ABOUT THE PLAN

The Career Services Center (CSC) is the University of California, San Diego’s centralized unit charged with assisting students in determining and fulfilling their career goals through a wide variety of programs, services and resources. Our core function is to provide individual advising and group programming to meet the career development needs of students and to connect them with prospective employers and professional/graduate schools. An integral partner in the Student Affairs Experiential Learning Cluster, we continuously strive to enhance the quality and scope of our services to meet the evolving needs of today’s students.

In an effort to do this, we have recently completed a new 3-year Strategic Plan which will help to guide the Center’s service delivery and resource allocation decisions moving forward. While we currently provide a comprehensive range of programs/services, the focus of this Strategic Plan is on new, high impact initiatives that we plan to accomplish over the next three years. In addition, new Mission and Vision statements have been established to reflect our collective direction as a center.

MISSION

The UC San Diego Career Services Center helps our students determine and fulfill their career goals. We are guided by five core values:

1. We have a variety of valued clients - employers, faculty, staff, parents, and alumni - and students are our highest priority.

2. We strive to ensure an equitable level of service for all students.

3. We pursue staff training, strategic partnerships, innovative technology, and regular assessment to ensure that our services achieve optimal outcomes.

4. We are courteous, compassionate, and, to the greatest degree possible, give our clients personalized attention.

5. We support each other and share our creativity, expertise, and talents with all members of our staff.

VISION

Students empowered through collaboration to forge phenomenal futures.
In alignment with the Student Affairs Strategic Plan, five high-impact areas with associated goals and action items have been identified to better serve UC San Diego students.

**TARGETED POPULATIONS**

**GOAL 1:** Develop focused initiatives targeting the career development needs of students in the arts, humanities, and social sciences. (Goal 4 - Real-World Experiences)

**ACTION ITEMS**

1. Coordinate one targeted undergraduate program or opportunity for Arts & Humanities students and one for Social Sciences students. (2012-13; 4.5)
2. Develop and implement one career development opportunity for Arts & Humanities graduate students. (2013-14; 4.5)

**GOAL 2:** Develop focused initiatives and strengthen CSC outreach to underrepresented students. (Goal 3 - Community Building)

**ACTION ITEMS**

1. Facilitate one career development opportunity for Student Affirmative Action Committee (SAAC) community during the academic year. (2012-13; 3.1)
2. Facilitate one career development opportunity for veteran student community during the academic year. (2012-13; 3.1)

**GOAL 3:** Enhance and expand services targeted to meet the career development needs of international students. (Goal 3 - Community Building)

**ACTION ITEMS**

1. In consultation with the International Students Programs Office (ISPO), conduct a focus group with undergraduate international students in an effort to determine their unique career development needs. (2013-14; 3.1)
2. Develop and implement one career development opportunity for undergraduate international students. (2013-14; 3.1)
EXPERIENTIAL LEARNING

GOAL 1: Expand experiential learning opportunities for students to explore career options, gain experience and network professionally. (Goal 4 - Real World Experiences)

ACTION ITEMS
1. Develop and implement an Externship program. (2013-14; 4.3)
2. Facilitate connections with employers for students to participate in office tours. (2013-14; 4.3)

GOAL 2: Provide education, training, and reflection opportunities for experiential education initiatives. (Goal 4 - Real World Experiences)

ACTION ITEMS
1. Collaborate with Student Affairs partners to provide reflection opportunities to help students articulate the professional skills obtained through experiential learning activities. (2013-14; 4.3)
2. Implement workshop series for student employees to reflect/articulate skills obtained through on-campus employment. (2013-14; 4.3)

STATEGIC PARTNERSHIPS

GOAL 1: Strengthen communication with campus departments in mutually beneficial ways to help students achieve their academic and professional goals. (Goal 3 - Community Building)

ACTION ITEMS
1. Attend Undergraduate Academic Advising Council (UAAC) meeting on annual basis to inform and update them about services provided through the Career Services Center. (2012-13; 3.1)
2. Communicate annually with academic department chairs to share Division usage stats, results from the Survey of Recent Graduates, and acknowledge department letter of reference writers. (2013-14; 3.1)

GOAL 2: Develop a “Working Together” Cultivation Campaign to increase parent and alumni engagement with the Career Services Center. (Goal 5 - Ownership)

ACTION ITEMS
1. For every parent or alum that posts internship or job opportunities to Port Triton, develop an auto generated “thank you” letter response pointing them to other ways to get involved with the Career Services Center. (2012-13; 5.3)
2. Host “Working Together” table at annual Family Weekend and Alumni Weekend events to increase Alumni/Parent involvement with the Career Services Center. (2013-14; 5.3)

GOAL 3: Develop “Hire UC San Diego” portal to educate employers on how to access UC San Diego students for employment and internship opportunities. (Goal 5 - Ownership)

ACTION ITEMS
1. Work with campus career centers to develop content and engage campus web office to ensure prominent visibility on ucsd.edu. (2012-13; 5.4)
INNOVATIVE TECHNOLOGY

GOAL 1: Enhance Virtual Career Services Center, including improving career.ucsd.edu, expanding social media and mobile presence, and developing more online programs. (Technology Innovations)

ACTION ITEMS
1. Initiate utilization of mobile technology. (2013-14)
2. Expand the use of QR codes on marketing materials. (2012-13)
3. Utilize Career Peer Educators to expand online library of career videos. (2012-13)

GOAL 2: Secure technology to deliver innovative virtual programs and maximize staff effectiveness.

ACTION ITEMS
1. Annually assess technology utilization through benchmarking and student/staff feedback to make recommendations on upgrades, updates, and replacements. (2012-13)
2. Equip the Career Services Center with video conferencing technology to conduct remote interviews and advising appointments. (2012-13; 3.1)

FINANCIAL & HUMAN RESOURCES

GOAL 1: Supplement operating funds for the Career Services Center.

ACTION ITEMS
1. Review current CSC fee structure and benchmark with at least three comparable institutions to ensure appropriate pricing for revenue generating programs/services by the end of winter quarter to facilitate any pricing changes for coming year. (2012-13)
2. Identify at least 3 new internal and 3 new external funding sources annually with a goal of generating at least $50K to support overall program efforts. (2013-14)
3. Develop a decision-making matrix which would compare factors such as amount of funding source, relatedness to our mission, and potential staff workload required in determining viability of potential sources. (2013-14)

GOAL 2: Explore fiscal partnerships with relevant campus entities around the potential for creating jointly funded staff positions to expand the delivery of services and programs.

ACTION ITEMS
1. Collaborate with International Center to hire an International Student Career Advisor. (2012-13)
2. Submit a proposal to Rady School of Management and economics department to explore possible funding for joint advising position. (2013-14)
3. Submit a proposal to Division of Biological Sciences to explore possible funding for joint Life Science advising position. (2014-15)