



University of Minnesota Duluth
Division of Student Life
Career & Internship Services
2018-2019 Strategic Plan

- I. **Vision:** All UMD Bulldogs will embrace their futures with confidence

- II. **Values:**
 - Student Centered** – We place students at the heart of all we do.
 - Excellence/High Quality service** – We provide high quality service and programs developed with creativity, innovation and a commitment to continuous improvement.
 - Inclusiveness** – We respect and celebrate the diversity of individuals, perspectives, and ideas while promoting social justice.
 - Learning** – We engage students in opportunities that promote and support their growth, development and well-being.
 - Collaboration** – We foster partnerships and build community.
 - Sustainability** – We contribute toward a sustainable future and model sustainable practices.

- III. **Mission:** The Mission of UMD Career and Internship Services is to empower students and alumni to discover, develop, evaluate, and implement their unique professional goals as they prepare for careers in an evolving global workforce.

- IV. **Goals: Career & Internship Services Goals Mapped to the UMD and Student Life Strategic Plans**

UMD Career & Internship Services	Mapped to SL	Mapped to UMD
Goal 1: Learning 1.0 Create learning experiences to help students discover, develop, evaluate, and implement their career goals	1.1	1
Goal 2: Cultural Competence 2.1 Provide and promote education, training and resources to help Career & Internship Services staff and student employees develop cultural competence	2.1	2
2.2 Provide inclusive programming, services and environment for campus and community partners	2.2	2

<p>Goal 3: Wellness 3. Foster students’ career well-being by helping to develop a career plan</p>	3.1	1
<p>Goal 4: Excellence in Service 4.1 Deliver service in a positive, inclusive, knowledgeable, skillful, accurate and prompt manner</p>	4.1	1, 2, 5
<p>4.2 Create communication that is appropriate and effective, both in the ways we provide information and actively seek and respond to feedback from our customers</p>	4.2	5, 6
<p>4.3 Develop a culture of continuous improvement where innovation and growth are encouraged</p>	4.3	6
<p>Goal 5: Resources 5.1 Apply a strategic, visionary, student-focused and sustainable approach in developing, managing, and continually assessing human, fiscal, physical, and technological resources</p>	5.1	6
<p>5.2 Use resources effectively, ethically, and efficiently through stewardship and collaboration</p>	5.2	6
<p>5.3 Cultivate on and off campus partnerships that support and enrich the student career development experience</p>	5.3	5
<p>Goal 6: Assessment 6.1 Develop an assessment plan including program evaluation and assessment of student career learning outcomes and link to divisional and campus plans</p>	6.1, 6.2	1, 6

V. Objectives/Outcomes/Assessment

Objective/Outcome Action Steps	Mapping to Department Goal	Assessment Strategy/Measures
<p>1. Special Populations – Conduct outreach to and collaborate with special populations</p> <p>Plan and deliver a series of workshops/events/projects related to diversity and careers</p> <p>Explore and identify new strategies for systematically reaching underrepresented students</p> <p>Research what other institutions are doing</p> <p>Determine ways to support first generation students in their career planning</p> <p>SEM Committee: Medium and High Risk student support</p> <p>UST 1000-Create C&IS Unit including PPT, assignment, resource list and faculty instructions</p>	<p>2.2</p> <p>2.2</p> <p>2.2</p> <p>2.2</p> <p>2.2</p> <p>2.2</p>	<p>Track outreach efforts, number of participants, participant feedback</p> <p>New strategies identified</p> <p>Research completed and reported</p> <p>Meet with committee Create student lead position to implement initiatives Develop action plan to implement programming ideas Update website and discuss and implement social media ideas</p> <p>Actions TBD</p> <p>Unit completed</p>
<p>2. Website – Review content Update pages and content to revised Handbook Review remaining pages for possible revision Remove lists of links on specific pages Revise pages</p>	<p>4.2</p>	<p>Website content reviewed and revised</p>
<p>3. Employer Relations Program – Expand service to students seeking internships and jobs and employers seeking to connect with students</p>		

Increase site visits, on-campus meetings and phone meetings with employers to expand partnerships and enrich the student experience	5.3	# of meetings conducted
Develop and implement plan for strategic outreach with campus partners	5.3	Plan developed
Research employer relation programs for campuses our size and program leaders	5.3	Report completed on comparable and exemplary Employer Relations Programs
4. GoldPASS powered by Handshake – Manage transition of GoldPASS to Handshake	5.1	
Develop internal procedures and identify who is responsible for each		Procedures developed and assigned
Develop and implement communication plan for 2018-2019		Communication plan developed and implemented
Develop training materials and train student		Training developed and completed
5. Career Handbook – update Update Career Handbook	1.0	Handbook is updated, printed and distributed.
6. Peer Educator Role and Training – Explore expanding role and training required for a successful expansion	4.3	
Discuss with Peers who are returning for fall Research what other institutions have their Peers do Explore what could be added/changed to the Peer Educator Role Develop training		New duties are outlined and implemented Additional training is identified and implemented
7. Campus-wide Career Education – Explore campus-wide career education	1.0	
Identify goals and criteria for campus-wide career education Develop outline of career education program		Goals and criteria identified Outline developed
Create framework and content for online internship prep training for students Review and evaluate content from CNED, website, and external sources		Module completed and feedback Received

<p>Gather and implement feedback from others (C&IS, Internship Coordinators, students)</p> <p>Review, evaluate and select delivery model</p> <p>Develop and implementation plan</p> <p>Develop modules</p>		<p>Delivery model selected</p> <p>Implementation plan developed</p> <p>Modules developed</p>
<p>8. Program Review – Perform a program review of Career & Internship Services</p> <p>Dates identified</p> <p>Review and sign contract</p> <p>Conduct review</p> <p>Analyze results</p>	<p>4.3</p>	<p>Review completed and results analyzed</p>