

**UNIVERSITY OF MASSACHUSETTS DARTMOUTH
DIVISION OF STUDENT AFFAIRS – Career Center
Annual Report Template 2018-2019 Academic Year**

PART ONE – KEY ACCOMPLISHMENTS

A. Use bulleted list to identify 3 to 5 key unit/departmental accomplishments from 2019 – 2020.

- Development of strategic plan
- Implementation of Handshake
- Launch of College of Social Innovation's Semester in the City for Fall 2019
- Dell – Changing the Face of Technology diversity hiring (3 summer internships/7 full-time hires)
- Development of marketing campaign – web and print

B. If appropriate, please provide the name and email of one student who you feel has shown exemplary growth/development/accomplishment through engagement with one of your unit/departmental programs or learning opportunities.

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PART 2: OUTCOMES ASSESSMENT (if applicable)

Outcome(s)	Alignment	How did you gather information to assess the Outcome?	Key Findings	Data Informed Decisions/Actions
Integrate 4-year career development model into practice: <ul style="list-style-type: none">• Used as framework for workshops (e.g. family orientation, RA training)				
Advance career readiness initiatives: <ul style="list-style-type: none">• Participation in Future of Work Task Force• Shared at Family Orientations				

<p>Expand formal assessment of programs and services:</p> <ul style="list-style-type: none"> • Employer survey • Faculty survey • Student survey • Review of utilization numbers 				
<p>Re-evaluate current technologies with an eye towards more effective service delivery and potential for scalability:</p> <ul style="list-style-type: none"> • Assessed available CRMS – made determination to shift from CSO to Handshake • Added Career Spots to web page design 		<p>Spoke with users of different CRMS to compare pro's and cons of systems</p>		<p>Made determination to contract with Handshake for 2019-2020</p>
<p>Include diversity-related goal for staff in performance model</p> <ul style="list-style-type: none"> • Brought Camups2Career to Campus – presentations and job/internship fairs • Partnered with FDUH, CITS & Black History 4 Seasons to host Dell's Changing the Face of Technology 				<p>Commitment to partner again for 2020 based on outcomes: 150+ attendees at program, ~40 on-site first round interviews, and 10 hires to date (3 internships/7 full-time)</p>

Support NSBE students attending annual conference				Multiple hires reported (e.g. Raytheon, Grumman)
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PART 3: PERFORMANCE INDICATORS

Student Leadership Positions	
List types of positions or leadership roles	# of students holding the position or role
Peer advisors	4

Workshops & Events Hosted by Department		
Name/title of workshop or event	# of times offered in 2018 - 2019	# of participants
Job Search Skills workshops (includes presentations done in-class by faculty request, in residence halls, stand alone)	31	466
Internship sessions (includes general info sessions as well as sessions designed to promote Semester in the City and The Washington Center)	15	72
Career Center Overviews/ Self-Assessment/Decision-making (invited by faculty into classes as well as those offered by Ctr.)	45	910
In-class presentations (inclusive of all presentation subjects)	61	1231
Job and Internship Fairs (Part-Time J/I Fair, Accounting Fair (piloted in Fall 2018), Business, Engineering & Technology Fair, Designing a Better World J/I Fair, Annual J/I Fair, Nursing Fair)	Fall 2018 Part-time job Accounting Bus/Eng/Tech Spring 2019 Better World Expo Nursing	92 – employers 370 – students 14 – employers 100 – students 59 – employers 100 – students 46 – employers 101 – students 103 – employers 486 students 10 – employers 90 - students
Graduate School Fair	1	53 – schools 64 - students

Major Collaborations/Outreach/Educational Programming with/to/for Internal and/or External Constituents	
<i>Name/title of collaborative initiative</i>	Identify Partner(s) and Provide #s if appropriate
Changing the Face of Technology	FDUH, CITS, Black History 4 Seasons (152 on-campus participants/31 site visit participants)
Networking with Professionals evening	FDUH (10 students)
Amazing Educators (visit by Mass Commissioner of Education)	FDUH, John Hoey (27 students)
Engineering Networking Event	Society of Women Engineer, COE (115 students)
Orientation Leader Training	109 students
Life After UMassD	STAR Center, Financial Aid (47 students)

Unit Specific Key Performance Indicators	
Indicator	Metric
Integrate 4-year career development model into practice	
Advance career readiness initiatives	
Expand formal assessment of programs and services	
Re-evaluate current technologies with an eye towards more effective service delivery and potential for scalability	
Include diversity-related goal for staff in performance model	

Staff Development July 1, 2018 through June 30, 2019							
Name	Degrees or Certifications	List conferences attended	List publications	List presentations	List local, regional, and national professional organizations in which an office or committee membership is held	List honors, awards, special recognitions, or grants received	List student organizations advised
Amelia Alburn		GradLeaders Roundtable; Employer Relations Consortium;		Student Affairs Professional Development Committee-Multigenerational	College for Social Innovation Learning Community		

		Career Everywhere conference; NEACEFE Conference; NACE Employer Relations Summit; EACE Conference		Workplace Workshops			
Sue Foley		Building your Emotional Intelligence; Travel and Expenses for Administrative Assistants; Terminal Four Contributor Training; Service Excellence Training; CORSAIR Jobs Training Session; Handshake Training					
Linda Kent Davis		AAUW Salary Negotiation; New England Directors' Summit; Service Excellence, NACE – Assessing Career Readiness; NACE – Developing a Career Studio; Future of Work Laboratory; SA – Multigenerational Workplace; NACE annual conference; GoinGlobal training webinar		HRE retreat – using Strengths (team building)	MERC planning committee		

Cathy Perry		Service Excellence Training; Handshake Training; Service Excellence					
Racheal Roy		AAUW Salary Negotiation -Linked In Webinar Train the Trainer - Going Global Advanced User Webinar - NACADA Academic Advising and Anger: Keeping Advisors and Students Safe -CAS 101 Training and First Year Students -Student Affairs Generation Z Training; Service Excellence			UMass D rep to Campus2Career initiative		
Alyssa Snizek		GradLeaders Regional Roundtable; Employer Relations Consortium; RICDA annual conference; Blue Innovation Symposium; Call to Serve Webinar: Federal entry-level talent in the 21 st century; AAUW Salary Negotiation; LinkedIn – Train					

		the Trainer; SA – Multigenerational Workplace					
Colleen Wetterland		Webinar – LinkedIn – Train the Trainer; GoinGlobal Webinar Training; AAUW Salary Negotiation; EACE annual conference; Service Excellence; SA – Multigenerational Workplace					

PART 4: PLANNING

INSTITUTION PRIORITIES	STUDENT AFFAIRS	UNIT/DEPARTMENT GOALS
I1: Preparation for the Future of Work <ul style="list-style-type: none"> • Re-invention and addition of major/minors to meet changing workforce needs • Reinvention of Career Development Center • Creation of Future of Work Academy and Future of Work Bootcamp 	S1: Well-being, Health, & Safety Student Affairs will promote whole person development and a culture of well-being, health, and safety for our community. Well-being is inclusive of physical, emotional, social, spiritual, intellectual, environmental, and financial health and safety.	G1: Promote student career readiness through career advising, counseling, programming and instruction Linkage: I1 and S1
I2: Interdisciplinary Research <ul style="list-style-type: none"> • Creation and support interdisciplinary research teams to investigate pressing global, national and local issues • Current research foci include marine science, community resiliency, and cybersecurity 	S2: Student Engagement & Learning Student Affairs, in collaborative partnerships, will develop and promote intentionally impactful and engaged learning experiences that extend beyond the traditional classroom. These experiences will prepare students for future work, careers, leadership, and service to others within increasingly global and diverse communities.	G2: Expand experiential learning opportunities Linkage: S2
I3: Blue Economy <ul style="list-style-type: none"> • Creation of the marine economy innovation corridor in 	S3: Social Justice, Diversity, & Inclusion Student Affairs will advance the principles of social justice, diversity,	G3: Partner with groups/organizations that support diverse student

<p>the South Coast, Cape Code and up to Rhode Island</p> <ul style="list-style-type: none"> • Make UMass Dartmouth the center of the marine sciences through business partnerships, research grants, and SMAST graduate and undergraduate programs 	<p>and inclusion through our programs, services, advocacy, and accessibility.</p>	<p>populations (Dell event, FDHU networking)</p> <p>Linkage: S2</p>
<p>I4: Campus Experience</p> <ul style="list-style-type: none"> • Create a vibrant residential campus by reinventing the co-curricular experience • Realize the potential of the Facilities Master Plan (starting with the P3 project) to support a vibrant campus • Support the needs of a diverse and global student population 	<p>S4: Efficiencies & Infrastructure</p> <p>Student Affairs will identify and enhance efficiencies related to: organizational structure, human resources, capital resources, space utilization, and technology.</p>	<p>G4: Provide accountability for career services and student outcomes that inform strategic direction and provide the foundation for both quantitative and qualitative demonstrations of impact. Develop resources in support of our mission.</p> <p>Linkage: S4</p>
<p>I5: Alumni, Government and Community Relations</p> <ul style="list-style-type: none"> • Build on strong foundation of civic engagement and service-learning • Partner with neighboring communities (esp. Fall River, Dartmouth and New Bedford) and their legislative delegations • Strengthen UMD's relationships with its alumni and current and potential donors 	<p>S5: Marketing & Branding (The Student Affairs Story)</p> <p>Student Affairs will identify and employ the most effective ways to communicate with stakeholders about our programs and outcomes of the co-curricular experience</p>	<p>G5: Increase employment and graduate and professional school opportunities for UMass D graduates</p> <p>Linkage: I5</p>

UNIT GOAL Copy from preceding chart	Identify one measurable outcome per goal that you can reasonably measure in 2019-2020.	What information or data will you collect and how? Do you have a predetermined target?
G1: Career Readiness – promote student career readiness through career advising, counseling, programming, and instruction	<p>Increase # of unique users who meet with career center team members by 300%. Develop satisfaction survey.</p> <p>Increase # of unique users actively using Handshake by 200%</p>	<p>Utilization data collected at time of interaction – tracked in Handshake. Target – 2300</p> <p>Utilization data tracked in Handshake. Target –2400</p>

	Increase membership in/attendance at local chamber of commerce groups (or other similar organizations) by 300%	Target – attendance at 12 meetings
G2: <i>Experiential Opportunities</i> – expand experiential learning opportunities for students	<p>Increase # of local internship opportunities posted in Handshake by 10%</p> <p>Pilot job shadowing program for Spring Break 2020. Develop satisfaction surveys for host sites and student participants.</p>	<p>Postings tracked in Handshake Target – 800</p> <p>Identify/secure/schedule 5 host sites</p>
G3: <i>Career Success</i> – increase employment and graduate and professional school opportunities for UMassD graduates	<p>Increase number of full-time local opportunities by 25%</p> <p>Increase number of new employers/alumni actively engaged in on-campus programming (e.g. Fireside Chats, resume reviews) by 300%</p> <p>Bring back “Applying to Graduate School” panel. Develop learning outcomes survey.</p>	<p>Postings tracked in Handshake Target - 2000</p> <p>Information tracked in Handshake Target – 9 employers</p> <p>Student attendance tracked in Handshake Target – 25 attendees</p>
G4: <i>Accountability and Sustainability</i> – provide accountability for career services and student outcomes that inform strategic direction and provide foundation for both quantitative and qualitative demonstrations of impact. Develop resources in support of our mission	<p>Implement NACE first destination survey and follow-up protocols for class of 2020 – increase overall knowledge rate by 500%</p> <p>Develop/administer series of satisfaction and outcomes surveys.</p> <p>Fundraising – make requests for grants/gifts</p>	<p>Track participation via Handshake Target – 50% knowledge rate (note current is 10%)</p> <p>Target – 3 requests/receive minimum of 1</p>

*These outcomes should be LEARNING OUTCOMES or statements of what students should know or be able to do after engaging with a program or learning opportunity.

PART 5: CHALLENGES

The Career Center has faced several challenges this past academic year. These challenges include changes in leadership, the organizational effectiveness activity, and inadequate space. The Center has reported to two different senior administrators for six months each – neither of whom we have reported to previously. The challenge here has been adjusting to shifting expectations as well as leadership, communications styles, and varying degrees of knowledge of unit functions. Changes in reporting lines have had positive impacts as well. We have been exposed to different perspectives that have challenged us to view our work through different lenses and make corresponding adjustments. Additionally, we have had leadership who has been able to leverage their campus relationships to move projects forward that have previously been stalled (e.g., web site and marketing materials). In relation to the organizational effectiveness activity, we still do not know the final results. Because of the results of the activity on other area within the university – specifically those that have had direct impact on the career center – staff are concerned about that this will mean for them and their specific responsibilities. We are also “on hold” waiting to determine if responsibilities of other positions will shift.

Space has been an ongoing challenge for the Center negatively impacting visibility as well as our capacity to support certain functions (e.g., on-campus recruiting). We are hopeful that as space gets reallocated on campus and now that our staff has expanded to include an additional professional, that our challenges will rise on the university’s priorities list. Space challenges extend beyond our physical location in the Campus Center to include access to space across campus where we can hold events. For instance, The Tripp Athletic Center is the only space on campus large enough to accommodate our largest job/internship fair. Bathrooms are not accessible. Parking and materials drop-off now require additional staffing. Floor protection is not safe for participants.

PART 6: ADDITIONAL INSIGHTS/COMMENTS (OPTIONAL)