MU Career Center
Annual Report 2016-17

Career Center
University of Missouri

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.
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OVERVIEW

Since 1974, University of Missouri has been involved in providing career development assistance to its students. The MU Career Center, previously known as the Career Planning and Placement Center, was conceived by a professor of Educational and Counseling Psychology and two graduate students, and existed as a simple self-help center with a few books at the Counseling Center. Eventually, the Career Center moved out of the Counseling Center and created its own office. As the number of clients increased over the years, the MU Career Center needed more trained staff to provide additional services. A call for volunteers was made and so began the first undergraduate paraprofessionals. Today these paraprofessionals are known as Career Specialists, and we employ approximately 40 students in this role; they receive over 100 hours of initial training and allow the Career Center to remain open for drop-ins daily during the academic semesters and summer session. Additionally, in an effort to offer MU students more experiential education opportunities, the Career Center has housed the Jumpstart and the A Way With Words and Numbers tutoring programs. As a result, Mizzou students gain valuable experience and meaningfully connect with the community during their academic career.

The MU Career Center is located in the Student Success Center with several other campus offices: Academic Retention Services, The Learning Center, Academic Exploration and Advising Services (the Multicultural Certificate Office joined us this year, as well). This location puts us in the center of campus with other offices that are dedicated to student success. Partnerships such as these, as well as those we have with the network of other campus Career Services offices, allow us to work collaboratively to provide a comprehensive range of services and resources to students on MU’s decentralized campus.

The MU Career Center continues to focus on assisting all MU students with their career exploration and development. For more than 40 years we have built our services on a firm foundation of research and best practices in career development and counseling psychology. We will continue to build on this foundation, developing collaborations and making enhancements to our programs, as we deliver our services to campus and the local community.

PRIORITYES & GOALS

MU Career Center and Campus Priorities

This is a unique time in the history of the University of Missouri as the campus faces declining enrollment, state funding, and challenging media coverage. The MU Career Center is cognizant of these challenges and yet at the same time is also highly aware of the incredibly positive work being done and the opportunities available to students on this campus. The MU Career Center plans to be a major player in the overall success of the University of Missouri by contributing positively to the priorities of the campus, particularly in the areas of student success and high impact educational experiences. We have a history of promoting and providing services related to these initiatives:

- **Student Success**: Emphasis on serving undeclared, pre-majors, and exploring students; participation in campus committees and programs aiming to increase student persistence/reduce time to degree; decreasing student debt load through collaboration with campus programs and provision/promotion of work study/part-time jobs; leadership focused on career readiness and outcomes of Mizzou graduates; training faculty, staff, and campus employers on career and professional development for students.

- **High Impact Educational Experiences**: Provision of experiential education through campus employment and volunteer opportunities in our A Way With Words & Numbers, Jumpstart and paraprofessional programs; developing and instructing Career Explorations courses for exploring students; collaboration with campus and community programs (e.g. Service Learning); intentional emphasis on Diversity & Inclusion.
We plan to continue to participate in as well as expand upon these efforts in 2017-2018, strategically focusing on our initiatives to maximize contribution to campus goals and provide innovative, efficient, and empowering resources that will impact the success, overall experience, and career readiness of Mizzou students.

**Strategic Goals**

1. **The MU Career Center sees itself as a key player in the helping MU students persist to graduation.** To that end, we will continue focus efforts to communicate and engage with “pre” majors in competitive programs, undeclared and deciding students, and underrepresented groups through targeted collaboration, initiatives and marketing.
   
   a. **Intentional collaboration:** We will continue to collaborate with key campus players (e.g. Academic Exploration and Advising Services) to provide as much opportunity for students to persist and succeed at MU. Additionally, The MU Career Center will once again intentionally reach out to those who do not have a divisional career office in their College (e.g. Arts & Science, Human Environmental Sciences majors). These efforts will help the MU campus by contributing to the career readiness of all graduates.

2. **The MU Career Center will continue to examine our services and workflow so that we are working as efficiently as possible with a leaner staff.**
   
   a. **Focus on our mission:** We will evaluate our services and initiatives through the lens of our core mission of empowering students to engage in lifelong career development by encouraging purposeful experiences, personal reflection, and exploration of career information (career exploration and development).
   
   b. **Staffing:** In the past two years, we have reduced our paraprofessional staff by over 15%. We plan to continue to strategically reduce our staff and services without sacrificing quality by focusing on creative approaches to staffing (e.g. enhanced recruitment of students with work study awards).
   
   c. **Technology:** We plan to efficiently utilize technology that will empower students to engage with and use more self-directed tools for success. These include the implementation of a new web platform with more easily accessible information, Career Tools for optimization of resources, Focus 2 for easily accessible career assessment, and Handshake, a new platform for HireMizzouTigers. These will all be fully deployed in Fall 2017.

3. **The MU Career Center will continue to invest in its assessment efforts, for both our own services and with our contribution to overall campus assessment.**
   
   a. **Comprehensive Assessment Plan:** We will be utilizing and updating our assessment plan that will enable us to build greater accountability and further study student learning outcomes. In particular, we plan to collaborate with Student Affairs Assessment team members as well as to work with Educational, School and Counseling Psychology professors on research projects.
   
   b. **Campus Graduation Outcomes:** The MU Career Center will continue to lead the way for campus to assess our Graduation Outcomes through collaboration with Institutional Research, identifying best practices, providing reinforcement of departments reaching identified goals (90% response rate), and identifying additional resources as needed (human and financial).

4. **The MU Career Center serves thousands of students annually, and we are committed to reaching more who need our services.**
   
   a. **Marketing:** We will enhance our marketing efforts through a targeted marketing and communication plan to promote our new online offerings (e.g. Focus 2, a new career self-assessment) as well as the convenience of our drop-in services to bring in new clientele at the very time they need assistance.
   
   b. **Collaboration with Vice Provost for Undergraduate Studies:** We will collaborate with VPUGS marketing and communications to hire a Public Information Assistant work study student, as well as enhance our collaboration with other VPUGS academic units such as AEAS and Academic Retention Services (ARS) to provide and market our services to those students who need us.
STUDENT SERVICES

Individual Consultations

In 2016-2017, we had a total of **6,546 drop-in student visits** to the MU Career Center. This number is down slightly from the previous year (7,225), which tracks with the reduction in the entering freshman class of 2016.

The top reason students visited the MU Career Center once again this year was for help with **career and major exploration** (40.3%), followed by job search preparation, including resume/cover letter/interviewing (35.1%), finding employment (8.54%) and 16.1% for “Other” reasons, such as graduate school and career counseling*.

*This year’s “Other” percentage was up significantly from last year’s (5.9%), primarily due to the increase in career counseling appointments this year (see Career Counseling section below). Additionally, our current homegrown student tracking system registered more than 500 visitors without a visit reason; moving to MU Connect in 2017-2018 to integrate with campus systems and data will help reduce instances where student visit data like visit reasons are not captured.

Over the past five+ years, the MU Career Center has focused on serving increasing percentages of freshmen, students seeking career and major exploration assistance, and underrepresented groups through intentional marketing and outreach efforts. The demographics of our student customers reflect our commitment to:

- Working with students early in their college career (a significant majority of our customers)
- Helping students with major and career exploration
- Reaching out to underrepresented groups (who made up nearly 1/3 of our customers this year)
Mock Interviews

The Mock Interview Team scheduled 264 practice interviews this year, which was a significant reduction from our record-setting number of 455 just two years ago. This intentional reduction in the number of mock interviews offered was the first step in a two year phase-out of appointment-based mock interviews for budgetary reasons as we continue to focus on our core mission of providing career development resources and services.

On trend with last year was increased demand for 30 minute interviews, as the interviews we did provide focused on intentional partnerships with campus departments helping prepare students for their application to competitive programs such as Nursing, Medicine, and Health Professions.

Although we will not offer scheduled mock interviews next year, we will continue to train our paraprofessional staff on interviewing as well as provide them with resources necessary to offer walk-in help to any student seeking help with interview preparation. We also plan to continue assessment of this service in 2017-2018, with new learning outcomes focused on the following:

After my mock interview today, I feel more confident in my ability to:

- Support my interview answers by including specific examples
- Formulate an answer using the STAR method (Situation, Task, Action, Result)
- Incorporate my knowledge of the organization or program for which I’m applying into my answers
- Assess my personal abilities, strengths, interests, and values in preparation for an actual interview

Customer and Educational Service

In addition to serving a great number of students, the Career Center staff is committed to providing exceptional services in a welcoming and friendly environment. Once again, the quality of our services was recognized in survey responses and comments. Quotes included:

- “_____ did an amazing job at explaining the strengths and helped me put into words things I didn't know how to say.”
- “Great customer service. No wait time. Staff was knowledgeable, friendly, and efficient.”
- “He was very helpful and gave advice that allowed me to realize the potential of my resume and gave me insight that it was much stronger than I previously anticipated.”
- “My career specialist was very knowledgeable about the degrees I was curious about. He was helpful even with the majors he didn't know much about! I learned a lot more than I expected to when I first I walked in.”
- “The staff really care about student success. Blown away by their hospitality.”
Overall Assessment of Services
As stated in our goals for 2016-2017, we have continued to improve upon our overall assessment of the services we provide students on the MU campus. This past year, we tracked 19 Learning Outcomes in four different areas (Résumé, StrengthsQuest, Interviewing, and Career/Major Exploration). We received well over a 4 out of 5 average rating on ALL 19 Learning Outcomes assessed this year. For 2017-2018, we plan to continue to expand and improve our tracking and assessment of services.

Persistence to Graduation of Deciding Students
The MU Career Center serves all students, but continue our focus on increasing collaboration with offices serving undeclared, deciding and pre-major students with a series of efforts aimed to increase their access to career information and, ultimately, their persistence toward graduation and retention at the University.

Pre-Majors & Departmental Undeclared Majors
Once again, we had a significant increase in our services for students in pre-major programs and those with “official” undeclared majors. For the past five years, we have served more than half of all undeclared journalism and undeclared health professions students, as well as pre-journalism students.
For the pre-nursing program, we served about 90% of these students in 2016-2017, and have served more than 70% of those students for the past five years in a row, as a result of intentional collaboration with this very competitive program on campus which does not have its own Career Services office.

**For the 2016-2017 academic year, the MU Career Center served 58.3% of all pre-majors on the Mizzou campus, the highest in recent history.**

**AEAS – A&S Undeclared and Deciding Students**

We continued our concerted efforts to collaborate with Academic Exploration & Advising Services (AEAS) this year by building on previous initiatives as well as developing new ones. The MU Career Center worked collaboratively with AEAS on a variety of initiatives, including:

- Promotion of the [http://majors.missouri.edu](http://majors.missouri.edu) website and the [Mizzou and You web page](http://www.mizzouandyou.mizzou.edu) as career exploration tools
- Presentations at the Arts & Sciences (A&S) Undeclared Divisional Orientations for Summer Welcome
- Continued collaboration on the communication plan for A&S Undeclared students, aiming to keep students informed about useful resources based on their number of credit hours earned
- Career & Major Week, a collaborative event in which AEAS Advising held walk-in advising hours at the MU Career Center and the MU Career Center provided specific programming for career/major exploration

In 2016-2017, we served 47.8% of Arts and Sciences undeclared students, which was on par with two years ago, but slightly down from last year’s 55.2%. There are several potential reasons for this slight drop (decrease in staffing/budget in both MU Career Center and AEAS, lower freshmen enrollment in A&S Undeclared, etc.). We plan to increase our efforts in serving these students by collaborating on new programs to more directly serve these students. Specifically, we are rolling out the DISCOVER Program in collaboration with AEAS and the SSC, which will include specific sections of SSC 1150 incorporating career/major exploration components and will be taught by AEAS, Career Center, and Academic Retention Services Staff. Promotion, planning and curriculum design are currently underway for 2017-2018.

**Career Explorations Courses**

The MU Career Center offers a one credit-hour Career Explorations Course that is geared toward helping students learn about themselves as well as resources and experiences that can be helpful in their career development. In 2016-2017, 120 students enrolled in these courses, (71 students in 5 sections in the fall semester, 49 students in 4 sections in the spring).

**COURSE LEARNING OUTCOMES**

LEARNING OUTCOME DATA FROM THE SSC 2100 CAREER EXPLORATIONS CLASS
(AFTER DISCUSSING CAREER AND/OR MAJOR EXPLORATION AT THE MU CAREER CENTER, I AM MORE CONFIDENT IN MY ABILITY TO; 5 POINT SCALE):

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assess how my skills and abilities align with possible majors and/or careers</td>
<td>4.65</td>
</tr>
<tr>
<td>Evaluate how my personal values influence my career/major decisions</td>
<td>4.68</td>
</tr>
<tr>
<td>Identify one or more next steps in my exploration of majors/careers</td>
<td>4.63</td>
</tr>
</tbody>
</table>

In line with our goals to continue to focus on implementing learning-outcomes based assessment, we measured and received an average 4.5+ out of 5 on all learning outcomes assessed in the following areas: Career and Major Exploration, Strengths and Résumés.
The *Career Explorations* courses also consistently received excellent reviews from participants in course evaluations once again. Students ranked all course objectives as met and most course evaluation questions with a 4.7+ out of 5 average. Quotes from the course evaluations included:

- “I declared my major this semester!”
- “It strongly helped me find a path I know I'll really enjoy”
- “It helped me gain the initiative to make career decisions on my own.”
- “This course was just what I needed & really helped me answer some questions and really figure out my next steps and how to get there.”

It is noteworthy to mention that this year’s enrollment in the Career Explorations courses was down overall by 45 students from last year, which has led us to a planned reduction of sections for 2017-2018 as well as collaboration with AEAS to pre-enroll Arts & Sciences undeclared students in the aforementioned SSC 1150 DISCOVER sections.

**Career Counseling**

The MU Career Center continued to partner with the Educational, School, and Counseling Psychology (ESCP) Department in the College of Education to provide advanced individual career services to customers, including students, faculty, staff and community members. This year, the practicum was taught by a new ESCP faculty member, Dr. Patrick Rottinghaus, and received significant coordination support from staff member Carrie Collier, who taught the practicum course the previous year with the retirement of Curators’ professor, Norm Gysbers, in 2015. In 2017-2018, Carrie will once again provide additional support to the Counseling Practicum as a newly-organized ESCP practicum is taught by another new faculty member, Dr. Sonia Dhaliwal.

For the Counseling practicum, we revised only slightly our recently updated application, interview, selection and training process for counselors; six graduate students were selected and provided counseling services in the fall and spring semesters. In 2016-2017, counselors conducted 120 intake sessions and saw 88 clients for a total of 435 counseling sessions, up significantly from last year’s number of 308 sessions. Not including intake sessions, the range of counseling sessions was 1-24 per client with a median of 3 sessions. Several clients participated in counseling by Skype this year.

In addition to presenting career-related concerns, counselors served clients dealing with mood disorders, anxiety disorders, eating disorders, relationship issues, transitions, family values, traumatic brain injury, academic issues, understanding and navigating U.S. culture, insecurity, and low self-esteem. The MU Career Center practicum counselors are provided with training, supervision, and support that allows them to work holistically to address both these personal as well as career-related concerns of clients, helping provide important support for student mental health on campus.

**LinkedIn Resources and Education**

LinkedIn continues to be the top social media platform used by HR recruiters, and the MU Career Center is dedicated to helping students understand learn how to use LinkedIn in their career development. As with any social media platform, LinkedIn changes rapidly, and we continually update our three student profiles and our Guide to LinkedIn. We also consistently work to enhance our LinkedIn Group featuring all campus Career Services offices and to promote LinkedIn usage across campus through trainings with students, faculty, and staff.

During the 2016-17 academic year the MU Career Center hosted six LinkedIn Photo Days and in the spring semester, added an educational component by offering a hands-on workshop, *How to Leverage LinkedIn*. The workshops were well-attended and well-received. In all, the Career Center took nearly 400 free professional headshots.
STUDENT EMPLOYMENT & EMPLOYER ENGAGEMENT

CASH Program
The Campus Augmenting Student Hires (CASH) Program supports student employment by reimbursing campus departments that hire students in part-time positions paid with general operating funds. It was created in 2009 as a suggestion of the Economic Downturn Task Force. Eight years later, the U.S. economy has stabilized and with unanticipated cuts to the MU budget, it was announced in Spring 2016 that AY2016-17 would be the final year of the CASH Program.

This past year, the Career Center collaborated with 80 offices on the Mizzou campus and distributed nearly $367,527 to a total of 651 student hires. It has been a privilege to coordinate this program over the past eight years. We enjoyed working closely with colleagues from across campus and expanding on-campus employment opportunities for students.

Part-Time Jobs and Employer Relations
In support of students seeking part-time employment, the Career Center hosted a Part-Time Job Fair which included nearly 400 students and 72 employer participants. Given budgetary and staff reductions, as well as steadily declining student participation, the MU Career Center has decided that instead of once again offering the Part-Time Job Fair as we have done in years past, in Fall 2017 we will host several student-focused workshops in August and September. In these customized workshops, we will instruct job seekers how to find local, part-time positions online through the HireMizzouTigers.com jobs database. In the meantime, we are heavily recruiting local employers to post all of their job vacancies which we will organize by job function and feature at our workshops. We are optimistic that having multiple events should help us reach a greater student audience than our one-time job fair.

The MU Career Center also manages the Job Location and Development (JLD) program which uses federal dollars to encourage institutions to increase work opportunities beyond work study and campus employment. Through targeted marketing efforts and utilization of innovative technology, the program demonstrates a high return on investment. In the academic year of 2016-17, $463 can be accounted for every dollar invested in the program with student earnings estimated at $29 million dollars.

Work Study Employment
Federal Work Study (FWS) is designed to give part-time employment to 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 maintains a database of available jobs, develops employment opportunities, refers students to positions, and provides training for students and employers. This program has been a long time collaboration between the MU Career Center and Financial Aid, and provides experiential opportunities for students to further explore major and career options.

Approximately 875 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 representing more than 2,000 positions 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.
The MU Career Center has consistently promoted work study positions on campus and helped students select these positions, primarily through hosting Work Study Information Sessions during Summer Welcome. Over the past several years, attendance at these sessions has steadily decreased. For Summer Welcome 2017, we opted to not provide the formal information sessions and instead to promote one-on-one help via our summer walk-in hours. We promoted the changes at Summer Welcome Training for Advisors as well as through information that went out in the Parent Newsletter and from the Financial Aid Office. Thus far, this change has seemed to be a success, as our summer (June) drop-in traffic has seen a 45.6% increase over last year (16.2% increase in work study visits). We plan to continue to provide one-on-one help for students seeing Work Study Positions and to collaborate with New Student Programs, Advisors, Financial Aid, the Parent Relations Office, and others on campus to promote this valuable opportunity.

CAMPUS ENGAGEMENT & OUTREACH

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

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 into their academic courses. We received **215 faculty and staff requests for class assignments this year.** These academic assignment numbers are separate from the Outreach request presentations mentioned below; however, when combined, we received **462 requests representing nearly all undergraduate academic divisions across campus.** That’s an average of **more than 14 requests per week** over two 16-week semesters, which, despite decreased budget, staff, and enrollment, is consistent with our average number of requests for the past several years *(see eLearning section below for creative responses to managing these requests in the future).*

To manage drop-in traffic and increase efficiency, all assignment and outreach activity was once again processed by our **Career Education Response Team (CERTs), a highly-trained team of students** who manage requests, respond to emails from faculty and staff, and update the database to reflect request information and status.

School of Journalism Partnership
In the summer of 2016, the Missouri School of Journalism and MU Career Center established a new partnership to support career development of its students when the divisional career services position was vacated. The faculty and staff of the School of Journalism agreed to manage recruitment activities while the Career Center would provide student services and manage all aspects of HireMizzouTigers.com. A graduate assistantship and part-time student position were created in support of these efforts, branded as Journalism Career Services.

Journalism Career Services, run out of the MU Career Center, included monthly workshops, walk-in hours at Neff Hall, newly created career resources, a student communication campaign and student interest surveys. In addition to these programs and services, Journalism Career Services staff members **posted more than 700 jobs and internships and reviewed 734 student resumes.** We look forward to continuing this partnership in 2017-18, expanding programming, and building the Journalism Career Services brand among students.

eLearning: Class Lesson Plans
The MU Career Center thought creatively about how to meet the continued high demand for outreach presentation with diminished staff and budget. We responded by creating the innovative eLearning series which are **downloadable career lesson plans.** Instructors download lesson plans, activity handouts, and PowerPoint slides to share with their students on several topics: Intro to Resumes, Advanced Resumes, Interviewing, Online
Image, and StrengthsQuest (now CliftonStrengths). This approach is an effective and streamlined way to share career information with students, while allowing us to better manage our schedules and time away from the office.

**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 2016-17 we conducted 247 presentations, information booths, and MUCC tours that reached over 12,500 students. This averages to more than 7 presentations each week during the semesters.

We were successful in reducing our in-person presentation load to a more manageable level in response to reductions in staff. We limited the number of presentations per group and provided excellent alternatives to empower instructors to deliver this vital information themselves. One such alternative we developed was our downloadable career lesson plans (eLearning – see previous section), where instructors find lesson plans, activity handouts, and PowerPoint slides for our most requested topics. We look forward to utilizing this resource more in the 2017-18 year and beyond.

**GROW & SEED**

The MU Career Center continued its innovative Guided Reflection On Work (GROW) and Supervisors Encouraging Excellence and Development (SEED) Programs. GROW and SEED are intended to provide meaningful professional development opportunities for supervisors of student employees which, in turn, enrich the student employment experience.

This past academic year, we hosted six workshops for nearly 200 faculty and staff participants addressing topics such as motivation, strengths-based management, difficult dialogues, student resilience and diversity and inclusion. One of the workshops focused specifically on GROW, which encourages student employees and their supervisors to have brief, structured conversations to help students connect what they are learning in the classroom to their paid positions. Surveys consistently indicated high levels of satisfaction with the quality of the programs, topics, and presenters.

In addition to programming, the Career Center updated the SEED website to include direct links to the training resources offered through myLearn, the online learning and performance support tool provided by the UM System Office of Human Resources. Participants also recommended the use of Box as a tool for sharing materials and best practices. More than 100 faculty and staff members have requested access to our SEED Box account.

These programs were made possible by one-time funding from the Vice Provost of Undergraduate Studies. Now that we have exhausted these grant monies, the MU Career Center will no longer be offering SEED and GROW programs; however, we will continue to maintain online resources, including our Box account and website.

In order to continue to utilize the resources developed by the SEED and GROW programs and further promote important aspects of supervising, developing and mentoring students the Work Study Employment program will be sending out to more than 400 emails to campus faculty and staff who will be work study student supervisors. The email will be promoting the use of the materials and offering the services of the MU Career Center staff for support and consultations.
Strengths Development and Education

A total of 4,790 MU faculty, staff, and students took the StrengthsQuest assessment on the MU Campus in 2016-2017 (3,579 through the MU Career Center, and another 1,031 through the MU Trulaske College of Business, who collaborated with the MU Career Center to learn how to manage their own requests). In the past five years, nearly 25,000 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 continued to maintain and promote Strengths@Mizzou, a centralized website for StrengthsQuest use at the University of Missouri. As Gallup shifts from the name “StrengthsQuest” to “CliftonStrengths”, we continue to update our site and the plethora of custom training materials we have created to reflect this change. In 2017-2018, we plan to revive the “Mizzou Strengths Institute” group of faculty and staff on campus with brown bag sessions, new website additions, and updated materials designed to provide ongoing support and training for the use of Strengths on campus. These trainings will be facilitated by full-time staff, including Craig Benson, who has recently completed the Gallup Certified Strengths Coach program.

Career Training for Campus Career Services and Academic Advising

In our ongoing efforts to promote student career readiness through collaborative efforts on campus, we continued our “Train the Trainer Approach” once again this year. We provided 2 hours of résumé and mock interview training for 37 CAFNR Career Ambassadors (student staff), 6 hours of GradLeaders software training for 6 full-time staff and 3 Graduate Assistants on campus, as well as spent approximately 8-10 hours developing administrative materials and training to career colleagues (16 or so staff in all) for InterviewStream (note that these numbers do not include all the “help desk” hours on the phone with our colleagues!)

As in past years, we provided a week-long training to our practicum and graduate students and we once again opened this up to our campus colleagues. In August 2016, several graduate students and new staff members in campus career services and advising offices attended our 24+ hour comprehensive career services training, including: 10 of our own graduate students, 8 full-time career services staff, 2 full time academic advisors, and 7 graduate students from other departments, representing 6 career services offices and 1 advising office on the Mizzou campus.

In 2016-2017, we hosted three Career Advising Workshops: New & Need to Know, Major Does NOT Equal Career, and our Job Search Series. These sessions were developed with feedback and survey input from advisors and other attendees of the previous year’s trainings; they were well-attended (average of 20 participants per session) with survey responses indicating that advisors felt more confident providing career-related support and resources after attending. We plan to continue our career-related training for academic advisors in 2017-2018, knowing the staffing at the MU Career Center remains the same and expectations continue to increase for advisors to provide career-related information to students. Trainings will continue to be interactive, focus on current topics, and further develop skills and short interventions which advisors can employ when meeting with advisees.

National Recognition for Campus Collaboration

In Fall 2016, the MU Career Center staff submitted a proposal to the National Career Development Association to present on campus collaboration efforts at their annual conference. The selection process for this conference, which is designed to train career development professionals and hosts thousands of attendees, is highly competitive, with over 300 presentation proposals submitted annually. Our presentation was selected for inclusion at this event, and in June 2017, Carrie Collier presented Spreading the Joy: Positive Approaches to Campus Career Collaboration at
the conference in Orlando, to a room packed full of attendees. Post-presentation, we have continued to respond to calls and email requests for training materials and information on our approach to campus collaboration.

TRANSFORMATIVE COMMUNITY EXPERIENCES

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 public schools and 2 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 2016-17 academic year, more than 125 tutors generated 21,000 hours of tutoring for approximately 2,700 children. Interestingly, of our tutors, 77% are MU students who are pursuing careers outside of the field of education. Our tutors primarily consist of MU student volunteers who are seeking opportunities to expand their civic awareness and gain the unique professional development experiences that this program provides. This further highlights AWWWN and the MU Career Center’s dedication to providing our MU students with unique, hands-on experiences that serve as an avenue for career development and exploration.

AWWWN has continued to expand upon the literacy program “Path to Reading Excellence in School Sites” (PRESS). PRESS provides a framework to make data-driven instructional decisions and deliver quality literacy instruction to elementary students. The intervention was created for kindergarten through third grade students who are having difficulties learning to read and are currently falling below grade level expectations. Promising findings were yielded during the pilot at 3 schools in the spring of 2015. Results indicated that of the participating students in the PRESS program, 48.97% were able to reach or exceed their goal; therefore, meeting grade level expectations at the conclusion of the academic year. Due to these findings, AWWWN extended the program to 15 elementary schools and the community-based after school program by the 2016-2017 school year through collaboration with the school administrators and approval from the Columbia Public Schools (CPS) Superintendent. Local teachers are vocal advocates of the program with nearly 100% endorsing the program. Additionally, they have praised the PRESS program as a way to systematically enhance their ability to provide evidence-based interventions to their at-risk students.

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.

AWWWN was awarded the Parent Leadership Council Grant in 2016-2017 which financially supported this endeavor to expand the PRESS program. For 2017-2018 we will prioritize the PRESS program in our 15 elementary schools and our community-based after school tutoring program. 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.
“I’m pretty sure I’ll never be president, or a rock star, but I do know that I have been so lucky to bring a smile to a child’s face and have given him something to look forward to every day. I could never have asked for a better job or to work with such optimistic and amazing people.”

- AWWWN tutor 2016-17

We intentionally have moved from tutoring everybody everywhere to providing an intervention with proven results and statistical evidence-based support. This year, our efforts have been more focused on CPS students’ needs as described by school administrators, teachers, and academic literature. Additionally, our training program was manualized so that training and follow up with tutors was more easily accomplished and monitored. This reduction in the number of sites combined with the new training procedures had a direct correlation to the current number of tutors and also reduced administrative oversight.

*In 2016-2017, this downsize in overall tutors and tutoring hours (yet still reaching the same number of CPS students served) was achieved through budget reduction methods (fewer graduate student hires and the continued implementation of and transition to the PRESS program).

**Jumpstart**

Somewhere among today’s preschool children sit our future scientists, entrepreneurs, teachers, and 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 six hours of language and literacy curriculum to individual children each week. Jumpstart is a proud partner with AmeriCorps, a national service organization that provides support to populations experiencing great need.

The program requires an exceptional commitment on the part of the college student, and builds a foundation for a life-long commitment to civic engagement. As official AmeriCorps members, in addition to the work study wage or course credit garnered by participating in the program, students receive a $1230 Educational Award at the end of their annual service term that may be applied to upcoming tuition costs or to repay student loans they have acquired. Furthermore, 96% of Mizzou students participating in the program reported their Jumpstart experience made them feel more connected to the community, and 94% reported their service helped them feel more connected to MU.

As a “super-site” Jumpstart has grown from 30 to 165 students in service, and from 30 to 500 children served in Columbia. 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. Jumpstart also collaborates with the Office of Service Learning, placing 50+ additional students into the community. They 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.

**Peace Corps**

The MU Career Center offices the Peace Corps campus representative who recruits on campus and in the mid-Missouri region. There are 34 Peace Corps volunteers currently in the field that attended the University of Missouri-Columbia, and 1054 volunteers that attended the University of Missouri and then did their Peace Corps service. Mizzou has been the top school to produce volunteers in the state of Missouri and **Columbia, MO has continued to rank #4 in top volunteer-producing metro areas per capita.**

**DIVERSITY & INCLUSION**

Following the 2015-2016 year of intense upheaval and focus on the campus climate at the University of Missouri, the MU Career Center continued to concentrate intentional efforts on diversity and inclusion, promoting this both in and outside of our office.

As mentioned in previous years’ reports, the MU Career Center has a long history of promoting diversity and inclusion on campus, as well as advocating for social justice through the avenue of work in peoples’ lives. Our staff continually focuses on updating our training and resources as well as fully integrating multiculturalism/diversity/inclusion topics into all we do. Additionally, we work to continually adapt to ongoing campus, community, national and international events as they occur.

As one example of our commitment to honoring diversity and inclusion, as well as our ability to adapt, the MU Career Center’s Diversity & Inclusivity Team (previously the Diversity Team) had a planned training session for our student staff that was scheduled for the day after the Presidential Election. The training was entitled “What You Need to Know About Fall 2015”, and featured a broad context of events at Mizzou from that time, as well as specific information about campus protests involving Concerned Student 1950, resignations of the System President and the Chancellor, threats against students of color on campus became known, and the MU Career Center’s responses, which had included a “Listening Session” for our staff, the “Letter from the Black Staff” at the MU Career Center, the creation of the “ad hoc” committee for our students of color, and information about the MU Career Center as a “Brave Space” (moving beyond the comfort of a “Safe Space”). The morning after the surprising election results were revealed, our full-time staff helped our Diversity & Inclusivity Team pivot (as we had also done the previous year, when we had a Diversity Team training planned for the day of the YikYak threats on campus) and to provide a training that provided options for education, support, and information for our very diverse student staff. Options included:

- Presentation as originally scheduled (this was attended by many freshmen employees and others new to campus that had not been at Mizzou in Fall 2015), facilitated by Diversity & Inclusivity Team student staff members with support from full-time staff member Amanda Nell
- A support session for students to process emotionally the results of the election, facilitated by full-staff member Carrie Collier (M.A. in Counseling Psychology)
- An intellectual/academic session for students curious about how the media “got it wrong” and the election results occurred as they did, facilitated by Diversity & Inclusivity Team student staff members in Journalism with support from full-time staff member Craig Benson

Additional highlights from this year included:

- Promotion and full integration of the MU Career Center as a “Brave Space” supporting, respecting, and honoring people of all identities
• Further integration of diversity training and multicultural awareness into nearly all aspects of the Career Specialist program, including ongoing staff meetings, Supervisor training, and Career Specialist Selection/Interviewer training
• Further integration of diversity training into the Career Explorations courses we teach
• A second staff training session in spring semester created and hosted by the Diversity & Inclusivity Team
• Individual conversations and support with multiple students of varying identities
• Special session via SEED in partnership with the Office of Inclusion, Diversity, & Equity (IDE). Nearly 50 people attended a luncheon in the hopes we could help facilitate a broader dialogue across campus among key stakeholders: faculty and staff supervisors of student employees. The session was titled “Beyond Diversity - Building a Culture of Inclusion” and was facilitated by Marlo Goldstein Hode and Alejandra Gudinom from the IDE Office
• Participation in the UM System Diversity, Equity, and Inclusion Task Force by staff member Carrie Collier, which provided recommendations for the UM System on its inclusion efforts, and will transition into the UM System Diversity, Equity, and Inclusion Advisory Council (Carrie Collier was invited to join this council in 2017-2018, and plans to participate)
• Presentation at the National Career Development Association Conference in June, 2017 in Orlando by staff member Carrie Collier, entitled “Finding Joy in our Struggles: Positive Approaches to Diversity & Inclusion at the University of Missouri Career Center”. This session was extremely well-attended and received by participants, who provided emotional testimonies about their thankfulness for the event, as well as have continued with multiple follow-up requests for training materials facilitating diversity and inclusion integration in career services
• Further promotion of our Inclusivity Statement, developed last year, supporting ALL students on campus

Inclusivity Statement:
The MU Career Center is dedicated to providing an inviting environment where students are empowered to pursue lifelong career development. We celebrate students of all identities as we strive to help individuals feel confident in their career decision making journey. As a staff, we promote open and honest dialogues about how to make ourselves, our services, and our staff more inclusive. We work to understand our own intersectional identities and to display cultural competence as we provide services. We support all Mizzou students and welcome you to engage with us as we continue to grow together as a campus and community.

MARKETING & TECHNOLOGY
Social Media
Social media was a significant focus of our marketing efforts in 2016-17 to reach new students and connect with previous customers. We believe that social media can be an effective tool in disseminating career advice and helpful resources. Our marketing team carefully selected key themes and topics to best engage users and shape positive career outcomes among students. In particular, we found that Instagram and Twitter are the most engaging and fastest growing platforms. We further developed our Pinterest account which includes 32 boards and just over 900 pins showcasing everything from occupations options to professional attire.

This year we changed to a new software application, Buffer, to manage and schedule posts to our numerous social network accounts. Our social media is managed and authored by student staff and they excel at reviewing analytics to help us examine our content and maximize our exposure to students.

Career Scoop Blog
The MU Career Center’s Marketing Team focused their efforts on authoring more frequent and compelling blog posts as a way to better educate students through personalized, rich content that could be shared on social media. The team also created the “Specialist Spotlight,” an interview with a paraprofessional staff member that introduced our exceptional and committed staff to readers. We added three new blog categories and posted a total of 40 articles during the 2016-2017 academic year.

Resource Development
The Career Center updated its handouts and created two new guides (Guide to HireMizzouTigers and Guide to Professional Attire). Additionally, our student graphic designer created infographics as a way to create engaging career content. Infographics included LinkedIn Profile Tips, Campus Ambassador Cautions, and What’s an Internship?

HireMizzouTigers.com
The MU Career Center serves as the central site administrator for HireMizzouTigers (HMT), where we approve all new employer contacts (2,516) as well as a majority of part-time jobs, internships and full-time positions (10,126 total). Our staff entered 1,472 job postings, reviewed almost 5,000 student registrations, and reviewed and commented on 2,783 student resumes. The HireMizzouTigers web site continues to demonstrate high levels of student and employer activity with a total of 112,488 student and alumni logins and 12,630 employer logins.

During the winter, we attended a demonstration of a new career services software, Handshake, and were so impressed with the modern platform and innovative business model that we decided to enter into a contract with the company. HireMizzouBusiness, HireMizzouTigers and the Truman School site started Handshake in July 2017 so that the campus has a single site where employers may recruit all undergraduates and most graduate students (with the exception of the Law School).

Handshake includes a number of compelling advantages:
• Offers more product (all-inclusive modules) for less money than our former vendor
• Significantly increases recruiter and student activity
• Serves as the vendor of choice among institutions (68% of SEC schools)
• Suggests job leads and events based on “discovery” which pushes relevant content based on student profiles and behavior
• Has strong backing of investors and top programming talent based in Silicon Valley
• Includes a modern, intuitive and mobile-friendly design

We are excited to launch the new software which we anticipate will significantly increase user engagement and employment opportunities for students.

MU Career Center Web Site

The MU Career Center manages both our departmental site and HireMizzouTigers.com. The Career Center site generated more than 300,000 page views with nearly 108,000 unique visitors. Tremendous traffic goes to the Career Interests Game, a web page referenced in a numerous publications, high-profile sites, and educational institutions.

Throughout the year, the Career Center has been focused on completing the design and layout of a new WordPress site with the guidance of web developer, Travis Cook. With more than 300 pages of content on the current site, this is a considerable undertaking. We expect to launch the new site in August 2017 ahead of the fall semester.

ASSESSMENT

As stated in last year’s goals, we continued to intensify our focus on assessment this year, once again emphasizing learning outcomes for our student customers. We devoted more full-time staff and energy to our Assessment Team this year, which we created in 2015-2016 and is comprised primarily of graduate students and a full-time staff member; this model is consistent with the MU Career Center’s commitment to providing training and high-impact experiential involvement for our student employees. As mentioned previously, we are now tracking nearly 20 learning outcomes in four different areas of our services; the team developed these learning outcomes and created surveys through Qualtrics to administer them. In 2017-2018, we plan to continue to refine and enhance our learning-outcomes based assessment, refining those we already have and developing new learning outcomes and assessments for our other services to continue to understand and enhance the effectiveness of our offerings.

STAFF PROFILE

The MU Career Center pioneered the use of paraprofessional staff and is a nationally recognized leader in paraprofessional training and education. We employ nearly 400 paid and volunteer student staff representing a diverse group of undergraduates and graduate students who possess a wide range of talents and are wholly committed to helping others.

The full-time staff is comprised of eight professionals who highly value our professional relationships. This is evident given the average length of employee tenure, which is 15 years. Full-staff members are active in professional associations, including the National Association of Colleges and Employers (NACE), National Career Development Association (NCDA), Missouri Career Development Association (MOCDA), and the American Counseling Association (ACA). Full-time staff contribute to discovery and innovation in the career development field through presentations and engagement in these local and national organizations.

ADDITIONAL ACCOMPLISHMENTS 2016-2017

The Career Center staff are highly collaborative team of professionals that are very involved on campus and provide many hours of service to the Mizzou campus, as well as at the local, state, and national level.
A3WN & Jumpstart Fundraising
The A3WN and Jumpstart generated more than $25,000 through creative fundraising events including a Rock the Mic lip sync contest, MU football concessions, and a 5K Run.

Griffiths Leadership Society & Mizzou Alumni Association
Carrie Collier served as Chair of the Griffiths Leadership Society, an organization that forges connections among diverse and distinguished MU student leaders and alumnae through learning, leadership development and mentoring. In Spring 2017, Carrie was awarded the prestigious Mizzou Alumni Association Staff Award for her commitment to engaging alumni as a staff member through Griffiths and other MAA involvement. She will serve as immediate Past Chair in 2017-18 and continues to promote collaboration between the MU Career Center and MAA through her work on initiatives such as Revature and platforms to provide alumni career information.

Graduate Outcomes Task Force
Amanda Nell oversees the campus Outcomes Survey and successfully implemented the first campus-wide survey among Fall 2016 graduates using the GradLeaders software platform. Data was also collected from Spring and Summer 2017 graduates and results indicate marked improvement from the first survey cycle.

Majors.missouri.edu Committee
Craig Benson is a member of the committee that oversees the development of the http://majors.missouri.edu site.

MU Career Center Advisory Committee
The MU Career Center established an Advisory Committee comprised of diverse faculty and staff from across the MU Campus in the 2015-2016 year. All staff members actively planned and participated in dialogue with the advisory committee which met twice during the 2016-2017 academic year to discuss services and goals. We plan to continue to utilize our Advisor Committee and to meet with them at least twice in the 2017-2018 academic year.

MU Career Services Council
Laura Peiter, Craig, Benson, Carrie Collier, and Amanda Nell are all active members of the MU Career Services Council. Laura Peiter served as President-Elect and hosted the summer retreat where the group outlined goals and for the coming academic year, and Craig Benson served on the Mission & Vision committee of the Council.

MU Connect Administrator Group
Craig Benson served as the MU Connect Administrator for the MU Career Center and attended MU Connect Administrator Group meetings.

National Career Development Association Presentations
The MU Career Center submitted three proposals to the prestigious National Career Development Association’s annual conference, and was selected to present two of those. In June, 2017, Carrie Collier represented the MU Career Center staff at this conference with two presentations entitled: Finding Joy in our Struggles: Positive Approaches to Diversity and Inclusion at Mizzou and Spreading the Joy: Positive Approaches to Campus Career Collaboration.

National Student Employment Recognition Week, April 10-14, 2017
In April 2017, the Career Center organized a celebration of the thousands of student employees who support our institution’s mission and excellence. We created recognition materials such as cards and certificates for employers to and share with staff members. Additionally, we are hosted several professional development programs for students, including a resume workshop, LinkedIn tutorial & photo shoot, and practice interviews.

Parent Leadership Council Grant
Amanda Nell and a graduate assistant drafted a technology proposal that was fully funded ($1,250) by the Parent Leadership Council to purchase Career Tools, a software program that streamlines resources into a single, searchable space where many more resources can be added to serve a diverse array of student needs. The software includes 300 new career resources, increases student engagement, and creates administrative efficiencies.
Revature at Mizzou
The MU Career Center collaborated with the Vice Provost for Undergraduate Studies Office to create and promote the launch of Revature@Mizzou, a partnership to provide a no-cost coding bootcamp and provide placement for MU graduates.

Student Experience Collective
Amanda Nell and Laura Peiter serve on this committee that looks at identifying behaviors and traits that lead to student success and collaborating with key campus stakeholders to shape further student inquiries and replicate impactful experiences.

Respectfully submitted,
Rob McDaniels
Interim Director, MU Career Center