase in employer career fair participation**, only topped by a **119% student participation increase**
- Provided an outlet for two-way conversation and networking through the **19 employer-members of its Corporate Advisory Council**
- Underwent online posting system conversion, resulting in **more opportunities and ease of use for students**

ASSESSMENT & TECHNOLOGY

The Assessment & Technology team coordinates departmental strategy and efforts around the assessment of services, and is responsible for the **collection of graduate outcomes data**. The team also manages, vets, and sets strategies for the technologies utilized for both internal processes and student services.

KEY ACCOMPLISHMENTS:

- Worked directly with CSM vendor to create and implement a First Destination Survey resulting in a **114% increase in data collected** from the previous year, capturing critical placement data shared internally with key stakeholders and **disseminated to the media and at State Capitol hearings**
- Led successful transition to **new CSM platform**, increasing our ability to collect and report on data and provide dynamic services to student users
- Worked directly with staff to provide valuable reports on data collected via CSM platform, **surveys, and longitudinal studies** of student activities

KEY ACCOMPLISHMENTS:

- Initiatives to strengthen its core – student coaching and counseling – were met with a **37% increase in one-on-one counseling sessions**
- Counseling team's professional development sessions **engage campus partners** such as Undergraduate Research, International Student Services, and Cultural Centers, to help staff better serve undergraduate and graduate students
- **The NACE award-winning Personalized Career Plan** is highly adaptable and allows students to articulate and identify where they see themselves in regards to their career development

ONE-ON-ONE SERVICES

Student Coaching & Counseling provides extensive support and resources to students and recent alumni regarding major and career decision making options, graduate school plans, and internship and job searches.

MARKETING & COMMUNICATION

Marketing & Communication supports all areas of best practice in developing marketing material and language to promote various events, programs, and services. The CCD utilizes several print and digital media options in our marketing strategy, focusing heavily on social media, email communication, and other virtual options. Currently the CCD has **6 social media accounts and an active blog**. This area also manages our **interactive website**. The marketing team produces **numerous videos and animations** each year to promote services and events, provide information on using specific resources, offer presentation information virtually, and market the breadth and depth of our services.

KEY ACCOMPLISHMENTS:

- Develops **strategic marketing plans** each semester to guide daily action of marketing team
- Manages an interactive website that received over **618,000 views in 2016**
- **Increased social media engagement by 15.05%** from the 2015-2016 to the 2016-2017 academic year

INTERNAL RELATIONS

Internal Relations focuses on the relationships the CCD builds with on-campus partners. This includes academic areas such as schools and colleges, non-academic areas including cultural centers, student affairs, and athletics, and learning communities. The Internal Relations team **determines current and future partnerships** and quantifies campus relationships in order to obtain usable metrics to gauge growth potential. This is accomplished using the Relationship Building Continuum and a CRM. Through our internal relations efforts the CCD has **successfully increased our reach** on campus and provided new learning opportunities for students.

KEY ACCOMPLISHMENTS:

- Developed **Relationship Building Continuum** designed to guide CCD staff in their outreach efforts
- **Formalized 77 on-campus relationships** with academic departments, non-academic departments, and learning communities
- Established a **customer relationship management system** in order to track campus outreach and provide measurable outcomes

EXPERIENTIAL LEARNING

The Experiential Learning staff serves as the departmental lead for internship and cooperative education programming, resources, and information. This includes assisting with various internship-related activities including **leading a faculty and staff council**, facilitating internship coursework, and developing programs for UConn students.

KEY ACCOMPLISHMENTS:

- Planned UConn's first Internship & Co-op Week, which promoted experiential learning opportunities, highlighted student achievements and partnerships, and resulted in **over 1,000 student interactions**
- Collaborates with various academic and student affairs departments to **develop strong on-campus internships** for both undergraduate and graduate student populations
- Teaches **for-credit internship courses** and oversees University-wide **cooperative education registration and promotion**, providing support and career reflection activities to students from diverse academic programs