

CAREER SERVICES GOALS FOR 2012-2013
End-of-Year Report

	Completion Deadline	Updates								
Expand relationships both on and off campus										
1. Collaborate with at least two (2) departments on campus to increase student awareness of Career Services	May 2013	Accomplished and exceeded objective <ul style="list-style-type: none"> • <i>The HUB</i> (conducted practice interviews for students participating in certification program and participating in The HUB Spirit Week Training-Employer Panel) • <i>The Writer's Studio</i> (presented workshop on Career Services and internships to students and established The Writer's Studio as partner to market Career Services programs and events) • <i>College of Business</i> (collaborated on ideas for Major Mentor Program and Sophomore Year Experience workshop) 								
2. Add at least six (6) new employers who participate in on-campus recruiting for part-time or full-time positions	May 2013	Accomplished <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">Liberty Tax</td> <td style="width: 50%;">Nationwide Insurance</td> </tr> <tr> <td>Macy's</td> <td>Harley Davidson-Clayton County</td> </tr> <tr> <td>Aaron's Inc.</td> <td>American Family Insurance,</td> </tr> <tr> <td>Labor Finders</td> <td>IBM Security Systems</td> </tr> </table>	Liberty Tax	Nationwide Insurance	Macy's	Harley Davidson-Clayton County	Aaron's Inc.	American Family Insurance,	Labor Finders	IBM Security Systems
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3. Implement one (1) professional development/team-building activity for Career Services staff	May 2013	Accomplished <ul style="list-style-type: none"> • Completed Laker Challenge Course Team Building June 2013 • Led by Nick Kilburg and three student trainers • Received feedback from trainers on how well we communicated with each other 								
Develop targeted outreach initiatives										
1. Work with at least two (2) new student organizations to promote awareness of career development	May 2013	Accomplished and exceeded objective <ul style="list-style-type: none"> • SGA Passport Program • <i>Delta Sigma Theta</i> - Dress for Success Workshop for more than 70 students • <i>Student African American Sisterhood</i> - assisted with selecting appropriate professional attire for a fashion show • <i>Clayton State TV</i> 								

2. Communicate directly with seniors, grad students, and alumni to inform them of services and programs	May 2013	<p>Accomplished</p> <ul style="list-style-type: none"> • Targeted emails sent to seniors regarding employment data and job search information • Continued Senior Career Academy fall and spring semesters • Graduate Programs Manager has begun sending marketing information to all grad students • Held meetings with new Alumni Director to plan and co-host an Open House for CSU Alumni; Open House held in June with over 25 alumni attending
3. Schedule at least one (1) visit per semester to the Fayette County site	May 2013	<p>Partially accomplished</p> <ul style="list-style-type: none"> • Completed just one visit during Spring 2013 due to decreased number of staff members while continuing all programs and services
Enhance career-related learning experiences		
1. Redesign Career Expo with a different focus and with strategies to increase participation	March 2013	<p>Accomplished</p> <ul style="list-style-type: none"> • Changed name to “Job and Graduate School Fair” • Changed marketing strategy to include all types of employment opportunities on marketing flyer • Student attendance increased by at least 75 students over 2012
2. Research, design, and implement programming specifically for needs of sophomore-level students	May 2013	<p>Accomplished</p> <ul style="list-style-type: none"> • Spent time researching workshops specifically targeting sophomore year students and designed several plans for programming • Conducted a Sophomore Year Experience workshop that combined information previously presented in two separate workshops • Attendance increased by 10+ students over 2012 combined workshops (“How to Choose a Major” and “Career Decision Making”)