



A NEW VISION FOR CAREER DEVELOPMENT
————— **AT SCU** —————

Engaging the Santa Clara ecosystem, Silicon Valley and beyond



CAREER
CENTER
SANTA CLARA UNIVERSITY

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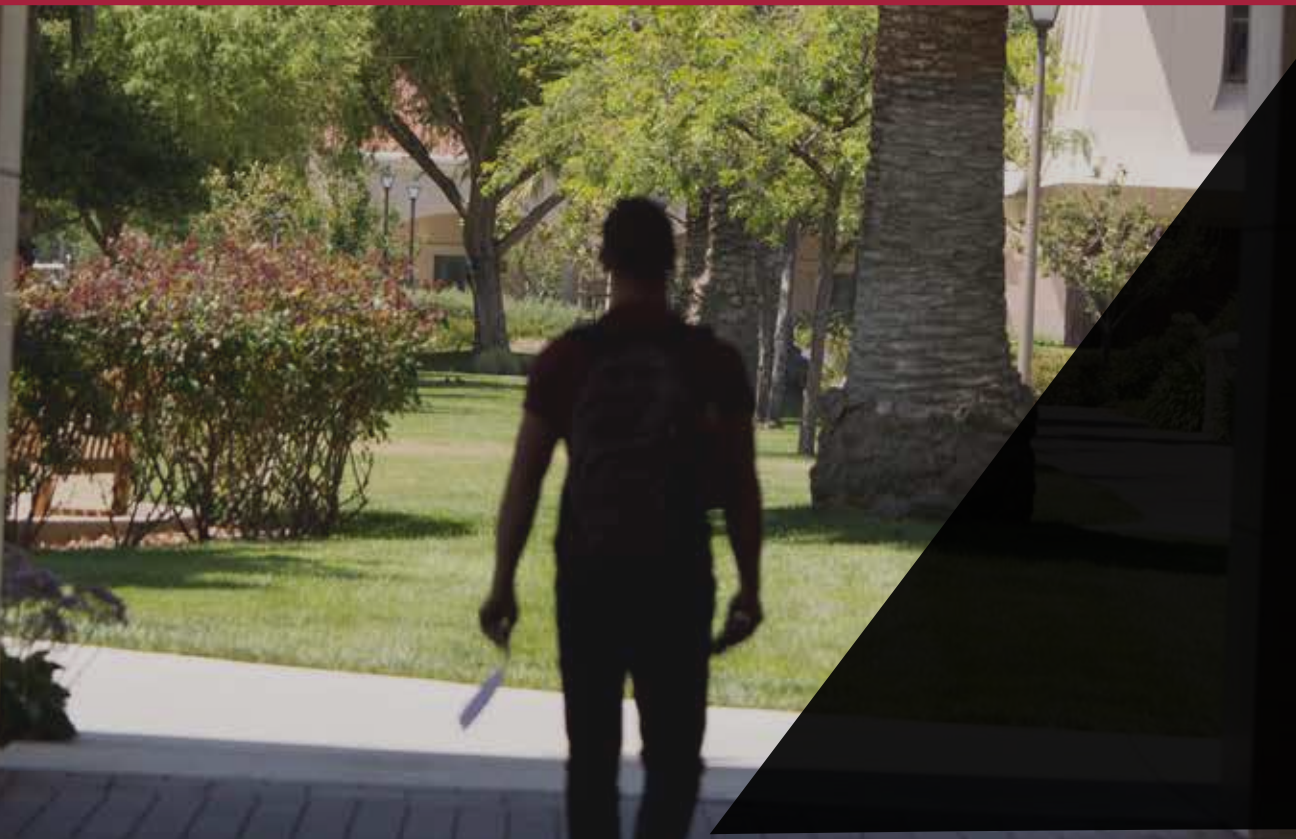
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Collaborating across the Santa Clara network and developing a deeper engagement with Silicon Valley will increase our goal of impacting the future career success of all SCU students.



CONTEXT FOR A NEW DIRECTION

INTRODUCTION

“In the past, careers were stable, linear and singular. People chose a path and pursued it over the course of their lives from college to retirement. In our modern age of technology driven exponential change - this model no longer works.”

Sparks & Honey, 20 Jobs of The Future Report

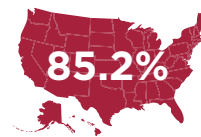
According to The Emerging Technologies' Impact on Society and Work Report,

“85%

of the jobs that Gen Z (b. 1995-2015) will be doing in 2030 haven't been invented yet.”

The ever-evolving world of work, significant technological and generational shifts, and changing expectations around the role of education have spurred the need for major paradigm shifts in the delivery of career services in higher education. Students nationwide are increasingly placing value on how well their education prepares them for the world outside of their learning institutions.

IN 2015,



85.2%
of the nation's students responding to the CIRP Freshman Survey (UCLA Higher Education Research Center, 2015) stated that they decided to go to college because it was very important “to be able to get a better job.”

EXTERNAL PROGRAM REVIEW

In the Summer of 2017, The Career Center completed an extensive program review process involving external reviewers who interviewed and collected feedback from 50 Santa Clara faculty, administrators and staff about student career development and preparation needs, gaps and opportunities. This process culminated in a comprehensive final report providing the institution with 40+ recommendations. A major theme from the report -

SCU has a unique opportunity to capitalize on our geographic location in the heart of Silicon Valley and the changing nature of work. Significant investments are critical and must begin now in order to build a comprehensive and vibrant centralized career services office, one that is agile and responsive to needs and can scale impact to prepare all undergraduate students for career success after Santa Clara.



“As higher education institutions are scrutinized more closely and asked to defend the ROI of a college education, the role of the college career center is becoming increasingly important as a mission-critical function; a source of professional development and data to support the story you want to tell about the success of your graduates to multiple audiences.”

**SCU Career Center External
Program Review Report**

ABOUT THE CAREER CENTER


The Career Center is a centralized career services office that supports all SCU undergraduate students, university alumni and graduate students from the School of Education and Counseling Psychology and the School of Engineering. The current FTE of the center is 9 (7 full time and 2 part time employees) for a current student population of 7,000.

All programs, staff, and resources are designed to help students:

- Identify their values, interests, and strengths
- Explore a variety of industries and careers that reflect their values, interests, and goals
- Identify and pursue opportunities to build experience, skills and awareness through transformational and practical experiences
- Prepare for career success after SCU

RE-IMAGINING CAREER SERVICES AT SCU

In the absence of new resources following the program review process, Career Center leadership and staff embarked on a process of evaluating and making critical decisions about where and how to invest existing resources to meet short-term objectives.



In order to move in a new direction and in thinking differently about our service-delivery, Career Center leadership developed a timeline in phases for re-imagining internal systems and operations.



THE RE-IMAGINE PROCESS IN PHASES

Design

1

In Spring of 2018, Career Center staff began the design phase of the strategic planning process which involved:

- Evaluating cutting edge practices
- Clarifying the problems we are solving as a centralized career services office
- Empathy and exploring the needs of our students and Generation Z
- Developing prototypes of new operational priorities

New Operational Priorities and Vision

2

In the Summer of 2018 we began the planning process and solidified our new operational priorities. We also started to build new infrastructure and overhaul existing systems to support newly emerged departmental focus areas.

Professional staff engaged in a vision creation process to bring together our beliefs, values, vision, mission and new operational initiatives for the launch of a new strategic direction for our work.

Systematic and Operational Changes

3

This department-wide process began in Summer 2018 and will continue over the next several years and will involve ongoing operational and systematic enhancements and the incorporation of new resources and assets.

OUR MISSION, VISION, VALUES AND FOCUS

MISSION

The Career Center model embraces Santa Clara University's tradition of developing ethical leaders of compassion and social consciousness and fosters participation across the Santa Clara community in order to support every student in their professional journey. We empower students to explore and develop awareness through reflection and practical experience so they are prepared to make thoughtful decisions about career in alignment with who they are throughout their lifetime. We achieve this by providing robust and meaningful resources and by engaging the Santa Clara ecosystem, Silicon Valley and beyond.

VISION

We empower students to continuously discern and pursue meaningful work to meet the complex needs of an ever-changing world.

PURPOSE

Expand our reach in meaningful and scalable ways to support and prepare all undergraduate students for career success after Santa Clara.



**CORE
VALUES**

EMPOWERMENT

CONNECTIONS

EQUITY & ACCESS

DISCERNMENT

**HANDS-ON
LEARNING**

MANY WHO CARE

THREE OPERATIONAL PRIORITIES

1

**Coordinated
Campus
Network**

2

**Engagement
with Silicon
Valley**

3

**Storytelling &
Communicating
the Brand**

**FACILITATORS OF
TRANSFORMATIONAL
EXPERIENCES & CONNECTIONS**

**HOSTS TO INFLUENCERS
(ALUMS, EMPLOYERS,
FACULTY ETC)**

**RESOURCE DEVELOPERS
& GUIDES**

**CULTIVATORS OF FACULTY
& STAFF NETWORKS**

**NEW
PARADIGM
FOR CAREER
CENTER
STAFF**



OPERATIONAL PRIORITY #1 CULTIVATE A COORDINATED CAMPUS NETWORK



CAREER INFLUENCERS NETWORK

Launch Fall 2018

We recognize and appreciate that many individuals across the SCU community engage in frequent discernment and career conversations with students in their roles as faculty, academic advisors, program directors, supervisors, and mentors. Students develop many circles of trust as they engage on campus, and we see an opportunity to coordinate and support a strategic network of these important career influencers.

- Launch focus groups to collect faculty and staff feedback to inform initiative development (Summer 2018)
- Create a year 1 implementation roadmap (Summer 2018)
- Identify and invite inaugural members of the Career Influencers Network (Fall 2018)



We see an opportunity to coordinate and support a strategic network of these important career influencers.



NEW STUDENT CAREER SUPPORT SYSTEM

Launch Fall 2018

To support students where they are and through student networks they trust, we will implement a Peer Career Advisor and a Graduate Student Career Coaching program which will enhance the number and scope of students served by the Career Center.

- Identify and hire new student Peer Career Advisors (14) and expand the number of Graduate Student Career Coaches (2) for the 2018-2019 academic year (Spring 2018)
- Develop and implement a robust on-boarding and formation program (Summer/Fall 2018)
- Implement a 3-tiered student career support system via career counseling appointments, office hours and career advising pop-ups which leverages appropriate expertise of student staff and professional staff members (Fall 2018)



DISCOVER! VOCATION DISCERNMENT RETREAT

Launch Spring 2019

With the support of faculty, staff and alumni mentors, and in partnership with Campus Ministry, develop and launch an inaugural overnight vocation discernment retreat where first and second year students will engage in exploration and reflection around the 3 questions of vocation – what do I love to do? What am I good at? What does the world need?

- Develop objectives for an inaugural retreat to include a planning timeline (Summer 2018)
- Identify and invite faculty, staff and alumni influencers to share their vocational journey and provide mentorship to students as part of the retreat experience (Fall 2018)
- Invite students to apply and host an inaugural retreat (Spring 2019)

What do I
love? What am
I good at? What
does the world
need?



CAREER GUIDES BY CLASS YEAR

Launch Fall 2018

Develop action-oriented career exploration and preparation guides by each class year featuring key resources, experiences, tools to support students throughout their SCU education.

- Build career guide content into digital, web and print assets and incorporate into core career support services (Fall 2018)

Career Guides by Class Year
provide career development
milestones and resources for
students each year of their SCU
education.



OPERATIONAL PRIORITY #2

ENGAGEMENT WITH SILICON VALLEY



REVAMP EXISTING EMPLOYER CONNECTIONS SERVICES AND PROGRAMS

Launch Fall 2018

Assess and revamp existing programs to ensure resources are aligned with changing college recruiting needs and trends. Existing programs include:

- On-Campus Interviewing Programs
- Information Sessions
- Career Fairs
- Website, Communication and Branding



INTRODUCE TARGETED RECRUITING FORUMS

Launch Fall 2018

Begin to expand the variety of campus recruiting programs by industry, theme and topic. Programs launching Fall 2018 - Spring 2019 include:

- Diversity Expo
- STEM Career Fair
- Year of Service Night
- Tech & Innovation Fair
- Social Impact Fair



HOST NEW EMPLOYER-STUDENT CONNECTION EXPERIENCES

Launch Fall 2018 - Ongoing

Students and employers are both seeking immediate, meaningful and customized ways to connect in addition to traditional recruiting programs like fairs and on-campus interviewing. Examples:

- **Summits** Educational or leadership development conferences at the employer site or at SCU
- **Meetups** Employer-student gatherings that are less formal and more casual in nature and often focus on specific topics or themes (diversity, mentoring, industry deep-dives etc.)
- **“Employer University”** A large space is reserved on campus for an organization to provide single or multi-day mentoring, coaching, and experiential product/technology demos.
- **Virtual Student Sourcing via Handshake or other platforms/networks:** College talent acquisition is no longer a seasonal business, it will be year round and it will 24/7.demos.



SILICON VALLEY INDUSTRY TREKS

Launched Spring 2018

Industry treks bring students into the workplaces of local organizations in order to expose them to potential career paths and broaden their understanding of industries. Given SCU's position in the heart of Silicon Valley, this initiative leverages our geographic location in addition to connecting students with recruiters and local alumni who are excited to share their insights and personal career stories with students.

This initiative leverages our geographic location in addition to connecting students with recruiters



SILICON VALLEY DIY TREKS

Launch Spring 2019

Scale industry treks and create a campus-wide Bring A Bronco To Work movement through the creation of a tiered DIY (Student-Led) Trek Program. Tier 1 will include materials and resources to help students source employers/alumni and develop their own trek programs. Tier 2 will create Career Center Fellowships, which are trained and incentivized student trek leaders.

- Develop training materials, sourcing employers and students for pilot program
- Meet with campus colleagues in the Alumni Association and UMC to explore storytelling campaign opportunities
- Launch first training and DIY Treks
- Program launch, including recruiting trek hosts and implementing a new Bring a Bronco to Work program (Fall 2019)



NEW MICRO-INTERNSHIP OPPORTUNITIES

Launch Fall 2018

Provide students access to the gig economy through real-world (paid) work-projects hosted by local and national organizations to help them explore career options, build experience and develop in-demand skills.

- SCU's Career Center will launch this new micro-internship initiative through a partnership with Parker-Dewey, a mission-based education-technology platform



Provide students access to the gig economy through real-world (paid) work-projects.



TECHNOLOGY ENHANCEMENTS

Launch Fall 2018

New Handshake features:

- **Search and message:** Select employers will have the ability to search and send messages to Santa Clara students through the Handshake platform.
- **Q&A:** Students will have the ability to pose questions receive answers from students and alums across the platform.
- **Reviews:** Students will be able to provide reviews of their job and internship experiences as well as access other students' reviews.

College talent acquisition is no longer a seasonal business, it will be year round and it will be 24/7.

OPERATIONAL PRIORITY #3

STORYTELLING & COMMUNICATING THE BRAND



CAMPUS COMMUNICATION, ENGAGEMENT & STORYTELLING

Launch Summer 2018

- Share the Center's new vision and operational priorities and invite campus constituents to engage in feedback and conversation about future collaboration opportunities. (Ongoing)
- In partnership with campus colleagues, seek opportunities to develop and showcase student success campaigns and career pathway stories. (TBD)
- Create class-specific portals on the Career Center website, allowing students to view career development milestones and resources by class year. (Fall 2018)



STUDENT OUTCOMES CAMPAIGN PILOT

Completed Winter 2018

Given one important measurement of a university's success is what its' students are able to do after graduation and who they become, in the last 3 years many comparable institutions have made sizable reinvestments to revamp first destination and outcomes campaign infrastructure.

- Using the Handshake outcomes collection platform, Career Center staff launched a pilot first destination campaign for the class of 2017 (Spring 2017 - Winter 2018)
- Provided a final report to the Provost's Office with considerations for SCU's outcomes collection and storytelling practices and implications for new resources needed to align Santa Clara with current industry standards (Winter 2018)



STRENGTHEN MEASUREMENT AND REPORTING OF INDUSTRY AND OUTCOMES DATA

Timeline - TBD

In partnership with campus colleagues, seek opportunities to effectively respond to daily and ongoing demands for industry, learning and outcomes data. Most of these requests are time sensitive and require that information be parsed to satisfy the needs of a particular audience.

- Create a strategic planning and data analysis staff line in The Career Center to address this immediate demand.

Your SCU Career Center Team



**INTERESTED TO GET INVOLVED?
HAVE QUESTIONS OR FEEDBACK?**

CONTACT US

EMAIL: CAREERCENTER@SCU.EDU

PHONE: (408) 554-4421

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