

# UNA Career Center - 2018-2019

## Accomplishments

### GENERAL ACCOMPLISHMENTS

#### Professional Development:

- With two new staff completing Career Development Facilitator Training, all Career Center professional staff now hold some certified designation within career services. Professional staff now hold the following credentials:
  - 2 - Certified Career Services Providers, National Career Development Association
  - 1 - Certified Career Counselor, National Career Development Association
  - 1 - Global Career Development Facilitator, Center for Credentialing and Education
- Initiated first ever **Peer Advisor Program & Training**

#### Presentations

- Claytor, E.M. (2018). Affirmations & vision boards: A synergistic intervention for building client self-efficacy. *Alabama Counseling Association Annual Conference*, Birmingham, AL.
- Medlin, M.T. (2018). Making EL Work for you and your Faculty TOO! Gaining buy-in across campus for utilizing the EL Module. *Symlicity Symposium*, New Orleans, LA.
- Claytor, E.M. (2019). Creating a vision for the future: Vision boards as a creative career intervention for at-risk students. *National Career Development Association Global Career Conference*, Houston, TX.

#### Publications

- Claytor, E.M. (in press). Vocational Preference Inventory: Review. In K. Stoltz & S. Barclay (Eds.), *A Comprehensive Guide to Career Assessments* (pp. xx-xx). Broken Arrow, OK: National Career Development Association.

#### Community Outreach:

- Participated in 3 mock interview days with *Lauderdale County High School* seniors (Rogers, Central, Brooks)
- Presented **Life Skills workshop** in collaboration with *Literacy Advocacy Foundation* at the Sunrise Center in Sheffield for homeless population
- Facilitated Resume and Job Search Workshop for NACOLG(North Alabama Council of Local Governments)

#### Campus Support and Outreach (*Focus on improving collaborative efforts across campus and in the community*):

- Participated in Preview Day and MyUNA Days for prospective students
- Participated in **The Lucky Dip** – giveaways and photo booth
- Participated in **The Big Deal**
- **Pizza at the Amphitheater**
- **History Faculty Meeting**: Attended History Department meeting in order to promote collaboration with faculty and educate faculty about our mission and services for students
- Held resume appointments in Science Bldg for STEM students prior to STEM Fair
- Introduced 'First Friday' open house. Every first Friday of the month students can come to the Career Center without an appointment.
- Collaborated with *Writing Center* for Resume Workshops
- Alpha Phi Alpha Presentation – Interview Skills, Professional Dress, Networking, Resumes
- Hosted first ever **Film Career Panel** in collaboration with the *Lindsay Film Festival board*
- Met with *Department Chairs in COAS* to promote collaboration
- Collaborated with *Dept. of English* to host an **Alt-Academic Careers Panel Discussion** for their graduate conference
- Collaborated with *Advising and Student Success* to provide **Resume Workshop** for their Ties 2 Success Program

- Developed new relationship with *Military Science Department* and provided educational session to graduating seniors on transitioning to the civilian workforce and translating military experience on the resume

## EMPLOYER RELATIONS AND EXPERIENTIAL LEARNING

### Employers:

- Over 200 new employer registrations in LionJobs
- New outreach strategies implemented with personalized post cards sent at the beginning of each semester inviting employers to specific recruiting events

### Experiential Learning:

- 54 internship site visits
- Developing a new Externship program with the College of Business to promote and encourage job shadowing opportunities. Currently have 18 employers committed to participating.
- Reinstated a mandatory internship orientation session for all College of Business interns; Exploring the possibility of conducting this orientation for all internships tracked via the EL Module in LionJobs.
- Continuing to educate additional departments on the benefits and use of the EL module for internship tracking.

### Events:

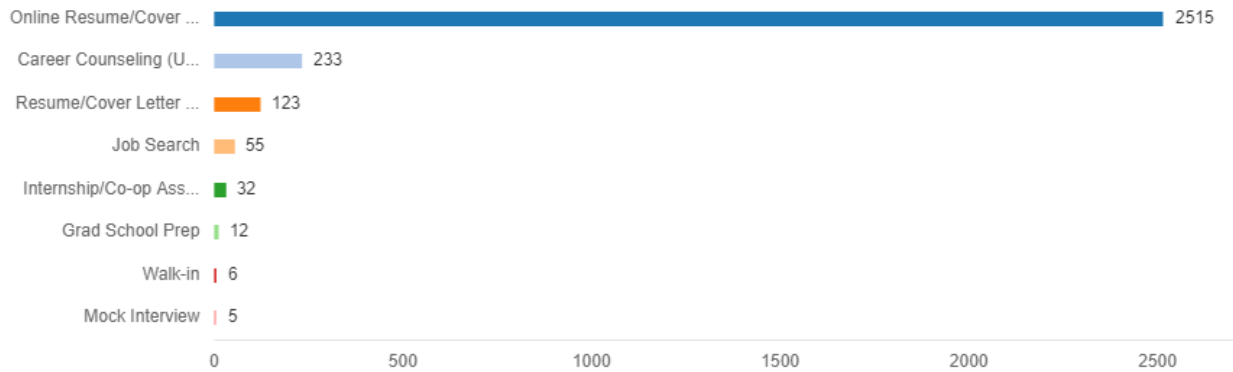
- Introduced 'Round Table' events in order to encourage student engagement and facilitate strong interactions between students and employers. Based on both qualitative and quantitative assessment, this type of event is one that appeals to students and yields great overall results for all involved.
- Started using a new parking solution for all of our recruiting events. Other than the height of the van, most of our employers have been pleased with the new arrangement.
- **NEW:** Collaborated with *Alumni Association* to attend 3 **Young Alumni Events** and promote Career Center services to graduates in Birmingham, Huntsville, and Nashville to stay connected with and better serve our alumni.

## CAREER DEVELOPMENT

- **NEW: Conditional Student Groups:** Collaborated with *Advising and Student Success* to implement group sessions throughout Fall semester for all conditionally admitted students as a form of prevention in order to improve retention.
- **NEW: Career Center Advisory Council** established to promote collaboration across campus among staff, faculty, students and off-campus employers. This entity performed a SWOT analysis of the Career Center. The information gained from this analysis continues to be used to assess and develop strategies for providing service to our students, alumni and the campus community.
- Consulted with Erica Stallings and Dr. Janet Lenz (*Florida State University*) concerning Career Center models.

**APPENDIX A – Career Center User Statistics**

<b>Activity</b>	<b>Type</b>	<b>Sessions</b>	
<b>Student Appointments*</b>	Resume/Job Search/Mock Interview	2698	<i>*Additionally all staff serve numerous walk-in's giving "how-to" informational guidance regarding services and resources. Due to the nature of our services, one appointment type can turn into a different appointment type, thus metrics are not conclusive.</i>
	Internships	32	
	Career Assessment/Major Choice	233	
<b>Presentations</b>	Classroom/Other Sessions* <i>*Presentations include all class and student organization and other requested presentations facilitated by Career Center Staff.</i>	47	<i>This does not include external community presentations noted in Community Outreach.</i>
		<b>Students:</b>	<b>Employers</b>
<b>Career Fairs</b>	Speed Networking	Fall – 77 Spring - 103	Fall - 26 Spring - 22
	Nursing Career Fair	Fall – 32 Spring -60	Fall – 15 Spring - 16
	K-12 Teacher Recruitment Day	Fall – 75 Spring - 54	Fall – 26 Spring - 28
	Career Summit (with Steele Center for Professional Selling)	Fall – 100 Spring -125	Fall – 15 Spring - 26
	<b>Fall only Events:</b>		
	Money Matters with Panel Discussion	8	10
	Pre-Professional Fair	3	5
	STEM Career Fair	Held by the Department of Engineering Technology	
	<b>**COAS Month</b> - A series of events focused on COAS students and diverse areas of study was held in April.		
	Film FAQ's	20	5
	Comm Chat	3	5
	Gig Economy Round Table	10	2
	Personal Branding Round Table	6	2
Heath Services Grad Fair	These were "open" events and attendance was not recorded but employers were pleased with participation.	4	
Social Services Fair		10	



## CHALLENGES

- Lack of education across campus on the part of students, faculty and staff regarding the mission and purpose of the Career Center. We are working to educate the campus community about the resources and services we provide to both current students and alumni, including distance education/online students.
- Resources for professional development.
- Additional staff in order to educate the campus community and then provide the resources we can and should provide.