Restructuring of Career Services of IUB
History of CDC/ASCS Split

- Space
- Transition
- Funding
- Staffing
  - 10 Pro-Staff (ASCS)
  - Career Peers (CDC)
Decentralized Career Services Model

• CDC ⇒ University Division (Exploratory & Pre-Major students)
• School Based Career Services ⇒ Undergraduate (Direct Admit or Certified students) & Graduate students
• Students in transition: CDC
• Alumni: Alumni Career Services
Career Development Center
Goals
Expand Exploratory Career Advising, Services, and Programs for UD students

- Assign UD students to career advisors
- Match CDC advisors with UD academic advisors
- Match CDC advisor with school based career services
Create, Define, and Design Experiential Education Opportunities for UD students

- Create mentoring program: Hoosier Connections
- Expand and categorize on-campus internship, on-campus part-time jobs, and off-campus part-time jobs
Develop collaboration programs with campus partners

• Integrated calendar for UD academic advising and CDC
• Cross training of academic and career advisors
• Expand outreach into student organizations and residence halls
• Programming partnerships with special populations (athletics, DEMA, veterans, disability services, etc.)
Develop and Tailor Marketing Strategy for UD Students

• Create and execute media and social media plan
• Train Career Peers and media team
• Update website and portals
• Career service videos for New Student Orientation
Pre-Professional and Graduate School Programming

• Additional Graduate School Fair Sept. 27 (HPPLIC runs pre-Med and Law School Fairs)
• Partner with Hutton Honors College on “Getting into Graduate School” workshop series
• Pre-Professional and Graduate School Advising Council
Arts & Sciences Career Services
<table>
<thead>
<tr>
<th>Pre 2010 Career Services</th>
<th>Post 2010 Career Services</th>
<th>Referral source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generalized</td>
<td>Customized</td>
<td>Agile expert and thought leader</td>
</tr>
<tr>
<td>Transactional</td>
<td>Community development</td>
<td></td>
</tr>
<tr>
<td>Protect turfs</td>
<td>Leverage interconnected ecosystems</td>
<td></td>
</tr>
<tr>
<td>Resource &amp; time intensive</td>
<td>Scalable</td>
<td></td>
</tr>
<tr>
<td>May be intimidating</td>
<td>Approachable</td>
<td></td>
</tr>
<tr>
<td>Referral source</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Counselor/Advisor</td>
<td>Consultant/Facilitator</td>
<td></td>
</tr>
<tr>
<td>1:1 Counseling</td>
<td>Group facilitating and stakeholder convening</td>
<td></td>
</tr>
<tr>
<td>Workshops (teaching)</td>
<td>Meet ups (flipped classroom)</td>
<td></td>
</tr>
<tr>
<td>Promotions</td>
<td>Branding</td>
<td></td>
</tr>
<tr>
<td>Web and print resources</td>
<td>Customized connections</td>
<td></td>
</tr>
<tr>
<td>On-campus recruiting</td>
<td>Employer engagement</td>
<td></td>
</tr>
<tr>
<td>Job fairs</td>
<td>Networking events</td>
<td></td>
</tr>
<tr>
<td>Measures learning outcomes and attendance</td>
<td>Measure destination outcomes and reputation</td>
<td></td>
</tr>
</tbody>
</table>

(Dey and Cruzvergara, 2014)
Students in the College of Arts and Sciences

- School of Global and International Studies
- Natural and Mathematical Sciences
- Social and Historical Studies
- Arts and Humanities
- The Media School
- Design
Our Career Advising Team

- Suzanne Fodor – N&M
- Chris Klein – S&H
- Rachel Landis – A&H
- Lauren Little - Media
- Andrea White – SGIS
- Mary White – N&M
Initial Community Themes

- Retail, Design & Apparel
- Science & Technology
- Data & Analysis
- Marketing, Advertising, Public Relations & Writing
- Government & Public Policy
- Non-Profit & Social Service
- Consulting, Management & Sales
- Entertainment & Production
- Healthcare & Wellness
- Arts, Languages & Culture
<table>
<thead>
<tr>
<th>Name</th>
<th>School/Division</th>
<th>Areas of Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andrea White</td>
<td>Global &amp; International</td>
<td>Consulting, Management &amp; Sales, Retail, Design &amp;</td>
</tr>
<tr>
<td></td>
<td>Studies</td>
<td>Apparel, Marketing, Advertising, Public Relations &amp; Writing</td>
</tr>
<tr>
<td>Chris Klein</td>
<td>Social &amp; Historical</td>
<td>Entertainment &amp; Production</td>
</tr>
<tr>
<td></td>
<td>Sciences</td>
<td></td>
</tr>
<tr>
<td>Lauren Little</td>
<td>Media</td>
<td>Healthcare &amp; Wellness</td>
</tr>
<tr>
<td>Suzanne Fodor</td>
<td>Natural &amp; Mathematical</td>
<td>Data &amp; Analysis</td>
</tr>
<tr>
<td></td>
<td>Sciences</td>
<td></td>
</tr>
<tr>
<td>Rachel Landis</td>
<td>Arts &amp; Humanities</td>
<td>Non-Profit &amp; Social Service</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mary White</td>
<td>Natural &amp; Mathematical</td>
<td>Science &amp; Technology</td>
</tr>
<tr>
<td></td>
<td>Sciences</td>
<td></td>
</tr>
</tbody>
</table>
Next Steps

• Community Model Soft Launch to Employer Contacts, Faculty & Staff (May)
• Student Launch (Fall 2016)
• Current Priorities (January – April)
  – Marketing Materials & Web Presence
  – Model Assessment
  – Industry Research
  – Planning