In alignment with the mission of Student Affairs, six high-impact areas with associated goals and action items have been identified to better serve UCSB students:

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Director’s Note:
This strategic plan is the result of extensive planning and the thoughtful collaboration of the Career Services staff with contributions from Don Lubach, PhD, Assistant Dean of Students.
OVERVIEW

Career Services at the University of California, Santa Barbara is a centralized unit charged with helping students determine and fulfill their career goals through a variety of specialized programs, services, and resources. As a department within the Division of Student Affairs, we serve as the bridge to life beyond the university. Our core functions include individual consultation and group programming to assist with the career development needs of students while educating them about employment and professional/graduate school options.

In an effort to accomplish this, we have developed a three-year strategic plan aimed at helping to guide our service delivery and resource allocation decisions moving forward. While we currently provide a comprehensive range of programs and services, the focus of the strategic plan is on new, high-impact initiatives that we plan to accomplish over the next three years. In addition, updated Mission and Principles of Services statements have been established to reflect our collective direction as a center.

MISSION STATEMENT

The mission of Career Services is to help the students and recent graduates of the University of California, Santa Barbara identify and fulfill their career goals. We serve students throughout their college experience to help them understand who they are as emerging professionals and how to apply their academic and real-world knowledge and skills to their careers. By providing comprehensive resources, programs, and counseling on career development, internships, employment, and graduate school, we educate and support students and recent graduates on how to make sound career decisions, develop professionally, and attain their life goals.

PRINCIPLES OF SERVICE

- We value each individual as unique and part of a diverse and inclusive community;
- We provide undergraduates, graduate students and recent graduates with caring, customized service, individualized to meet the changing needs of students and the job market;
- We participate in a wide range of partnerships with employers, campus and local communities, and academic and administrative departments to enhance the development of students;
- We employ the best tools - both human and technological - to maximize the accessibility and effectiveness of our services;
- We maintain a collection of carefully selected physical and electronic resources.
TARGETED POPULATIONS

GOAL 1: Develop focused initiatives targeting the career development needs of students in the liberal arts, humanities, and social sciences.

Action Items

♦ Offer quarterly workshops to help undergraduate students in the College of Letters & Science identify their career interests, values, and skills and explore career opportunities.

♦ Collaborate with campus partners to coordinate Liberal Arts Career Conference highlighting professional accomplishments and career paths of alumni from the College of Letters & Sciences.

GOAL 2: Develop focused initiatives and strengthen outreach to transfer students.

Action Items

♦ Develop and offer quarterly workshops to help transfer students identify their career interests, values, and skills and explore career opportunities.

♦ Collaborate with residence halls to facilitate location-based career development programs.

GOAL 3: Develop focused initiatives targeting the career development needs of international students.

Action Items

♦ In consultation with the Office of International Students and Scholars, conduct a focus group with undergraduate international students in an effort to determine their unique career development needs.

♦ Partner with Office of International Students and Scholars to offer high quality professional career development programs to our growing international student population.

ASSESSMENT & EVALUATION

GOAL: Establish protocols and procedures for evaluating programs and services.

Action Items:

♦ Develop learning outcomes and conduct evaluation in order to measure student learning and assess quality of quarterly career workshops.

♦ Develop satisfaction measures and design follow-up survey to determine effectiveness of individual counseling appointments.

♦ Collect student data and send follow-up survey to determine effectiveness of career fairs in establishing meaningful employer connections that lead to career and/or internship opportunities.
STRATEGIC PARTNERSHIPS

GOAL: Strengthen communication with campus departments in mutually beneficial ways to help students achieve academic and professional goals.

Action Items

Alumni Association

- Collaborate on a series of industry panels inviting alumni to campus to share information to students.
- Collaborate on the development of an alumni database to help students connect with alumni for the purpose of career exploration.
- Communicate annually with Alumni Association to share student hiring data and survey results as well as to inform and update them about services and programs offered through Career Services.

Office of International Students & Scholars (OIS&S)

- Host meeting with OIS&S to develop a list of employers that hire international students in order to invite them to recruiting and networking events.
- Communicate annually with OIS&S to share student hiring data and survey results as well as to inform and update them about services and programs offered through Career Services.

Educational Opportunity Program (EOP)

- Facilitate a career development program in conjunction with EOP’s Summer Transitional Enrichment Program.
- Communicate annually with EOP to share student hiring data and survey results as well as to inform and update them about services and programs offered through Career Services.
INNOVATIVE TECHNOLOGY

GOAL 1: Secure technology to deliver innovative virtual programs and improve employer recruitment.

Action Items

Equip Career Services with video conference technology in order to conduct virtual interviews, meetings, employer info sessions, and webinars.

GOAL 2: Integrate technology to improve student service delivery.

Action Items

♦ Incorporate Symplicity counseling module to track student Career Services use.
♦ Incorporate Symplicity kiosk (card swipe) module to allow for student appointment check-in and data collection.
♦ Develop and implement strategy for creating new career videos for students.
♦ Secure technology to allow for streaming of workshops to remote locations (Career Resources Room, residence halls, student apartments in Isla Vista, etc.)
♦ Annually assess technology utilization through benchmarking and student/staff feedback in order to make recommendations for renewals, updates, and replacements.
♦ Develop and implement strategy for helping students gain proficiency in utilizing social media and new technologies in the job search.

FINANCIAL & HUMAN RESOURCES

GOAL 1: Explore fiscal partnerships with relevant campus entities around the potential of creating jointly funded staff positions to expand the delivery of services and programs.

Action Items

♦ Collaborate with College of Engineering on the development and hiring of a full time technology and engineering career counselor.
♦ Collaborate with Graduate Division on the development and hiring of a full time graduate student career counselor.

GOAL 2: Develop supplemental operating funds plan

Action Items

Review current fee structure and benchmark with at least 3 comparable universities to gauge appropriate pricing for revenue generating programs/services to determine whether or not pricing changes need to be made:

Assessment services (MBTI, SII, MAT, etc)
Career fair registration
Career Partnership Program
On-Campus Interview Program
EXPERIENTIAL LEARNING

GOAL 1: Develop strategy to expand experiential learning opportunities for undergraduate students to explore career options, gain experience, and network professionally.

Action Items
- Develop specialized programming to connect undergraduate students with local internship opportunities.
- Coordinate and facilitate quarterly virtual meetings with all UC internship coordinators for information and best practice sharing, as well as legal updates.
- Develop and maintain current print and web-based resources to support internship preparation and promote opportunities.

GOAL 2: Provide education, training, and reflection opportunities to students for experiential education initiatives.

Action Items
- Develop policies and protocols to require all unpaid internships, including virtual internships, to participate in Internship Certificate Program.
- Enhance Symplicity experiential learning module to encourage and promote reflection in order to educate students on how to apply new skills to the job search process.
- Collaborate with campus departments such as Human Resources, and Risk Management to promote and support campus-wide experiential learning opportunities.
- Participate in Co-curricular Transcript planning committee.

GOAL 3: Support employer recruitment efforts, provide resources to facilitate hiring, and promote internship opportunities to campus constituents.

Action Items
- Coordinate programming to connect local internship sponsors with targeted students.
- Develop and implement marketing strategy to increase employer visibility and promote national and international internship opportunities to campus community.
- Maintain and enhance educative resources for internship providers regarding internship policies, national standards, and best practices for recruiting, training and supervision.