Vision
A future in which students discover and develop meaningful career paths that enhance their lives and communities.

Mission
Empowering students to engage in lifelong career development by encouraging purposeful experiences, personal reflection, and exploration of career information.
OVERVIEW

The MU Career Center continues to offer a comprehensive range of services and resources to assist MU students with their career exploration and development. For more than 40 years the Career Center has built its services on a firm foundation of research and best practices in career development and counseling psychology. The MU Career Center continues to use a robust paraprofessional staffing model making enhancements to this program to deliver a variety of programs and services to campus and the local community.

We employ 438 paid and volunteer student staff representing a diverse group of undergraduates and graduate students who possess a wide range of talents, but are wholly committed to helping others. The 11% staff increase from last year reflects a concerted effort to recruit service-learning students and volunteers in Jumpstart and A Way with Words & Numbers.

Student Staff Profile

Building on our commitment to experiential learning, the MU Career Center supports the innovative Jumpstart and A Way With Words & Numbers programs, providing meaningful hands-on learning to scores of MU students. These programs enhance the lives of college students and help us achieve our land-grant mission to positively impact our community.

The Career Center maximizes the strengths of our student staff while demonstrating a strong interest in their personal development, helping each student reach her or his full potential. We feel this commitment has a significant impact on their retention, growth, and satisfaction.

In 2014-15 the Career Center staff sought to advance the strategic goals outlined the previous year during our mission and visioning process:

- Reach & Impact – expanding breadth and depth of services
- Innovation – creatively enhancing our services
- Collaboration – developing intentional campus and community partnerships
REACH AND IMPACT

Drop-In Services
In the past six years, walk-in traffic, outreach presentations and class assignment requests have increased annually (at a pace continually greater than the overall annual campus growth). In 2014-2015, for the third year in a row, nearly 8,000 visitors came to the MU Career Center.

Student feedback on our services was overwhelmingly positive, even without an increase in our staffing and during extremely busy times.

Mock Interviews
The Mock Interview Team scheduled 455 practice interviews with students this past year. That’s a 20% increase over last year’s scheduled interviews. The number of interviews conducted continued to increase as a result of intentional partnerships with departments on campus helping prepare students for their application to competitive programs such as Nursing, Medicine and Health Professions, as well as opening more spots for 30-minute interviews. The average mock interview rating provided by customers was 4.7 out of 5.

“Had a general mock interview with some emphasis on the mass media industry. They were very friendly and professional, giving feedback at the end and asking me beforehand what type of interviewer I wanted them to act as (non-expressive, friendly, etc.). They also recorded my interview to watch all my idiosyncrasies. That is really cool! I highly recommend the mock interviews to help prepare you for the real thing!”

Anonymous student evaluation

Outreach
The MU Career Center Outreach Team is comprised of full-time staff and trained undergraduate and graduate students who conduct presentations on-demand to classes and groups. The team has developed standard and customized presentations about general career topics and the StrengthsQuest assessment designed to be as interactive and informative as possible.

In 2014-15 we averaged over 9 presentations each week during the fall and spring semesters. As demand continues to increase, we have streamlined our request and communication systems, and team members meet each week for scheduling, training and professional development.
Student Employment

Campus Augmenting Student Hires (CASH) Program
The CASH Program supports student employment by reimbursing campus departments that hire students in part-time positions paid with general operating funds. CASH complements the work study program by assisting any MU student needing employment regardless of financial aid status. As a result, CASH positions tend to be more advanced in nature and students are acquiring and honing specific skill sets (such as writing, programming, reporting, videography, etc.) to help them be career-ready.

During 2014-2015 the Career Center collaborated with 84 offices on the Mizzou campus and distributed the full $400,000 fund to a total of 523 student hires. Through stronger communication efforts and better salary projections, 15% more students and 16% more departments participated in the CASH Program during the past academic year. We also streamlined the job request process making it entirely online.

Work Study Employment
Federal Work Study (FWS) is designed to give part-time employment to undergraduate and graduate students who need the income to help meet the costs of post-secondary education, provide valuable learning and work experiences, and to encourage community service activities. While the Financial Aid Office determines eligibility and allocates Work Study funds to students, the MU Career Center develops employment opportunities, refers students to positions, and provides training for students and employers. During Summer Welcome, graduate assistants gave 27 presentations and spoke with hundreds of students and parents about the program.

Approximately 951 students receive work study awards with the ability to work in 160 departments in a variety of positions (there are more than 180 job titles from which they may choose). The online system we created in partnership with the Division of Information Technology provides students with quick access to the key information that allows students to identify and secure a position quickly. This informative and efficient process creates an environment where 94% of the students stay with the first position that they choose.

Part-Time Job Fair
In support of students seeking part-time employment, the Career Center hosted a Part-Time Job Fair which included 972 students and 67 employer participants. The Career Center staff also reviewed and/or posted nearly 1,808 part-time jobs and reviewed more than 3,000 resumes of job seekers.

Online Presence: Web and Social Media
The MU Career Center manages both our departmental web site and HireMizzouTigers web site. The Career Center site generated more than 350,000 page views with nearly 138,000 unique visitors. Much traffic goes to the Career Interests Game, a web page referenced in a number of publications, high-profile sites, and numerous educational institutions.

The HireMizzouTigers web site also witnessed significant job seeker and employer activity with a total of 128,840 student and alumni logins and 17,696 employer logins. That’s an average of 52 job seeker and 16 employer logins each day. It was also a record year in terms of activity on the site. There were 10,703 jobs postings, 14,502 document uploads and 3,406 new employer contact registrations. Those statistics show a
positive trend in activity over the past three years. The most significant piece of data is that 17,198 undergraduates were actively on the site meaning that nearly half of all enrolled students have completed a HireMizzouTigers profile.

Social media was a significant focus of our marketing efforts in 2014-2015 to reach new students and connect with previous customers. We added a new Pinterest account to highlight majors and career options and to demonstrate professional attire and behavior. With the permission of the Career Council, we created the Mizzou Career Services LinkedIn page and added two more sample student LinkedIn pages to assist students making their profiles. We also engaged fans and followers with contests like the popular #MizMoments campaign. Our social media is managed and authored by student staff and we find that Twitter and Instagram seem to be the most engaging and fastest growing platforms.

Jumpstart
Somewhere among today’s preschool children sit our future scientists, entrepreneurs, teachers, even presidents. Jumpstart matches trained college students with low-income preschool children to deliver a research proven curriculum, insuring that a child’s zip code doesn’t determine his/her ability for school success.

Serving children of the highest need in a year-long relationship, Jumpstart tutors provide four hours of language and literacy curriculum to individual children each week. The program requires an exceptional commitment on the part of the college student, and builds a foundation for a lifetime of learning for children.

As a “super-site” Jumpstart has grown from 30 to 165 students in service, and from 30 to 500 children served in Columbia, Missouri. In the business of changing children’s lives and closing America’s achievement gap, and as the only supplemental program of its kind, Jumpstart outcomes result in significant learning gains for children. Furthermore, 96% of Mizzou students report their Jumpstart experience made them feel more connected to the community and 94% reported their service helped them feel more connected to the University.

A Way With Words & Numbers (AWWWN)
AWWWN is a community-based program that teams undergraduate students with local children to improve their struggling literacy and mathematics skills. MU graduate students coordinate the program’s services and guide the undergraduates as they tutor the young learners. The program improves young learners’ academic and social achievement and benefits the professional development and civic awareness of MU’s student tutors and site coordinators.

Currently AWWWN provides tutoring in all 20 elementary (Battle Elementary opens this August 2015) public schools, nine Adventure Club sites, two middle schools and three community sites in Columbia. Trained student tutors are assigned to school classrooms and community sites to provide an additional assistance during reading
or math lessons. During the 2014-15 academic year, 259 tutors generated more than 32,375 hours of tutoring for approximately 2,700 children and adults.

Teachers are vocal advocates of the program with nearly 100% endorsing the program. School administrators say that in many cases, A Way With Words & Numbers’ tutors are the only assistance schools are able to provide to children who need extra assistance in these high-need subjects.

End-of-the-year surveys of tutors show that 56% of respondents indicated that this experience impacted their major or career decision in some way: 7% said they changed their major; 6% are considering a change in major; 12% are considering a change in career; and for 36%, their major or career decision was reinforced. 94% of students also agreed that they learned skills and abilities that would help them in their future career decisions.

“I know that when I came to college, I didn’t ask for a life changing experience, but somehow, that is what I got, and I couldn’t have asked for any more than that. I certainly can’t change the weather, the economy, or people’s lust for power, but I can encourage a kid in ways that matter. I can handle that!”

Anonymous tutor comment

COLLABORATION
Career Center staff pursued a number of campus partnerships to actively engage Mizzou faculty and staff in student career development and education.

Retention of Deciding Students
In 2014-2015, staff once again focused on helping undeclared, deciding and pre-major students with a series of efforts aimed to increase their access to career information and, ultimately, their retention at the University.

Pre-Majors & Departmental Undeclared Majors
In particular, we had a significant increase in our services for students in pre-major programs and programs with official undeclared majors. We served over half of the undeclared journalism (54%) and undeclared health professions students (53%) on campus as well as a significant number in pre-competitive programs (60% of pre-journalism and 96% of pre-nursing students).

AEAS – A&S Undeclared and Deciding Students
We continued our concerted efforts to collaborate with Academic Exploration & Advising Services (AEAS), which led to the development of a week of collaborative programming, Where Will Mizzou Take You, as well as a communication plan targeting students in undeclared and pre-competitive majors. This summer, for the second year in a row, we worked with advisors to provide the My Vocational Situation assessment to approximately 1400 incoming Arts & Sciences students. We provided training to advisors on
how to incorporate students’ MVS responses into their advising appointments, and are once again collaborating on a communication plan based on student responses. Incoming students are once again indicating a high need for career information, which we are working to provide in an effective, meaningful way via targeted communications and interventions.

Faculty Partnerships
We continued working with academic departments to integrate career development into the academic curriculum. We once again partnered with the top-ranked Journalism and Nursing programs to incorporate StrengthsQuest and other career development topics in their academic courses. We received more than 290 faculty and staff requests for class assignments, a 13% increase from the previous year. These academic assignment numbers are separate from the Outreach request presentations mentioned previously in this report; however, when combined, we received more than 570 requests representing all undergraduate academic divisions across campus. That’s an average of more than 23 weekly requests.

Strengths Development and Education
Once again, over 5,000 MU faculty, staff, and students took the StrengthsQuest assessment and received personalized feedback about their results in 2014-2015. Over the past four years, nearly 20,000 individuals affiliated with MU have taken StrengthsQuest, as a result of our intentional and continued partnerships with groups on campus, including Freshman Interest Groups, Student Success Center courses, and academic units such as Nursing and Journalism.

In order to provide continued training to faculty and staff interested in learning more about how to use StrengthsQuest, The MU Career Center once again facilitated the Mizzou Strengths Institute in 2014-2015. This program, comprised of staff and faculty members from across campus, hosted nine Strengths training sessions (up from five the previous year). MU Career Center staff also began creating a website with more resources and information about StrengthsQuest for the MU community. This website, http://strengths.missouri.edu, will be piloted and then promoted widely in 2015-2016.

Career Explorations Courses
The MU Career Center offers both face-to-face and online Career Explorations courses that enrolled a total of 274 students during the 2014-15 academic year. There were 183 students enrolled in the campus-based course while the remaining 91 students were distance learners. Both courses provide resources, direction and information to exploring students and consistently receive positive reviews from course evaluations.

This year, students at the beginning of the campus-based course reported a lower vocational identity score (a measure of “decidedness” according to the My Vocational Situation) than the national average undeclared college freshman. By the end of course, students were actually slightly higher than the average freshman (a statistically significant increase of 4.1 points, from 6.9 to 11). Students also reported having a significantly decreased need for career information at the end of the course.
The Career Explorations courses also consistently received excellent reviews from participants in course evaluations. 99% of students who took the course indicated they would recommend the class to others based on the positive learning environment it provided. Quotes from the course included:

- “Helped me learn that you are purposefully responsible for and active in the career planning process”
- “All the presentations and discussions were full of excellent food for thought, and led me to many self-discoveries”
- “The most fun and constructive class I’ve had at Mizzou”

For the classroom-based course, we once again partnered with academic advisors to co-teach the course with Career Specialists, providing advisors with valuable career knowledge and paraprofessionals with an excellent teaching and training opportunity. We plan to continue these courses and to continue assessing their effectiveness in 2015-2016.

**Jumpstart**

Jumpstart is a proud partner with AmeriCorps, a national service organization that provides support to populations experiencing great need. As official AmeriCorps members, Jumpstart members develop a lifelong commitment to civic engagement. Jumpstart also collaborates with the Office of Service Learning, placing 50+ additional students into the community to provide service and gain a sense of pride in supporting one’s own community. Additionally, Jumpstart implements the Jump into Reading program at the public library and supports the Buddy Pack program for nearly 200 children.

**A Way With Words & Numbers (AWWWN)**

AWWWN piloted two programs last year in 5 elementary schools, “Road to the Code” and “Path to Reading Excellence in School Sites” (PRESS). PRESS incorporates quality core instruction, data-driven instructional decisions and interventions and focus on the Big five (Phonemic Awareness, Phonics, Vocabulary, Fluency and Comprehension). The intervention was created for kindergarten, first, second and third grade students that are having difficulties learning to read. The Columbia Public School Superintendent approved the pilot program for all CPS elementary schools.

Results from both pilot programs showed growth in all students’ ability to read. One PRESS group included nineteen high risk 1st graders at three different schools. After an average of 7 weeks of the intervention, ten students or 52.6% exceeded their goal and were reading above level. Five students or 26.3% nearly reached their goal and were on pace to reach their goal by the end of the school year. All schools in the pilot program were excited to continue the program in 2015-16.

For 2015-16 we will extend the PRESS program into 10 elementary schools. This will provide additional opportunities for MU students to be involved in the Columbia community, receive additional training, learn new skills and gain additional information and insight about themselves and careers.

**Peace Corps**

The MU Career Center offices the Peace Corps campus representative who recruits on campus and in the mid-Missouri region. There were a total of 32 applications during the 2014-2015 academic year. Mizzou is the top school to produce volunteers in the state of Missouri and one of the top 10 schools in the Midwest Region. There are currently 25 Mizzou alumni serving in the Peace Corps.
INNOVATION

Career Education Response Team
Last year we combined two internal databases (Outreach and StrengthsQuest), resulting in increased efficiency and more accurate weekly walk-in traffic predictions. We expanded upon this update by creating a “Career Outreach” website and email address from which to request Career Center services for groups. To respond to these requests, we also created an internal “Career Education Response Team”, staffed by students who manage requests, respond to emails from faculty and staff, and update the database to reflect request information and status. These innovations have continued to create better traffic flow in the Career Center, as well as a more user-friendly and content-driven experience for our campus partners requesting services via our website. As a result, we have had a higher request for our services both inside the Career Center (mock interviews, assignments, tours, etc.) as well as outside (outreach presentations, etc.), as noted in the previous sections of this report.

GROW Program
Having read the Chronicle of Higher Education article, “How to Make Students’ Campus Jobs More Meaningful” the Career Center investigated the featured GROW (Guided Reflection on Work) program at the University of Iowa. Given our large number of student employees and the value we place on experiential education, the MU Career Center decided to pilot the GROW Program internally with Career Specialists, A Way With Words & Numbers tutors, and student supervisors.

Through two conversations with their immediate supervisor, the students were able to reflect on the skills they have acquired or enhanced in their role as well as how their position correlates with their major and career goals. Based on pre- and post-tests, students employees reported seeing greater connections between their work, academic and career goals through the GROW program.

In addition to the basic GROW questions, we asked our student staff members to reflect on learning outcomes. The top ranked skills were: 1.) Acting with integrity 2.) Improving oral communication skills and 3.) Working effectively with individuals from a variety of backgrounds, experiences, and cultures. The Career Center staff plan to continue this program next year and make resources available to other supervisors across campus via our website.

Career Counseling & Career Coaching Practicums
Since its inception, the MU Career Center has partnered with the Educational, School, and Counseling Psychology (ESCP) Department in the College of Education by working with graduate students to provide advanced individual career services to customers, including students, faculty, staff and community members. Last year, we implemented a new application, interview, selection and training process to enhance the professionalism and development of the ESCP students completing their practicums in Counseling and Coaching at the Career Center, and that was continued this year. The selected graduate students also went through a significantly revised and enhanced week-long training process before beginning their practicums.

In addition, we made a concerted effort to track all counseling and coaching appointments online. This year, we had significantly higher numbers of clients for both coaches and counselors than in any previous year on record: 430 counseling client visits (up from 234 the previous year) and 177 coaching clients (up from 70 scheduled online in 2013-2014). In the upcoming year, due to the retirement of several members of the ESCP department and staffing concerns, we will not be continuing the coaching practicum.
Career Training for Academic Advisors
In our ongoing efforts to address the increasing career services needs of students with a limited staff, we continued our “Train the Trainer Approach” once again this year. We provided a week-long training to our practicum students and graduate students, and we opened this up to our campus colleagues; several other graduate students and new staff members in both career services and advising offices on campus attended.

We also once again created and provided a series of Career Advising Workshops: What’s New & in the News, Job Search Trends & How to Help, and Career Advising 2.0. Trainings were well-attended with survey feedback from advisors reporting they felt more confident providing career-related support and resources after attending. After the success of our training for campus partners this year, we submitted proposals about these initiatives to both the American Counseling Association of Missouri/Missouri Career Development Association and the National Career Development Association annual conferences which were both accepted. Given the significant turnout and positive feedback, “Career Advising” seems to be a very timely and relevant topic in career development.

Focus on Diverse Populations & Multicultural Awareness
This year, the MU Career Center continued its intentional focus on providing multicultural awareness training for our student staff and expanding our services to diverse populations. We collaborated with the LGBTQ Resource Center, the Disability Center, and the International Center to create and update career-related resources for students. We visited several Diversity Centers, Offices, and Programs this year to distribute resources and to meet their staff. In addition, our Career Specialist-led Diversity and Outreach Teams coordinated an all-staff training with the Diversity Peer Educators on campus, resulting in conversations about integrating more multicultural focus into trainings. Our staff also facilitated many formal and informal conversations about local and national events, such as Ferguson, that directly affected our students. We plan to continue to provide and enhance our resources and trainings into the upcoming academic year.

LinkedIn Resources and Education
LinkedIn is the top social media platform used by HR recruiters so the Career Center created resources for students to grow more confident in their knowledge of LinkedIn and opportunities for them to build exceptional profiles. We created two new sample student profiles so that students may consult a total of three versions showcasing different academic backgrounds. In addition, we updated our LinkedIn handout for students, and continued to enhance and update our LinkedIn Group; we featured all Career Services offices in the group to help promote career development across campus. We also began to promote LinkedIn as a tool for Career Exploration, and one of our staff members presented a webinar on this subject for the Missouri Career Development Association. The Career Center also hosted six LinkedIn Photo Days and snapped 479 professional headshots of undergraduates and graduate students.

SUMMARY
The MU Career Center will continue to pursue its goals of collaboration, innovation and reach into campus. However, given the current state of leadership transition, we plan to sustain our current level of services rather than expanding the scope of our office. In light of anticipated budget cuts we will also be carefully and methodically evaluating the sustainability of all programs and services.