

Salt Lake Community College – Career Services (Career Services 2022)

Program Review Action Plan – July 2022

Revisions with Dr. Lepper & Dr. Campbell – August 2022

Definitions of Goals:

1. Employer Engagement
 1. Marketing: Improving & expanding our marketing & visibility to employers
 2. On-Campus Opportunities: Working with employers to expand on-campus opportunities
 3. Off-Campus Opportunities: Working with employers to expand off-campus opportunities
 4. Handshake: Increase Handshake utilization and streamline our Handshake efforts
 5. Recruitment & Engagement: Intentionally outreach & engage new employers to increase student recruitment
2. Faculty and Department Partners
 1. Marketing and Communications: Improving & expanding our marketing & visibility to faculty and SLCC departments
 2. Programming: Intentionally outreach to and engage faculty and SLCC departments through collaborative programming
 3. Assessment: Increase assessment efforts by surveying student and partner needs and displaying student career development progression
3. Career Services Operations
 1. Policies & Procedures: Developing clear & thorough policies & procedures for our team
 2. Onboarding: Improving our onboarding & training process to set staff up for success
 3. Operations: Building efficiencies in our operations & streamlining communication
4. Marketing
 1. General Marketing: Marketing initiatives that affect and span all aspects of Career Services
 2. Marketing Assessment: Assessment related to improving and expanding marketing and outreach to students and beyond
 3. Alumni Marketing: Marketing specifically targeted to Alumni in relation to services provided by Career Services
 4. Partnership Marketing: Marketing specifically targeted to staff, faculty, employers and any other partners in relation to services provided by Career Services
 5. Student Marketing: Marketing specifically targeted to Students in relation to services provided by Career Services

Goal	Action	Timeline	Progress
1.1 Marketing	1.1.a. Update the EE website pages to include more relevant information on internships, jobs, and ways to connect with our students	December 2022	In Progress
	1.1.b. Map out a calendar of timely email communications & topics for employers to stay connected throughout the year	December 2022	In Progress
	1.1.c. Develop flyers & print materials on the Employer Engagement Team, how to create an account in Handshake and post opportunities, etc which we can provide to new employers	December 2022	In Progress
1.2 On-Campus Opportunities	1.2.a. Utilize Handshake to better promote work study opportunities to students and include open work study roles in our CIP & On-Campus Fair	Aug 2023	In Progress
	1.2.b. Revamp the CIP Process, including streamlining the request process & hiring process, improve upon training & resources for supervisors, improve our CIP & On-Campus Fair, and provide more timely communications to supervisors & students	May 2023	In Progress
	1.2.c. Streamline & institutionalize the process of posting on-campus opportunities in PARS & Handshake	May 2023	In Progress
1.3 Off-Campus Opportunities	1.3.a. Revamp the Cooperative Education Program, including defining Co-op, updating eligibility requirements & course curriculum, creating a new guidebook, webpage, and Canvas	May 2023	In Progress

	course, and working with faculty to expand the program		
	1.3.b. Improve our online resources for employers who want to develop internship programs and utilize Handshake to better promote internships to students	May 2023	Long Term/not started
1.4 Handshake	1.4.a. Implement a process for vetting employers & opportunities in Handshake	May 2023	In Progress
	1.4.b. Increase student awareness of “Hot Jobs” by actively labeling Hot Jobs in handshake and having coaches send out monthly emails to students highlighting current Hot Jobs	Dec 2022	In Progress
	1.4.c. Develop & implement a system for labeling opportunities and creating Employer Collections in Handshake to promote access to employers and diverse student opportunities	Summer 2023	In Progress
1.5 Recruitment & Engagement	1.5.a. Develop a timeline & strategy for annual outreach efforts to new employers, including attending local recruitment events, conducting site visits, implementing assessments to determine where we should focus our engagement efforts each year, and to include equitable recruiting and programming efforts.	Dec. 2022	In Progress
	1.5.b. Improve & update our process for managing Job Fairs, including utilizing Handshake more efficiently & effectively, strategizing and expanding our marketing efforts, and	May 2024	Long Term/Not started

	developing concrete procedures & in-depth step-by-step planning manuals		
	1.5.c. Begin conducting timely & strategic site visits based upon outreach strategy	Summer 2023	Long Term/Not Started
	1.5.d. Reevaluate and formalize our offerings for student engagement and programming to provide employers with more meaningful methods to connect with and recruit our students	May 2023	Long Term/Not started
	1.5.e. Develop a clearer sponsorship contract and process for managing fulfillment of each contract and develop a calendar of intentional outreach to our Sponsors throughout the year. Reevaluate and update sponsorship packages as needed	May 2023	In Progress
2.1 Marketing and Communications	2.1.a. Create marketing content and career resources for faculty and departments in Spanish	Fall 2024	Long Term/Not started
	2.1.b. Develop specialized email lists for campus partners to better promote student employment opportunities	Summer 2023	In Progress
	2.1.c. Establish new class workshops (ex. tailored career development topics) request forms for professors to scale and streamline request for coaches	Summer 2023	In Progress
	2.1.d. Initiate annual partner meetings with coaching industry partners to collaborate with faculty and departments on programming, workshops, and events and tailor programming for students	Summer 2024	Long Term
	2.1.e. Join faculty and department staff meetings bi-annually to ensure resource	Summer 2023	In progress

	sharing, idea generating, and training of services		
	2.1.f. Expand our partner canvas course to include short “how to videos” and recorded workshops	Summer 2024	In Progress
2.2 Programming	2.2.a. Meet and greet with faculty and departments including post survey	August 2023	Long Term/Not started
	2.2.b. Scale in-classroom presentations to include more on-demand resources	December 2023	In Progress
	2.2.c. Continue a faculty online invite breakfast during job fairs for employers and faculty to network	April 2024	Long Term/Not Started
	2.2.d. Initiate campus wide faculty recognition program	August 2025	Long Term/Not Started
2.3 Assessment	2.3.a Develop a dean's report that highlights area of study (aos) student data including number of students seen by a coach, number of students participating in workshops, job fairs, and events, students hired by employers, and most active employers	December 2024	In Progress
	2.3.b. Develop a post workshop and in-classroom survey to gain insight on tailored programming	December 2022	In Progress
3.1 Policies & Procedures	3.1.a. Develop clear, written policies for our internal operations and maintain them all in a clear folder, so our team has access to review as needed. Develop a timeline for reviewing (and updating) the policies and a plan to review periodically with staff.	Timeline for review & staff training by May 2023, policies written by August 2023	Not started
	3.1.b. Develop thorough, step-by-step manuals and procedure guides for our key operations so that anyone on the team could	August 2023	Not started

	pick up where someone else might need to leave off on any given task		
3.2 Onboarding	3.2.a. Develop a complete and more robust on-boarding/offboarding checklist for supervisors and the Administrative Assistant, with clearer instructions on how to complete each item	August 2022	In progress
	3.2.b. Create a thorough training during onboarding on SLCC broadly, our office, and their new role specifically, including specific inclusion of SLCC & departmental policies	August 2022	In progress
3.3 Operations	3.3.a. Develop an Operational Annual Calendar with specific reminders for large projects & operational tasks, including planning times & deadlines	December 2022	In progress
	3.3.b. Create and implement an internal budget process to better manage our expenses throughout the year and make strategic budgetary and fiscal decisions each year	August 2022	Completed
	3.3.c. Begin holding an annual strategic planning retreat with Leadership Team members in order to plan for the year ahead, prioritize tasks, and help our team scale in the coming months	August 2022	Not started
	3.3.d. Begin a student satisfaction survey post appointments in Handshake	December 2022	In progress
	3.3.e. Begin programming satisfaction post surveys (events, in-classroom workshops, fairs)	December 2022	Not started
	3.3.f. Improve staff meetings & various departmental meetings by completing an audit of our meetings to see what's working	December 2023	In progress

	& not working, what meetings to keep or not keep, and then holding more consistent meetings with concrete agendas moving forward		
4.1 General Marketing	4.1.a Design new cohesive brand guidelines based on the newly developed slogan “Many paths ahead, we’ll light your way” so that we can begin disseminating information in a similar format.	August 2022	In Progress
4.2 Marketing Assessment	4.2.a Design effective assessment and set up focus groups design to learn from students in order to meet students where they are in terms of marketing and sharing information.	August 2023	Long Term
4.3 Alumni Marketing	4.3.a Develop Alumni newsletter which includes consistent information on resources such as Handshake, appointments, events and tools. As well as an updated section with relevant and timely information.	July 2023	Not Started
4.4 Partnership Marketing	4.4.a Work closely with career services staff to develop a marketing calendar in relation to event and student calendar in order to better space out marketing in an effective way, while also reducing burn out for staff.	September 2022	In Progress
	4.4.b Work to develop a way to showcase individual and team accomplishments for Career Services in order to show people what we are doing and develop buy in from partners and students.	May 2023	Not Started
	4.4.c What we do campaign – design a marketing campaign for staff, faculty and employer	October 2022	Not Started

	partners to help clarify what we do and how we can help students and staff.		
4.5 Student Marketing	4.5.a In conjunction with marketing assessment design a social media plan related to the most effective and regularly used platforms discussed by students. Create meaningful content and regularly scheduled posts.	August 2023	Long Term
	4.5.b Work closely with career services staff to develop a marketing calendar in relation to the event and student calendar in order to better space out marketing in an effective way, while also reducing burn out for staff.	October 2022	In Progress
	4.5.c In an effort to help students and partners navigate and find the information they need. Simplify and redesign the website for ease of navigation.	December 2022	In Progress
	4.5.d Design a campaign geared specifically to getting students onto Handshake in order to put them in contact with both resources and opportunities.	August 2022 (with more dates in the future)	In Progress – Long Term
	4.5.e Design updated opportunity marketing (i.e., hot jobs widget and emails) to better disseminate internship, job and event opportunities to students.	November 2022	In Progress
	4.5.f Design a plan to work with student organizations and clubs in order to work with active students and spread the word about Career Services	January 2023	Long Term
	4.5.g Create marketing material specifically designed for more passive students. (i.e., resources and tools such as videos and	June 2023	Long Term

	posts that are more easily consumed from anywhere)		
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