

University of Minnesota Duluth  
Division of Student Life  
Career & Internship Services  
2016-2017 Strategic Plan

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

**II. Values: Shared with Division of Student Life**

**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:** The Mission of UMD Career and Internship Services is 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: Career & Internship Services Goals Mapped to the UMD and Student Life Strategic Plans**

UMD Career & Internship Services	Mapped to SL	Mapped to UMD
<p><b>Goal 1: Learning</b> 1.0 Create learning experiences to help students discover, develop, evaluate, and implement their career goals.</p>	1.1	1
<p><b>Goal 2: Cultural Competence</b> 2.1 Provide and promote education, training and resources to help Career &amp; Internship Services staff and student employees develop cultural competence.</p>	2.1	2
2.2 Provide inclusive programming, services and environment for campus and community partners.	2.2	2

<p><b>Goal 3: Wellness</b> 3. Foster students' career well-being by helping to develop a career plan.</p>	3.1	1
<p><b>Goal 4: Excellence in Service</b> 4.1 Deliver service in a positive, inclusive, knowledgeable, skillful, accurate and prompt manner.</p>	4.1	1,2, 5
<p>4.2 Create communication that is appropriate and effective, both in the ways we provide information and actively seek and respond to feedback from our customers.</p>	4.2	5, 6
<p>4.3 Develop a culture of continuous improvement where innovation and growth are encouraged.</p>	4.3	6
<p><b>Goal 5: Resources</b> 5.1 Apply a strategic, visionary, student-focused and sustainable approach in developing, managing, and continually assessing human, fiscal, physical, and technological resources.</p>	5.1	6
<p>5.2 Use resources effectively, ethically, and efficiently through stewardship and collaboration.</p>	5.2	6
<p>5.3 Cultivate on and off campus partnerships that support and enrich the student career development experience</p>	5.3	5
<p><b>Goal 6: Assessment</b> 6.1 Develop an assessment plan including program evaluation and assessment of student career learning outcomes and link to divisional and campus plans.</p>	6.1, 6.2	1,6

*V. Objectives/Outcomes/Assessment*

Objective/Outcome Action Steps	Mapping to Department Goal	Assessment Strategy/Measures
<p><b>1. Special Populations</b> – Conduct outreach to and collaborate with special populations.</p> <p>Integrate new Freshman Liaison into C&amp;IS</p> <ul style="list-style-type: none"> <li>• Develop job description for Freshman Liaison</li> <li>• Post position and hire during Aug-Sept 2015</li> <li>• Train new Freshman Liaison</li> <li>• Plan activities/events</li> </ul> <p>Plan and deliver a series of 6 workshops in collaboration with Disability Resources (dates, times, locations, and topics were determined Spring 2016)</p> <p>Continue to plan and implement annual events with Office of Diversity and Inclusion (Pre-Networking event, series of workshops as determined by group)</p> <ul style="list-style-type: none"> <li>• Train new Multicultural Outreach Student Assistant</li> <li>• Connect with American Indian Learning Resource Center, Veterans Services</li> </ul>	<p>2.2</p>	<ul style="list-style-type: none"> <li>• Student is hired and trained</li> <li>• Track # of events and participants</li>   <li>• Track number of workshops delivered, number of participants, participant feedback</li>   <li>• Track number of workshops/events delivered, number of participants, participant feedback</li> <li>• Track planning meetings</li> <li>• New MOSA trained</li> </ul>
<p><b>2. Career Learning Outcomes</b> – Assess career learning outcomes.</p> <p>Determine outcome to assess and method for assessment</p> <p>Implement assessment of one LO</p>	<p>6</p>	<p>Completion of action steps and report results</p>
<p><b>3. Website</b> – Move the website to Drupal and review content.</p> <p>Convert website to Drupal</p> <ul style="list-style-type: none"> <li>• Set up instance</li> <li>• Create navigation</li> <li>• Move content to new pages</li> </ul> <p>Revise website content</p> <ul style="list-style-type: none"> <li>• Review CAS standards</li> </ul>	<p>4.2</p>	<p>Website converted to Drupal</p> <p>Website content revised</p>

<ul style="list-style-type: none"> <li>• Assign pages to staff</li> <li>• Rewrite pages</li> <li>• Make information about making appointments more visible</li> <li>• Upload new content</li> </ul>		
<p><b>4. Employer Relations Program</b> – Evaluate program and identify opportunities for improvement.</p> <p>Support Skype interviews</p> <p>GoldPASS</p> <ul style="list-style-type: none"> <li>• Develop Training</li> <li>• Promote</li> </ul> <p>Develop ERC Annual Report</p> <p>Internship Coordinator meetings</p> <ul style="list-style-type: none"> <li>• Legal topics</li> </ul>	<p>5.1</p>	<p>Evaluation completed.</p> <p>Description of support.</p> <p>Training developed and implemented.</p> <p>Report completed.</p> <p>Meeting conducted.</p>
<p><b>5. Partnerships</b> – Develop relationships with academic partners.</p> <p>Visit academic departments</p> <p>Identify “champion” in each department</p>	<p>5.3</p>	<p>Number of departments visited</p> <p>Number of “champions” identified</p>