

CENTER FOR ADVISING AND CAREER SERVICES

Unit Plan: 2009 - 2014

Mission and Aspirations

The Center for Advising and Career Services (CACS) supports and empowers students in academic, campus, and career transitions. We promote a supportive learning environment that provides information, tools and skills, along with access to resources, employers, and networks necessary to succeed in these life transitions.

The Center aspires to serve prospective and current students, employers and alumni. Center staff is the academic advisor of record for over 750 undeclared students. A future focus of the Center will be to track the success of these students as they move into academic majors and out of the institution. The Center also aspires to assist all students in making confident choices about their major and future occupational options. There is a growing need to serve the alumni population as they move through various careers across the span of their life.

The Center works with employers from around the state, region and nation to service their employment needs for new graduates and experienced candidates. Numerous initiatives are in place to work with Wyoming businesses to attract back UW alumni.

Previous Planning Accomplishments

Previous planning focused on increasing awareness of and satisfaction with the services offered by the Center. The table below highlights the results of those action items.

ACT and UW Student Opinion Survey data support the conclusion that through these efforts both awareness of and satisfaction with the services increased over the five year period. The results are also in line with the national outcomes for these questions. While these efforts will continue through the next five years, the Center has incorporated the practices into everyday operations.

Action Item 2005-2010	Status
Strengthen the Career Services Component	This has been completed through the implementation of several on-line tools, a comprehensive marketing plan and liaison relationships.
Strengthen the Academic Advising Component	This has been completed through realigning positions, segmenting responsibilities and building strong relationships with Academic Affairs and with college advising coordinators through Advising Conversations.
Improve Functional Staff Integration	This has been completed through defined position responsibilities, cross functional teams and weekly staff meetings.
Strengthen and Enhance the Use of Technology	This has been furthered by the complete integration of on-line tools for students, employers and alumni.
Expand and Enhance CACS Marketing	A comprehensive marketing plan with targeted publicity campaigns for students, employers and alumni has been implemented.
Expand CACS Assessment	This was started with the Comprehensive Program Review in 2006. Benchmarks have been identified. Staff is working to design databases targeted to assessment questions and learning outcomes.

The CACS went through a Comprehensive Program Review (CPR) in 2006 and many of the recommendations from that review process are included in the action items above.

Relevant Institutional Issues

The Creation of the Future 3 document provides the basis for many of the action items listed below. The Student Success Section of ACCESS has several references to undeclared students, career counseling, and moving students to graduation. All three of these are core to the mission of CACS. The role of CACS in supporting the Economic and Community Development action items in the LEADERSHIP section is also included in the department level action items below, as CACS serves Wyoming employers seeking to hire interns and full-time UW students and/or graduates. There is also reference to the HLC accreditation process.

Action Item	Rational	Timeline	Plan/Initiative Referenced
Tracking UW Graduates			
Contract with the State of Wyoming Department of Employment to track post graduation outcomes for Community Colleges through UW graduates	Provide employment and continuing education outcome data for students in the Wyoming high education systems	2010 forward	HLC, Wyoming Workforce Initiatives, CACS mission, Community College Commission
Design report subsection from the above item for Hathaway Scholarship recipients	Analyze the return on investment, what percent of these graduates are employed in-state	2010 forward	Wyoming Workforce Initiatives
Provide outcome data to UW colleges and departments	This data is necessary for reaccreditation studies and can be used in recruiting new students	2010 forward	UP3 and HLC
Collect data to meet any potential requirements of the Higher Education Reauthorization Act or Voluntary Systems of Accountability	There is reference to reporting such outcome data as part of institutional accountability	2010 forward	Higher Education Act
Alumni			
Provide on-going career assistance to alumni through on-line and pod-casting tools and services	There is increasing demand for these services as alumni transition through careers	2009	CACS mission
Work with the Wyoming Business Council, Wyoming Workforce Services and UW entities to develop mechanisms and programs to attract UW graduates back to work in Wyoming	This is an item to address current and future workforce needs and to support statewide economic and community development initiatives	2009	UP3-Leadership

Outreach Students			
Develop new methods of service delivery for outreach students including expanding on-line tools and pod casting.	Increase the availability of direct service to outreach students seeking career counseling and job search assistance	2009	UP3-Access
Undeclared Students			
Create Undeclared Learning Communities based on the Student Athlete Undeclared Learning Community Model launched Fall 2008	Learning communities for undeclared students will provide a more cohesive first-year academic experience with the goal of increasing the retention rate for this major.	2009	UP3-Access
Integrate career counseling into the undeclared "I" courses using CACS staff to co-teach and Counselor Education student interns to provide more individual career assistance to students in these courses	Participation in intensive career exploration and career exposure increase a student's confidence in their choice of major	2009	UP-Access
Design targeted career counseling programs for at-risk sophomore students	Undeclared sophomore students often include major "changers" that have not benefitted from career counseling and are at risk of either prolonging their educational experience or leaving the institution	2010	UP3-Access
Educate students on the benefits of being undeclared their first year	This is important because many students feel an urgency to declare a major based on the degree completion compression created by the eight semester Hathaway Scholarship requirement	2009	UP3-Access
Non-Traditional Students			
Clear interpretation and publication of the Academic Renewal Policy	Many non-traditional students that have previous UW experience are not aware of this provision	2009	UP3-Access
Clear publication of the reinstatement process for academic suspension	Increase awareness among returning non-traditional students of the requirements for academic reinstatement	2009	UP3-Access
Targeted job search assistance for these students that will assist them in identifying majors and	This population is vocationally focused	2010	UP3-Access

careers and assist them in gaining employment appropriate for their educational and previous job experiences			
Internships			
Provide current information on domestic and global internships through on-line products such as Going Global© and The Big Guide On-Line to Living and Working Overseas©	To support institutional initiatives to provide international experiences for UW students	2009	UP3-Access
Support future initiatives to provide institutional funded internship opportunities for UW students in Wyoming businesses	To increase student awareness of in-state internship opportunities and to support economic development in Wyoming	2010	UP3-Access and Leadership
Academic Advising			
Coordinated university wide evaluation of advising policies pertaining to incoming students	Insure that incoming students receive timely and appropriate advising into first-year courses	2010	UP3-Access
Cohort class blocking for the first semester in selected majors for incoming freshmen	Increase the probability that students will get courses needed to proceed in their major	2009	UP3-Access
Career Services			
Design blended relationships and liaison functions with the College of Business Johnson Career Center, the College of Engineering Student Success Center and the College of Agriculture	Coordinated communication and efforts to better connect students with internships and full-time employment opportunities	2009	UP3-Leadership, CACS mission
Expand on-line tools available to outreach students and UW alumni	Connect these populations with job opportunities	2009	UP3-Access
Economic Development			
Targeted job fairs to connect students with employers in professions critical to the region	Facilitate the ability of employers in the critical professions to hire UW students	2010	UP3-Leadership
Provide the mechanisms through the proposed alumni database and other services to connect UW graduates with Wyoming employers and possible new business ventures.	Continue to work with the Wyoming Business Council, Wyoming Workforce Services and other UW entities to increase the number of alumni returning to work and live in Wyoming	2010	UP3-Leadership