



K-State 2025 Strategic Action and Alignment Plan

College or Major Unit: Division of Student Life

Department: Career and Employment Services

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?

The mission of K-State Career and Employment Services is to provide career advising, training, employment connections and resources to K-State students, alumni, faculty, administration, employers and the broader community served by the university. Our vision is that CES will be an essential partner with employers and the K-State community in guiding students from college to career.

By utilizing CES services and resources, students should be able to:

- Make decisions about career options
- Create well-written resumes
- Communicate effectively in interviews
- Conduct a successful job search
- Develop skills and experience through internships

CES achieves the University’s vision for K-State 2025 via the Student Life Division’s 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 environments, and facilities that are conducive to student learning and success.

The key contributions of CES to K-State 2025 are focused on the undergraduate educational experience and the graduate scholarly experience. Outcomes impacted by CES include retaining students via effective career development interventions, engaging students through experiential learning, facilitating the placement of graduates, developing partnerships with industry and sustaining a diverse, high-performing department within the university. Overall, CES offers services that help students maximize their curricular as well as co-curricular experiences and transition to successful careers with their K-State degree.

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>
1. Establish a Welcome Center facility that effectively incorporates universal design, innovative technology and employer engagement within a student success framework [SL:I-E, 1]	Fundraising will be completed and renovation of East Stadium into a Welcome Center will begin. [SL:I-E, 1]	Students utilizing CES services and programs will report at least a 50% satisfaction rate. [SL:I-E, 1]	Satisfaction rating will match peer institutions using NACE benchmark survey comparisons. [SL:I-E, 1]

2. Promote best practices in on-campus student employment through university-wide training and recognition programs [SL:III-B, 1]	A student employee awards program will be created. [SL:III-B, 1]	At least 10 university departments will provide a student employee award nomination. [SL:III-B, 1]	At least 20 university departments will provide a student employee award nomination. [SL:III-B, 1]
3. Increase off-campus employment opportunities through university-wide collaboration [SL:III-B, 1b]	Provide CES employer relations support for at least 12 corporate engagement visits annually. [SL:III-B, 1b]	Provide CES employer relations support for at least 18 corporate engagement visits annually. [SL:III-B, 1b]	Provide CES employer relations support for at least 24 corporate engagement visits annually. [SL:III-B, 1b]
4. Support university-wide promotion, coordination and tracking of credit and noncredit-bearing internships [SL:III-B, 2]	Increase undergraduate student participation in internships to 50% of surveyed graduating seniors. [SL:III-B, 2]	Increase undergraduate student participation in internships to 55% of surveyed graduating seniors. [SL:III-B, 2]	Increase undergraduate student participation in internship to 60% of surveyed graduating seniors. [SL:III-B, 2]
5. Enhance services and programs that support the professional development needs of graduate students [SL:III-D, 1c]	At least 55% of graduate students served by CES will report a satisfactory rating of advising services and programs. [SL:III-D, 1c]	At least 65% of graduate students served by CES will report a satisfactory rating of advising services and programs. [SL:III-D, 1c]	At least 75% of graduate students served by CES will report a satisfactory rating of advising services and programs. [SL:III-D, 1c]

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

Self-generated revenue from career fairs and Corporate Partner gifts. High-performing CES employees. Public interest in employability of college graduates. Industry partner value for K-State talent and one-stop shop services of CES.

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

Stable and reliable central administration funding. Additional funding for student employee recognition. Administrative and system support for internship tracking. Merit raises to retain high-performing staff. Centrally-funded salary dollars for existing Employer Relations Coordinator position.

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

Justification for salary dollars and merit raises provided through annual review documentation and annual progress reports on the assessment of student learning.

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

Visionary Goals: B-6 FR-to-SO retention rate and B-7 Six-year graduation rate

Common Elements: CE-4 External constituents

Thematic Goal II Outcomes: T2-B High-impact practices, T2-G Retention, T2-H Graduation rates

Thematic Goal II Metrics: T2-2 Students participating experiential learning, T2-7 Student satisfaction and utilization

Thematic Goal III Outcomes: T3-H Partnerships supporting exp learning

Thematic Goal III Metrics: T3-4 Partnerships supporting exp learning, T3-8 Graduate student satisfaction and utilization

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
CE-4 - External Constituents

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>T2 - Undergraduate Educational Experience (UEE)</p> <p>Theme 2 Metrics: T2-2 - # and % of undergraduate students completing an experiential learning experience T2-7 - Student satisfaction and utilization rates</p>	<p>T2-B - Engaged students benefitting from high impact educational practices used by excellent faculty and staff across the university</p> <p>T2-G - Successful recruitment and retention strategies that address our entire student population</p> <p>T2-H - Improved six-year graduation rates and retention ratios</p>		
<p>T3 - Graduate Scholarly Experience</p> <p>Theme 3 Metrics: T3-4 - # of private/public sector partnerships supporting graduate experiential training opportunities T3-8 - Graduate student satisfaction and utilization rates</p>	<p>T3-H - Expanded partnerships with industry and government to provide high level learning and experiential training opportunities for graduate students</p>		