

**I. VISION** All UMD Bulldogs will embrace their futures with confidence

**II. VALUES** **Shared with the Student Life Division:**

**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** 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**

**CC GOALS MAPPED TO UMD AND STUDENT LIFE STRATEGIC PLANS**

<b>Career Center (CC) Goal</b>	<b>Mapping to University Goals</b>	<b>Mapping to Student Life Goals</b>
<p><b>1) Accountability:</b> Establish accountability practices in all aspects of departmental operations. Review policies &amp; procedures for areas of improvement and communicate progress.</p>	<p>1, 2, 3, 5, 6</p>	<p>1.1, 2.1, 2.3, 3.1, 3.2, 3.3, 4.1, 4.3, 5.1</p>

<b>2) Career Education:</b> To develop and deliver comprehensive career education.	1, 2	1.1, 2.1, 3.3, 4.1, 4.2, 5.2
<b>3) Employer Engagement:</b> Increase and maintain strategic employer engagement and campus partnerships to meet students' career development needs.	2, 4, 5	1.1, 2.3, 4.1, 4.2, 4.3, 4.4, 5.1, 5.3

**V. OBJECTIVES/OUTCOMES/ASSESSMENT**

<b>CC Objective/Outcome</b>	<b>Mapping to CC Goal</b>	<b>Assessment Strategy</b>
Develop an Accountability Reflection Tool to use in planning & process improvement around diversity, equity, and inclusion (DEI) in CC.  Focusing on these areas for 2022-2023: <ul style="list-style-type: none"> <li>● Student engagement</li> <li>● Faculty engagement</li> <li>● Office communications</li> </ul>	1, 2, 3	Delivered curriculum where students are at, e.g. Career Roadshow.  Developed and implemented a Faculty Communications & Outreach plan.  Developed and posted our Office Diversity Statement on our website.  Updated our Career Fair checklist for both virtual and on-campus fairs.
Increase collaboration and communication within the department and campus community.	1, 2, 3	Created GFUR data salary summaries for small major groups.  Reviewed and refreshed social media guidelines.  Created and sent tailored communications per collegiate unit.
Develop career readiness definition and common language for the department to share with the campus community.	1, 2, 3	Created career readiness definition.

		<p>Created career readiness talking points.</p> <p>Integrated career readiness into our work and shared with the UMD community.</p>
<p>Develop an online career education curriculum that aligns with stakeholders needs and wants.</p>	<p>1, 2, 3</p>	<p>Prioritized topics for online curriculum development.</p> <p>Created one video/canvas module.</p>
<p>Strengthen relationships with identified departments and groups from the 21-22 survey.</p>	<p>1, 2, 3</p>	<p>Supported and collaborated with identified departments and groups on their needs.</p> <p>Conducted a gap analysis on students, collegiate units, and industries that engage with our department.</p>
<p>Develop employer resources for inclusive and effective practices in student recruitment and engagement.</p>	<p>1, 3</p>	<p>Created content and resources.</p>
<p>Analyze employer engagement data and identify trends and industries represented.</p>	<p>1, 3</p>	<p>Reviewed data to identify gaps and trends.</p>