

CAREER SERVICES

Strategic Plan

2022-2025

"Helping to Turn Possibilities Into Reality"

• UNIVERSITY of PENNSYLVANIA •



Career Services

UNIVERSITY of PENNSYLVANIA



About Us

History

Penn Career Services was founded in 1926 and is the centralized career resource center for all Penn undergraduate students, graduate and professional students as well as postdocs in:

- Annenberg School for Communication
- School of Arts and Sciences
- Graduate School of Education
- Penn Nursing
- Penn Carey Law (Master in Law Students Only)
- Perelman School of Medicine (Master's and PhDs)
- School of Engineering and Applied Science
- Social Policy and Practice
- Weitzman School of Design
- Wharton School (doctoral students, and postdocs)

In total, the office serves approximately 27,000 current students and postdocs annually, in addition to alumni.

Core Values

The Career Services team highly values **Inclusion**, **Collaboration**, and **Innovation** and seeks to integrate these core principles into everything we do to make data-informed decisions through a human lens.

We strive to help all students *turn possibilities into reality*.





Seven Goals

Advising

Provide individual career and graduate/professional school advising for a diverse population of undergraduate and graduate students, alumni and postdocs

Programming

Offer a wide-ranging array of career-focused workshops and programs

Resources

Provide, curate and integrate robust on-demand career-oriented resources for Penn students and alumni

Community

Create a welcoming and inclusive environment for all Penn students and expand reach outside of the Career Services office

Data

Regularly collect and analyze data to make informed and data-driven decisions

Employer Relations

Develop new and strengthen existing relationships with employers seeking to hire Penn Students

Operations

Continue ongoing operations and facilities improvements





Advising:

Provide comprehensive individual career and graduate/professional school advising for a diverse population of students, alumni and postdocs

Action Items

1. Offer appointments in a variety of formats, times and locations to increase accessibility.
2. Provide regular professional development opportunities for professional staff members to ensure continuous improvement of services.
3. Provide ongoing training and professional development opportunities for peer advisors and other student workers.
4. Develop a peer advising program for graduate students similar to the already existing undergraduate Peer Career Advisor program.



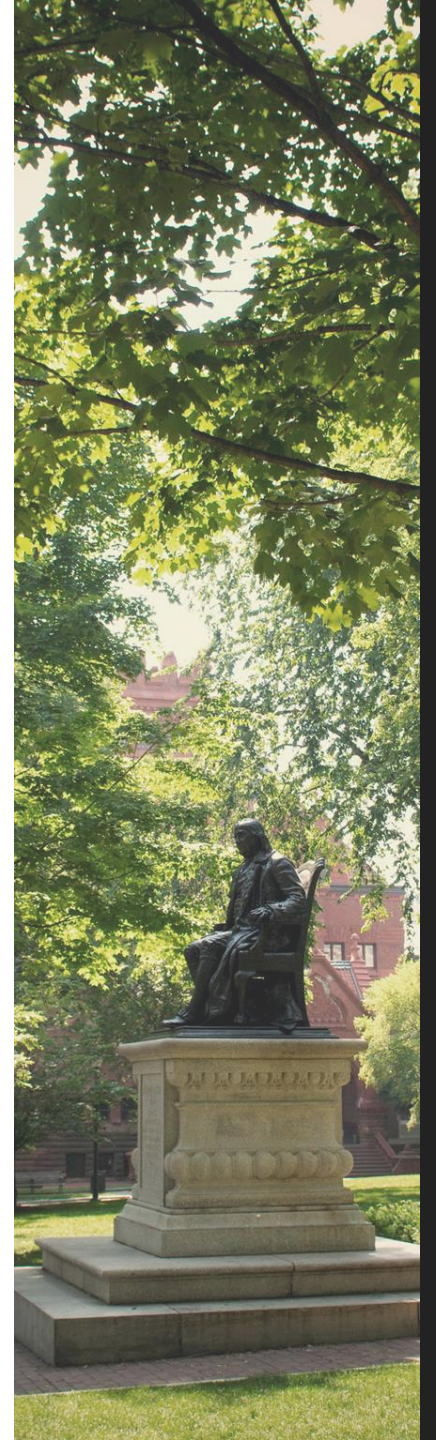


Programming:

Provide a robust and wide-ranging array of career-focused workshops and programs

Action Items

1. Provide a range of in-person, virtual and recorded career-oriented programs, often in collaboration with partners including individual Penn schools, centers, student groups, alumni and employers.
2. Evaluate the utilization of in-person, virtual and asynchronous offerings to maximize student accessibility.
3. Develop a proposal for a cohort-based, multi-session workshop series focused on career and professional development for students in their first year(s) at Penn during 2022-2023, ideally to be implemented in future years.





Resources:

Provide, curate and integrate robust on-demand career-oriented resources for Penn students and alumni

Action Items

1. Develop a reflective portfolio system for students considering graduate or professional school to track their accomplishments.
2. Annually evaluate and refresh on-demand platforms and videos offered by Career Services to enhance student career exploration and preparation on their own schedules beyond office hours.
3. Launch a comprehensive marketing strategy to increase student/postdoc usage of on-demand resources to meet student needs.





Community:

Create a welcoming and inclusive environment for all Penn students and postdocs and connect with students outside of the Career Services office

Action Items

1. Identify opportunities to embed Career Services in areas outside of the Career Services office such as residence halls, academic buildings, cultural centers, etc.
2. Expand Career Services reach throughout campus by creating a Career Champions program for staff and faculty to familiarize them with career resources available to students.
3. Support equitable experiential learning opportunities for all students through management of signature Summer Funding Program.
4. Coordinate initiatives championing diversity, equity, inclusion, and belonging such as workshops, panels, and diversity-focused employer networking events.
5. Leverage specialized initiatives and committees in Career Services office (International, First-Gen, etc.) to focus on expanded and inclusive opportunities for students.
6. Track and evaluate Career Services usage by students to ensure that a broad cross-section of students utilize available resources such as advising.





Data:

Regularly collect and analyze data to make informed and data-driven decisions

Action Items

1. Increase student participation in first destination and summer surveys, prepare outcome reports, and disseminate widely to stakeholders including Penn students, staff, faculty, parents and employers.
2. Present data on Career Services website in an interactive and accessible manner.
3. Conduct climate survey to assess student awareness of the career resources available to them and to increase understanding of students' needs.





Employer Relations:

Develop new and strengthen existing relationships with employers seeking to hire Penn students

Action Items

1. Respond to evolving recruiting landscape by incorporating both virtual and in-person recruiting opportunities for students.
2. Facilitate connections between Penn students and employers through managing job and internship listings, employer information sessions, career fairs and interview schedules in Handshake.
3. Provide high quality and customized assistance to employers seeking advice on recruiting Penn students.
4. Engage and inform employers about best practices for recruiting Penn students through regular employer newsletters and regularly updated website.





Operations:

Continue ongoing operations and facilities improvements

Action Item

1. Actively participate in planning for Career Services move to new location in Fall 2024.
2. Incorporate laptop use and in-office docking stations to facilitate hybrid work across campus to meet students wherever they are.
3. Improve digital storage and archiving processes to centralize and make data retrieval more efficient in hybrid work environment.

