



# K-State 2025 Strategic Action and Alignment Plan

College or Major Unit: Division of Student Life

Department: Academic and Career Information Center

1. What are your Department’s mission and vision and how does your organization contribute to achieving the University’s and your College’s/Major Unit’s vision for K-State 2025?

**Mission**

The mission of the Academic and Career Information Center is to provide the K-State community with assistance in exploring and choosing academic majors and career options. Staff members provide individual guidance in discovering and developing career opportunities.

**Vision**

By 2025, the Academic and Career Information Center will provide K-State services and resources available to all K-State students to foster career development while enhancing Kansas State University as a top 50 public research university

We achieve the K-State 2025 vision for the University and the Division of Student Life with the goals to:

- I. Develop and implement initiatives that enhance academic success and support student persistence.
- II. Support students through advocacy and development of the whole student.
- III. Provide active and diverse student engagement experiences that prepare students to become future leaders and citizens in a global society.
- IV. Provide environment and facilities that are conducive to student learning and success.

2. What are your Department’s key strategic activities and outcomes?

3. Identify [in brackets] which of your Department’s strategic outcomes are directly linked to your College’s/Major Unit’s outcomes. *(If your Department or similar unit is not in a College or Major Unit, skip this question.)*

Key Activities	Short Term (2013 - 2015) Key Outcomes	Intermediate (2016 - 2020) Key Outcomes	Long Term (2021 - 2025) Key Outcomes
<i>What we plan to do...</i>	<i>What we expect to happen...</i>	<i>What we expect to happen...</i>	<i>What we expect to happen...</i>
(Goal I-C)			
I. Develop and implement initiatives that enhance academic success and support student persistence.			
C. Develop, support and resource effective undergraduate retention programs			
Plan and implement programs for new students to learn about majors at K-State.	Students attending the Majors Fair will be able to identify all the available majors, minors, secondary majors and certificate options. Students will recognize programs at a rate that is 1% over the current rate of 98%. [SL:I-C]	Students attending the Majors Fair will be able to identify all the available majors, minors, secondary majors and certificate options. Students will recognize programs at a rate that is .5% over the short-term rate. [SL:I-C]	Students attending the Majors Fair will be able to identify all the available majors, minors, secondary majors and certificate options. Students will recognize programs at a rate that is .5% over the intermediate rate. [SL:I-C]

<p>Increase attendance to include more first-year student participation in the Majors Fair</p>	<p>Collaborate with Communications and Marketing, Academic Departments, Student Services and Instructors of first-year courses to increase attendance to a score 8.5% above the current attendance rate of 16.5% of enrolled first-year students. [SL:I-C]</p>	<p>Collaborate with Communications and Marketing, Academic Departments, Student Services and Instructors of first-year courses to increase attendance of first-year students 10% over the short-term rate. [SL:I-C]</p>	<p>Collaborate with Communications and Marketing, Academic Departments, Student Services and Instructors of first-year courses to increase attendance of first-year students 10% over the intermediate rate. [SL:I-C]</p>
<p>(Goal I-E)</p>			
<p>E. Develop a comprehensive, coordinated, and integrated model for delivery of student services.</p> <p>Assist students to create a plan of action for their individual career development</p>	<p>After meeting with a career specialist at ACIC, students will indicate they have developed a plan of action to choose a major or career path with a score of 8% above the current rate of 62%. [SL:I-E]</p>	<p>After meeting with a career specialist at ACIC, students will indicate they have developed a plan of action to choose a major or career path with a score of 5% above short-term rate. [SL:I-E]</p>	<p>After meeting with a career specialist at ACIC, students will indicate they have developed a plan of action to choose a major or career path with a score of 5% above intermediate rate. [SL:I-E]</p>
<p>(Goal III-B)</p> <p>III. Provide active and diverse student engagement experiences that prepare students to become future leaders and citizens in a global society.</p> <p>B. Expand opportunities for undergraduates to participate in high-impact experiential learning.</p>			
<p>Educate students enrolled in EDCEP 120 to effectively communicate during the interview process.</p>	<p>Student scores using Mock Interview rubric will increase by 2% over current score average of 81%. [SL:III-B]</p>	<p>Student scores using Mock Interview rubric will increase by 1% over short-term score. [SL:III-B]</p>	<p>Student scores using Mock Interview rubric will increase by 1% over intermediate score. [SL:III-B]</p>

**4a. What resources and/or opportunities exist for your Department to achieve its vision and outcomes?**

State funded budget and resources are adequate for the current student population served; EOF/SGA allocations supplement current student salary.

**4b. What resources and/or opportunities are needed for your Department to achieve its vision and outcomes?**

As enrollments increase, additional funding will be needed to hire more career specialists to maintain current level of service; individual meeting rooms are needed to meet with students during appointments; an electronic student database for appointment notes is needed to provide continuity in appointments; administrative support staff member at nine-month, half-time contract may be needed as enrollments increase.

**5. How do you propose to acquire the resources needed for your Department to accomplish its vision and outcomes?**

Request increase in state funded appropriations as needed; request additional EOF/SGA allocations; explore additional revenue streams such as grant funding.

**6. How does your plan link to the K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics?  
(See below)**

**6. Departmental Links to K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics**

Links to Benchmark Metrics
B-6 - Freshman-to-sophomore retention rate B-7 - Six-year graduation rate

Links to Common Elements

Links to University Thematic Goals, Outcomes, and Metrics			
Links to 2025 Thematic Goals and Metrics	Links to Short Term Outcomes (2011 – 2015)	Links to Intermediate Outcomes (2016 – 2020)	Links to Long Term Outcomes (2021 – 2025)
<p><b>T2 - Undergraduate Educational Experience (UEE)</b></p> <p><b>Theme 2 Metrics:</b> T2-7 - Student satisfaction and utilization rates</p>	<p>T2-A - Excellent, customized academic advising and services available to all students to support their success and degree completion</p> <p>T2-B - Engaged students benefitting from high impact educational practices used by excellent faculty and staff across the university</p> <p>T2-H - Improved six-year graduation rates and retention ratios</p>	<p>T2-J - Excellent reputation for high quality teaching and advising that prepares students for their professional, community, social, and personal lives</p>	<p>T2-Q - Freshman to Sophomore retention ratios comparable to benchmark institutions</p>