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, the MU Career Center has assisted 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.

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. In an effort to offer MU students more experiential education opportunities, the Career Center sponsors 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 full-time staff is comprised of eight professionals, 5.63 FTE career services professionals and 3.0 FTE Jumpstart staffers. Full-staff career services members are active in professional associations, including the National Association of Colleges and Employers (NACE), National Career Development Association (NCDA), and the Missouri Career Development Association (MOCDA). Full-time staff contribute to discovery and innovation in the career development field through presentations and engagement in these local and national organizations.

The MU Career Center is located in the Student Success Center with several other campus offices dedicated to student success and the academic mission of the University. These partnerships along with a network of partners in other career offices and academic units, allow us to work collaboratively to provide a broad range of services and resources to students on MU’s campus.

REPORT TIMELINE
Per the request of senior leadership, this 2017-2018 annual report includes information from last summer through this summer, so the data and initiatives we have included are based on the timeframe of June 1, 2017 – July 31, 2018.

GOALS & IMPACTS
MU Career Center and Campus Priorities
The MU Career Center was uniquely positioned to continue its meaningful work with students and to positively impact strategic campus goals on student retention, graduation rates and successful graduate outcomes. Last year, we identified four goals in support of MU’s Strategic Enrollment Management (SEM) goals for student success and we made significant impacts in those areas.

First, we took new and unprecedented steps to reach out to “pre” majors in competitive academic programs, deciding students, and underrepresented groups through the introduction of the Discover course, the Focus 2 assessment, and targeted communications efforts. Second, we hired a smaller staff, primarily of work-study eligible students, to create a leaner and cost-effective paraprofessional staffing model. We also leveraged several new technologies to deliver comprehensive career information as a self-directed tool for student success. The Carer Center made great strides in collecting, analyzing and reporting the career outcomes of our graduates. Finally, we created a strategic marketing plan to use social media, campus publications, office partnerships and other tools to enhance awareness of our services, particularly our online resources and our convenient drop-in services.
NEW SEM-BASED INITIATIVES

The MU Career Center continues to be a significant contributor to the overall success of the University of Missouri by creating new and innovative approaches to our work. To advance the strategic enrollment management goals, we strategically focused on new initiatives to maximize our contribution to campus goals and provide innovative, efficient, and empowering resources that will impact the success, overall experience, and career readiness of Mizzou students.

Web Site
During the past year we have carefully reviewed and pursued new technologies to deliver accurate and engaging career information using modern, intuitive, user-friendly platforms. In August 2017, the Career Center launched a brand new, streamlined website with clear, concise information, simpler navigation, and complete alignment with MU identity standards. With more than 225,769 page views and 82,322 unique visitors, the Career Center web site sees unprecedented activity and is a critical informational tool for numerous stakeholders, including MU students, faculty, staff, parents, employers, alumni, legislators and more. One of our web pages, the Career Interests Game, is listed in numerous publications, high-profile sites, and educational institutions driving many visitors to our site from all over the world, including 160 countries. However, we estimate nearly 10,000 visitors are part of the MU community (faculty staff and students) as they logged in using the UM System network (Tiger Wifi, Wired, VPN, etc.) to access the website.

Mizzou Career Tools
Coinciding with the launch of our website was the Mizzou Career Tools resource database. Rather than having students hunt for resources throughout dozens of web pages we have conveniently listed them all in a searchable database in our Resources tab. The database boasts more than 500 resources and students can see any and all resources related to a particular resource topic, such as majors, job search, gap year, online image, etc. According to site analytics, there were 8,045 resource clicks during the last reporting period (June 1, 2017-July 31, 2018). The Career Center staff conservatively estimate that our resource visibility has increased three times with Career Tools. This database empowers students to discover resources they find most relevant to their career planning and helps them achieve career readiness.

Handshake
During the summer of 2017 the HireMizzouTigers employment site moved from a legacy software to the Handshake platform. Handshake offered a number of advantages, but the key reasons were greater opportunities for student engagement, the ability to forge relationships with more Fortune 500 and geographically diverse companies, and the use of “smart” technology to drive relevant career content and employment suggestions to job seekers. Handshake also features a modern, intuitive and mobile-friendly design that students have frequently praised. A student user recently commented, “Amazing, website! Couldn't have been more helpful!”

Transferring employers, students and alumni to the new platform was a substantial task, but nearly all of our former employers joined Handshake and by Spring 2018 our student activations were nearly 8.7% higher than benchmark schools who used the platform for the same or a longer period of time. Our student outreach efforts continue with MU Info messages, a social media campaign, registration events and incentives.

The Career Center took the lead role in the implementation process, working closely with SIS, DoIT and Handshake. Career Center staff members also take a coordinating role, facilitating and conducting training with our career services colleagues and developing a number of administrative training resources, student help guides and campus promotional materials.
Outcomes
Under the leadership of the MU Career Center and Institutional Research, we published our first year of campus-wide data in December 2017 boasting a 90.4% successful career outcomes rate. In AY2017-18 we created a detailed timeline, developed a strategic communication plan, and engaged a vendor to collect LinkedIn data which boosted our numbers and our efforts paid off: there was a 30 point increase in outcomes and knowledge rates since the initial May 2016 pilot.

To reach our campus goal of 95% successful outcomes, the Career Center staff led an effort to find a new survey management tool that afforded excellent analytics, streamlined administrative features and easy student access (shibboleth authentication). After weeks of research and demonstrations, the Outcomes administrators unanimously agreed to pursue a contract with 12Twenty. The site went live in July to collect our August 2018 graduate outcomes. For AY2018, we are already at a 77.1% knowledge rate, which is 16 points ahead of our knowledge rate last year.

The leadership team also spent time developing more defined standards and protocols for the survey collection and reporting process and carefully communicated with the other campuses in the UM System, guiding the process so data reported to senior administration was more consistent and similar. Finally, we reached out to the Missouri Department of Higher Education to better understand and to help shape standards and protocols for reporting outcomes to the State of Missouri, one of the six performance funding metrics.

In January 2019 we plan to launch an Outcomes website that will feature data from the past two years. While sharing the success narrative of our graduates, we are also keen to start the next phase of this initiative which is to advance from survey administration to student programming and alumni outreach. In partnership with the academic divisions, the Career Center is exploring ways to create and deliver effective interventions so that students and recent graduates have the tools and knowledge to be successful in their post-graduation pursuits.

Student Employment Experience
In January 2018, chairs of the Student Employment Experience, a working group convened by the Keeling & Associates consulting group, reached out to the Career Center to address one of their key initiatives: campus employment. The MU Career Center has a long history of helping advise, coach and train campus supervisors including the (former) SEED and GROW Programs to enhance management practices.

During the consulting study, a number of key themes emerged. First, the group identified some best practices and ways to share that information with campus supervisors. Second, students cited confusion in finding jobs, so the group agreed that all vacancies should be posted on HireMizzouTigers.com. Third, the group desired that all student employees have a consistent, positive experience in their campus job. Fourth, the committee identified the importance of shaping the student experience through the “life cycle” of a student employee from initial recruitment to their departure. Finally, the committee wanted to have a framework so that all campus supervisors model and address good work behavior and actively build and assess the skill development of student employees.

The Career Center also quickly responded to action items set forth by the working group, which included:

- Creating a new campus employment web page on HireMizzouTigers.com
- Re-aligning part-time employment information on the Career Center web site
- Coordinating an Employment Open House during Fall Welcome
- Inviting campus employers to attend the Student Affairs Foundations in Management training conference,
- Gathering and evaluating HR data on supervisors and student employees to make informed recommendations
- Developing new student resources that showcase the variety of departments and student roles
- Sharing and updating resources from the Supervisors Encouraging Excellence & Development program

In August of 2018 the committee drafted a proposal for the establishment of the Office of Student Employment which would be housed in the MU Career Center. The proposal was accepted and Career Center staff members are excited to continue to collaborate on this initiative.
SSC 1150: Discover
The MU Career Center staff partnered with AEAS to create a “Career & Major Exploration” section of SSC 1150, the university’s college success seminar. The Discover section of this course, as we named it, was created to assist undeclared/deciding students in making purposeful academic and life decisions leading to lifelong career success, along with helping transition to life at Mizzou. The course launched in Fall 2017, with six sections taught by staff from the Student Success Center, including the MU Career Center, AEAS, MU Connect, and CASE. Preliminary data obtained from Undeclared students who took this course demonstrated an overall higher success rate at Mizzou as compared to Undeclared students who did not take the course.

Focus 2
Focus 2 is an online assessment that allows students to search for occupations and majors that fit with their interests, values, skills, and personality, and is FREE for all current and entering MU Students. The MU Career Center purchased Focus 2 in summer 2017, and over the past year we have worked to implement the assessment (including mapping Mizzou’s majors to the Focus 2 platform) and to train our staff on helping students interpret their results. We did some limited promotion of the assessment on campus, resulting in 825 Focus 2 test takers this past year. We plan to promote Focus 2 more widely on campus in the upcoming year, and anticipate seeing increasingly higher numbers of students taking the assessment as it becomes more well-known on campus.

MU Majors (majors.missouri.edu)
While majors.missouri.edu, Mizzou’s one-stop shop for searching available degree programs, was launched in June 2016, we continued to collaborate with campus partners to make key updates in 2017-2018. Specifically, we worked with AEAS and campus pre-professional programs to add “undeclared” and “pre-professional” programs to the listings for students to find more easily after many prospective students inquired about how to find them. Additionally, we worked with the Registrar’s Office and SIS to provide a clearer link to 4-year graduation plans in the online catalog. We plan to continue working with campus partners to make important updates and enhancements to this valuable resource for both current and admitted MU students.

MU Connect Utilization
Prior to summer 2017, the MU Career Center used a homegrown system to track student visits. This past year, we partnered with staff in the MU Connect office on campus to pilot using the kiosk feature of MU Connect to track visitors. Switching to MU Connect for tracking has allowed us to integrate more seamlessly with campus partners as well as to gain more insights into our student visitors, their reasons for visiting, and their return visits.

Career Development Network
In Fall 2018 we are introducing the Career Development Network (CDN), a group of Mizzou faculty and staff committed to helping students with their career development. These faculty and staff have received specialized, in-depth training in helping students with career-related questions and in preparing them for post-graduation success. We call them Career Service Champions.

Trained individuals are visibly identified on campus as Career Services Champions, demonstrating their willingness and ability to help students with career decision-making and preparation. The CDN is not just a career services training opportunity, but provides ongoing benefits such as a campus networking, understanding of career development theories, the ability to provide appropriate referrals and overall confidence providing career advising to students. This summer we created a web page and developed a thorough training curriculum. Sessions will include initial Career Services Champions trainings, CliftonStrengths trainings, and a series of advanced trainings.

Faculty/Staff Newsletter
In an effort to better connect with our faculty and staff partners, the MU Career Center launched a monthly eNewsletter in November 2017 with information on career-development related topics, featured resources, and events to share with their students. In less than one year we have over 850 subscribers! The newsletter provides a forum for us to explore career issues on a more in-depth basis and to suggest timely referrals and resources.
STUDENT SERVICES

Individual Consultations

Student services are provided by approximately 40 paraprofessionals, known as Career Specialists; they receive over 100 hours of training and enable the Career Center to remain open for drop-ins each day while classes are in session. In 2017-2018, a total of 5,931 drop-in student visits occurred at the MU Career Center. Students visited the MU Career Center for a variety of reasons, detailed below. This year we transitioned away from scheduled mock interviews and added them into our drop-in services, and these visits are included in our overall drop-in visit numbers.

VISIT REASON DEFINITIONS:
Career & Major Exploration = Career/major guidance, Focus 2, Missouri Occupational Card Sort, and other career self-assessments
CliftonStrengths = discussion of CliftonStrengths assessment results
Job Search Preparation = resume, CV and cover letter review, interview skills, LinkedIn profiles, career fair preparation, networking and social media presence
Part-Time Jobs & Internships = campus/part-time jobs, work study positions and internships
Post Gradation Planning = Full-time employment, work abroad and graduate school
Other = Informational visit, course instructor meetings, etc.
Career Counseling = Intake or follow-up appointments with career counselors

Over the past several years, the MU Career Center has focused on serving increasing percentages of freshmen, deciding students, and underrepresented groups through intentional marketing and outreach efforts. The demographics of our student customers this year reflect these commitments as nearly 1/3 of our customers are from underrepresented groups.

23.7% of all Career Center visitors were first-generation college students in 2017-18
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:

- “Incredibly helpful staff and resources.”
- “Great staff, accommodating discussion when results were presented.”
- “Very happy with my visit and actually received help I needed for my résumé.”
- “Love coming here, I always get great advice and help!”
- “I am interested in changing my major, the Focus 2 quiz was able to help me narrow down certain features of my interests that I might enjoy as possible future jobs.”
- “Great experience. Will definitely be coming back for interview prep.”

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, CliftonStrengths, Interviewing, and Career/Major Exploration). We received an average of 4.6 out of 5 rating on ALL 19 Learning Outcomes assessed this year. For 2018-2019, 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.
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 and updates of the http://majors.missouri.edu website as a career exploration tool
- 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
- Rollout of the SSC 1150 Discover program

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 Beginning Practicum Course was taught by another new ESCP NTT faculty member, Dr. Sonia Dhaliwal, and received significant coordination support from staff member Carrie Collier, who has previously taught the course (2015-2016). In 2018-2019, Carrie will once again provide additional support to the Counseling Practicum as the ESCP practicum is taught by another new adjunct faculty member, Dr. Phoebe Wan.

For the Counseling practicum, we revised only slightly our recently updated application, interview, selection and training process for counselors; seven graduate students were selected and provided counseling services in the fall and spring semesters. In 2017-2018, counselors conducted 168 intake sessions and 492 follow-up appointments for a total of 660 sessions, up significantly from last year’s number of 435 sessions, and comprising over 11% of the overall MU Career Center traffic. These appointment numbers continue our trend of annual increases in career counseling appointments, and has likely been a result of better knowledge of the service on campus as well as new avenues of promotion (e.g. “Meet the Counselor” videos were filmed and promoted in our newsletter and elsewhere from our YouTube channel). Additionally, through a partnership with the International Center, the counselors also offered a support group and provided several psychoeducational sessions to International Students.

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.

ACADEMIC OFFERINGS AND INTEGRATION

SSC 1150 Discover Courses
As mentioned under New Initiatives in this report, the MU Career Center staff partnered with AEAS to create specific sections of SSC 1150 for Career and Major Exploration – Discover. The planning and curriculum design for Discover was provided by the MU Career Center, with course topics focusing on both academic success as well as career and major exploration and information. AEAS advisors did the majority of course promotion, and many Arts & Sciences Undeclared students were pre-enrolled in the course (resulting in a total of 95 students in 6 course sections).
The Discover courses also scored high on end of semester course evaluations, including meeting all course objectives focused on helping students navigate MU, academics, personal management, major exploration and career planning. The class averaged 4.55/5 on 6 learning outcomes focused on career and major exploration.

Quotes from the course evaluations included:
- “Makes me want to actually try at school, found my motivation.”
- “Made me think of a future career pathway in a way I have never done.”
- “I have grown more confident and it helped me plan ahead.”
- “It helped me narrow my choices for picking a major.”
- “It helped me become more confident in my major I had already chosen.”

For fall 2018, there will be 10 sections of Discover. We will continue to work with AEAS on enrolling Undeclared students, developing a coordinated curriculum for all course sections, and enhancing students’ experience of transitioning to Mizzou and exploring majors/careers.

**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 2017-2018, 100 students enrolled in these courses, (59 students in 3 sections in the fall semester, 41 students in 3 sections in the spring).

![Course Learning Outcomes](image)

The Career Explorations courses also consistently received excellent reviews from participants in course evaluations again this year. Students ranked all course objectives as met and nearly all course evaluation questions received a 4.7+ out of 5 average. Fifteen course learning outcomes, focused on career and major exploration, strengths development, and résumé writing, averaged 4.68 out of 5. Additionally, 96.5% of students indicated they would recommend the class to others based on positive learning environment.

Quotes from the course evaluations included:
- “All the self-reflection assignments were really good to always remind yourself about ways to improve yourself. The discussions were great.”
- “This class helped me narrow down what I could do after graduation.”
- “It has helped me grow as a person.”
- “I have more confidence in what I want to do.”
- “I now have a way better idea of what I want to do. I also know how to go about it now, too.”

**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 CliftonStrengths and other career development topics into their academic courses. We received **222 faculty and staff requests for class assignments this year.** These academic assignment numbers are separate from the Outreach request presentations.
mentioned elsewhere in this report; however, when combined, we received **425 requests representing nearly all undergraduate academic divisions across campus.** That’s an average of **more than 13 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.

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.

**STUDENT EMPLOYMENT & EMPLOYER ENGAGEMENT**

**Student Employment Committee**

The Keeling & Associates committee on campus employment reached out to the MU Career Center to discuss historical outreach efforts, discuss best management practices, and brainstormed ways to bolster the quantity and quality of on-campus employment opportunities. The group met continuously over the late spring and summer of 2018 and submitted a proposal to create an Office of Student Employment, which was recently approved. Having the addition of one or more full-time staff to fully focus their time on campus employment will further advance the Chancellor’s vision of student success and likely make Mizzou a national example of excellence.

**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 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 Career Center and Student Financial Aid, and provides experiential opportunities for students to further explore major, career options, learn more about self and develop skills needed for after graduation employment. It also functions as a catalyst to connect new students to our campus which increases student satisfaction, success and serves as a retention tool.

Approximately **850 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 1,800 positions from which they may choose. The online system we created in partnership with the Division of Information Technology and provides students with quick access to the key information that allows students to identify and secure a position. This informative and efficient process creates an environment where **94% of the students stay with the first position that they choose.** The Career Center has consistently promoted work study positions on campus and helped students select these positions, primarily through hosting individual and small group Work Study Information Sessions.

Another key component of work study is the engagement of campus employers. The MU Career Center regularly communicates best practices regarding recruitment, onboarding, training, performance management and other topics so that work study contacts and supervisors have tools to be effective managers. We believe the Career Center has a key role in shaping a positive work experience for student employees in work study and other part-time campus positions.

**Part-Time Jobs and Employer Relations**

In support of students seeking part-time employment, the Career Center hosted several student-focused workshops highlighting the Handshake employment site and broadly advertised job search assistance to part-time job seekers. In these customized workshops, job seekers were instructed on how to find local, part-time positions online through the HireMizzouTigers.com jobs database. Since moving to Handshake there have been **1,365 local, part-time jobs posted** and **548 local employers have logged in to recruit Mizzou talent.** Additionally, our staff posts positions for small businesses and private employers who lack the time to manage their employment postings.
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 2017-18, $395 can be accounted for every dollar invested in the program with student earnings estimated at $19.7 million dollars.

**HireMizzouTigers.com, powered by Handshake**

The MU Career Center serves as the central site administrator for HireMizzouTigers (HMT), where the MU Career Center reviewed the vast majority of the 10,648 employer profiles and many of the 33,496 job postings. Our staff entered 842 job postings, reviewed almost 5,000 student registrations, and reviewed and commented on nearly one third of the 9,849 student résumés uploaded to the site. The HireMizzouTigers web site continues to demonstrate high levels of student activity with a total of 51,921 student and alumni applications.

### 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.

**Outreach Presentations**

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 CliftonStrengths assessment designed to be as interactive and informative as possible.

Last year, we conducted 203 presentations, information booths, and MUCC tours that reached an estimated 8,400 students. This averages to more than 6 presentations each week during the fall and winter semesters.

We were successful in reducing our in-person presentation requests in response to the reductions in our paraprofessional staff who give many of the presentations. We continue to encourage instructors to deliver career information themselves by accessing our downloadable career lesson plans. The lesson plans include an instructor overview, activity handouts, and PowerPoint slides for our commonly requested topics.

**Career Training for Campus Career Services and Academic Advising**

In our ongoing efforts to promote student career readiness, we continued our “Train the Trainer Approach” once again this year. As in past years, we provided training for our practicum and graduate students and we once again opened this up to our campus colleagues. In August 2017, several graduate students and new staff members in campus career services and advising offices attended this comprehensive, week-long career services training, including: 11 of our own graduate students, 2 full-time career services staff, 6 full-time academic advisors, 1 faculty
member, and 5 graduate students from other departments. Additionally, 3 Student Success Center staff members attended a make-up session provided specifically for them as Discover instructors.

In fall 2017, we hosted another Career Advising Workshop for faculty and staff entitled: New & Free Assessments, where we introduced Focus 2 as well as a variety of other free self- and career assessment tools for students. As in previous years’ trainings, 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, faculty, and staff in 2018-2019, in the form of our MU Career Development Network sessions. Trainings will continue to be interactive, focus on current topics, and further develop skills and effective interventions.

Strengths Development and Education
A total of 3,350 MU faculty, staff, and students took CliftonStrengths in 2017-2018 through the MU Career Center, with 1,940 of CliftonStrengths interpretations taking place in the MU Career Center. This was part of a larger campus use of CliftonStrengths; including other units on campus offering CliftonStrengths, more than 4,242 individuals took CliftonStrengths in 2017-18. This is the eighth year in a row that more than 4,000 CliftonStrengths users at MU.

In order to provide continued training to faculty and staff interested in learning more about how to use CliftonStrengths, the MU Career Center maintained and promoted Strengths@Mizzou, a centralized website for CliftonStrengths used at the University of Missouri. As Gallup shifted from the name “StrengthsQuest” to “CliftonStrengths”, we continued to update our site and the plethora of custom training materials we have created to reflect this change. In 2017-2018, we revived the “Mizzou Strengths Institute” group of faculty and staff on campus by providing two “brown bag” sessions about how faculty and staff are utilizing CliftonStrengths in their work with students. These trainings were facilitated by full-time staff member Craig Benson, a Gallup Certified Strengths Coach.

School of Journalism Partnership
The Missouri School of Journalism and MU Career Center continue to maintain a partnership to provide career development of Journalism students. The Career Center provides student services and manages all aspects of HireMizzouTigers.com. A graduate assistantship and part-time student position directly support these efforts, branded as Journalism Career Services.

Journalism Career Services hosted seven career workshops for 44 participants, offered walk-in hours in Neff Hall, created new journalism-related career resources, and developed a student communication campaign and student interest surveys. Additionally, Journalism Career Services staff members posted more than 427 journalism-related jobs and internships and reviewed 433 student résumés. We look forward to continuing this partnership and working closely with Dean Kraxberger to create more strategic partnerships with faculty and student organizations. We also anticipate using technology (Canvas, MU Connect, social media) to promote services and resources and to build the Journalism Career Services brand among students.

Marketing & Programming
Social media was a significant focus of our marketing efforts to reach new students, connect with previous customers, and spread career information to campus. 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. The Career Center Marketing Team continues to evaluate our analytics to make informed decisions about when and what to post and how each platform is performing. For example, our popular Pinterest boards feature business casual, business formal and gender neutral clothing pins, so we will add pins where attire and visual resources are most helpful. Facebook and Twitter are a great way to promote events, share resources and provide support and advisement. We are using Instagram as a storytelling medium and LinkedIn as a way to model and communicate professionalism to Mizzou students.
We are avid and active bloggers (for the “Career Scoop”) and our paraprofessional staff members created 40+ articles on topics such as academic success, stress management, and networking. Our blogs are written in a fun, timely, informative manner and often include reflections and advice from our students. In the Fall 2017, we began to video blog (vlog) in an effort to create more original, multimedia content to engage students and develop our MU Career Center YouTube Channel.

In an effort to get into the campus community, the MU Career Center developed or partnered on several events over the last year. In the fall we hosted Bark for the Future and partnered with Second Chance to have puppies on Speaker’s Circle. By taking a selfie and sharing on our social media we got connected with more students and handed out information about our services. Later that semester we hosted out first MUCC On Location, taking our services and resources to the Memorial Union and the Student Center where we could visibly promote our services and talk with students. In spring 2018 we also collaborated with MSA for Coffee on the Couch where we chatted with students about their career goals and needs over free Kaldi’s coffee. This brainstorming session afforded us constructive feedback and interesting ideas on what we can do to better provide career services on the Mizzou campus. We additionally sponsored Cocoa with the Career Center and a HireMizzouTigers registration event featuring free swag and resources for any participating students.

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

During 2017-18, 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 378 free professional headshots.

EXPERIENTIAL EDUCATION AND TRANSFORMATIVE COMMUNITY SERVICE

A Way With Words & Numbers
A Way With Words & Numbers (AWWWN) is a community-based non-profit program that teams undergraduate students from the University of Missouri (MU) 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. In 2017-2018, AWWWN had 16 graduate assistants who supervised and mentored over 125 MU undergraduate tutors. This is a multi-disciplinary team of graduate and undergraduate students coming from a range of programs across campus. Interestingly, we continue to see that over 75% of our undergraduates are MU students who are pursuing careers outside of the field of education. Our tutors primarily consist of MU student volunteers or MU service learning students 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 Mizzou students with unique, hands-on experiences that serve as an avenue for career development and exploration.

Our MU students continue to report on the unique opportunities they are receiving to further their development with AWWWN. This is a result of the team of graduate students collectively working together to maximize the MU Career Center resources to foster growth and support the professional development of the undergraduates. The program provides professional development training, on-going individual supervision, and mentoring to help undergraduate tutors identify personal strengths and areas for growth pertaining to their academic and professional goals.
Currently, AWWWN provides tutoring in 15 Locations including 14 elementary schools and our community site in Columbia. 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 all locations through collaboration with the school administrators and approval from the Columbia Public Schools (CPS) Superintendent. Local teachers, parents, and administrators have advocated for the PRESS program as a way to systematically enhance their ability to provide evidence-based interventions to their at-risk students.

Overall, the results from the 17-18 school year continue to yield similar findings. Early literacy assessments indicated, that students receiving PRESS increased their letter sound fluency from reading on average 6.53 sounds per minute to 20.66 sounds. Additionally, accuracy increased from an average of 37.97% to 81.65%. Students in the PRESS intervention receive consistent support that is systematically targeting the skills they need most. In the 2017-2018 school year, over 400 students received approximately 7,544 hours of direct intervention from AWWWN tutors.

““My favorite part of AWWWN was the strong support system. My Site Coordinator has helped me so much with not just my professional growth, but also my personal growth. You really grow close with the people in the organization and they help you to achieve your goals.”

- MU Freshman Tutor

““I definitely treasure the opportunity to meet a child where they’re at, give them my undivided attention, and find creative ways to help them become the best versions of themselves- academically and socially. It’s so important that I show these kids that they’re worth it.”

- Work Study tutor

““I loved that my service learning site was very hands on and not just filing paperwork or working a desk job. It was nice to do community service and get to learn off campus grounds for two hours of my week each week.”

- Service Learning tutor

Last year alone, our tutors provided over 1,440 Hours in free, after-school tutoring for families in the community through our partnership with the Daniel Boone Regional Library. Overall, 84% of our families were requesting literacy supports for their child who had fallen behind academically. In response to this need we have expanded PRESS to our after school program. This has provided 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.

AWWWN has been able to financially support this endeavor through generous fundraising efforts. In 2017-2018, our program raised $6,230 from community donations from local PTAs, businesses, and families. This will continue to provide the necessary support for us to prioritize PRESS in the 2018-2019 school year. 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, parents 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.

**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 $1,230 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, **97% of Mizzou students participating in the program reported their Jumpstart experience made them feel more connected to the community, and 95% 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 houses the Peace Corps campus representative who recruits on campus and in the mid-Missouri region. There are 40 **Peace Corps volunteers currently in the field that attended the MU flagship campus** and 1,073 volunteers that are Mizzou alumni. **Mizzou has been the top school to produce volunteers in the state of Missouri and is a Top 10 large enrollment school from the Midwest.** In all, there are 110 Missouri residents currently serving as volunteers.

**DIVERSITY & INCLUSION**

The MU Career Center continues 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 adapt to ongoing campus, community, national and international events as they occur.

Additional highlights from this year included:

- Continued incorporation 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 and interviewer training
- Collaboration with IDE & Title IX office for Career Specialist training
- Further integration of diversity and inclusion training into the Career Explorations courses
- Integration of diversity and inclusion training for instructors as well as topics in SSC 1150 Discover courses
- Continued growth of our Diversity & Inclusivity Team within the Career Specialist program, including hosting a meeting with Dr. Kevin McDonald, Vice Chancellor of Inclusion, Diversity, and Equity
- Two staff meetings providing training on inclusion for our paraprofessional staff, developed and hosted by our Diversity & Inclusivity Team
- Enhancements to our website to feature our Diversity & Inclusion efforts and resources, including a new webpage and a dedicated section on Mizzou Career Tools
- Invited presentation on Diversity & Inclusion initiatives to the MU Career Services Council
- Two collaborative events with the LBGTQ office, one in fall and one in spring
- Development and promotion of the *MU Career Center Guide to Diversity & Inclusion in the Workplace*
- Individual conversations and support with multiple students of varying identities
- 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.

**ADDITIONAL ACCOMPLISHMENTS 2017-18**

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**

A3WN and Jumpstart generated more than $16,230 through creative fundraising events including MU football concessions and a 5K Run.

**MU Career Services Council**

Laura Peiter, Craig, Benson, Carrie Collier, and Amanda Nell are all active members of the MU Career Services Council, and Laura Peiter served as President for the 2017-2018 academic year.

**Mizzou Alumni Association**

The MU Career Center collaborated with MAA on several initiatives, including Mizzou Mentoring, Revature, and investigating career information platforms. Carrie Collier served on the Executive Committee as immediate Past Chair of the Griffiths Leadership Society for Women, an organization that forges connections among diverse and distinguished MU student leaders and alumnae through learning, leadership development, and mentoring.
MU Career Center Advisory Committee
All staff members actively planned and participated in dialogue with the advisory committee which met twice during the 2017-2018 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 2018-2019 academic year.

Majors.missouri.edu Committee
Craig Benson is a member of the committee that oversees the ongoing enhancements to the majors.missouri.edu site.

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

MU Human Resource Services Conference
In November 2017, Carrie Collier presented a session entitled Career Development: Issues, Challenges, & Opportunities for Women at Mizzou at the HRS conference for MU staff and faulty.

Society for Vocational Psychology Presentation

National Career Development Association Presentation
The MU Career Center staff were selected to present once again at the prestigious National Career Development Association’s annual conference. In June 2018, Carrie Collier and Craig Benson represented the MU Career Center staff at this conference with a presentation entitled: Applying a Paraprofessional Framework in College Career Services: Benefits and Strategies.

Revature at Mizzou
The MU Career Center collaborated with the Vice Provost for Undergraduate Studies Office to continue to promote Revature@Mizzou, a partnership to provide a no-cost coding boot camp and provide placement for MU graduates.

Student Experience Collective
Amanda Nell serves 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. The group is making recommendations this fall about survey protocol, data sharing and other assessment best practices.

Strategic Enrollment Management Student Success Subcommittee
Craig Benson represented the Career Center on the Student Success Subcommittee in proposing strategies, tactics, and action steps to reach the SEM Career Outcomes goal.

Keeling and Associates Planning Committee
Many of our staff were involved in conversations with Keeling and Associates as they provided consulting to the MU campus regarding the Student Experience. In particular, Rob McDaniels was a regular attendee of meetings representing the Career Center.

Respectfully submitted,
Rob McDaniels
Interim Director, MU Career Center