



Engagement & Employability

Integrating Career Development Into Academic Advising

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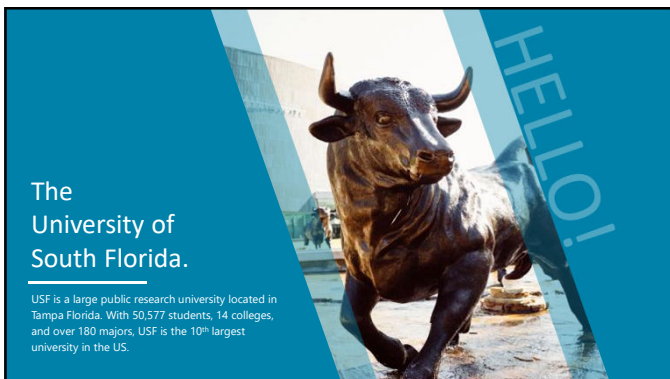
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INTRODUCTION

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The University of South Florida.

USF is a large public research university located in Tampa Florida. With 50,577 students, 14 colleges, and over 180 majors, USF is the 10th largest university in the US.

HELLO!

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Decentralized
Advising is done in the colleges by professional advising staff who report to an Advising Director in their college and live in the departments to which they are assigned.

Orientation - Graduation
Students come in at orientation, declare a major and meet the advisor for that major who will be with them until graduation.

Advising Team
Team of 4, managing Communication & Mass Communication majors; Communication, Advertising, PR, Journalism & Telecommunications.

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A Matter of the Department's Perception

Back in 2013...

Major of Last Resort
The communication major had become a major that students transferred into after being unsuccessful in other departments; business, mass communication, education.

Department Wanted Growth
Approximately 350 Communication Majors.
No recruitment strategy.

Performance Based Funding Begins
Larger portions of state appropriations being tied to meeting certain performance metrics; freshmen retention, 4-6 year graduation rates, employment after graduation.

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SWOT Analysis

Identify where we are, and where we want to go...

<ul style="list-style-type: none"> Wide availability of courses (night/online) Small class sizes Young instructors = innovative classrooms & assignments 	<p>S</p>	<p>W</p> <ul style="list-style-type: none"> Small major Mostly taught by graduate students No direct career path
<ul style="list-style-type: none"> Working professional students Partnerships w/other departments. 	<p>O</p>	<p>T</p> <ul style="list-style-type: none"> Mass Communication department endowment and prestige Nobody knew about the program

For every negative spin towards a positive and work from a position of strength. Build something new and unique instead of competing with other departments.

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Don't find fault, find a remedy; anybody can complain.

- > What is within our power to change, adjust, start, or stop doing?
- > Are we willing to experiment with process and be creative in solving current problems?
- > Could it really hurt more than doing nothing?

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Communication Alumni

Department wanted a list of alumni who had graduated in the last 20 years. **Couldn't access this information**, so we were challenged with finding & tracking it on our own.

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LinkedIn Alumni Group
One initiative to meet many needs...

- Locate Our Graduates** - Wanted to create an accurate list of alumni to create an advisory board, & seek donations.
- Identify the Careers They Pursued** - What do students do with a communication degree after they graduate.
- Selling Point for New Students** - Allowed the department to compile a list of job titles for recruitment events.
- Career Exploration & Mentorship** - Current students use the group for informational interviews and to identify mentors.

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Professional

- Start with personal friends, colleagues, classmates
- College Alumni
- Local captains of industry

Speakers

- Ask students what they want
- Highlight local pro's doing great work
- Ask local Chamber of Commerce

On Campus Speakers

Drive attendance by collaborating with clubs & organizations; offer speakers during their meeting times. Faculty buy-in; offering extra credit for attendance, or as an assignment.

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Student Organizations

Another pillar of student success, the peer network...

Workshops
Use club meeting times to host workshops on LinkedIn, Personal Branding, and more.

Start Professional Clubs
Assist students with getting the organization up and running & finding a faculty advisor.

Source Speakers
Bring in professionals from industry to club meetings to speak with students.
TimeTree App

Organize, Plan, Promote
Ensure student organizations all meet on different nights so as to not cannibalize demand. Plan around important classes.

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Rethinking the Model

Weaving career development into each phase of the student life cycle...

Capstone Course COM 4958
New required course in which students created portfolios & prepared for the job market.

Professional Organizations
Partnered with professional organizations to start student chapters on campus; Ad Club, PRSSA Club, Television & Film, Toastmasters, SHRM.

Freshmen Seminar Course
Communications focused First Year experience course; personal websites, resumes, LinkedIn, networking cards, & informational interviews.

Speaker & Tour Series
Bringing in professionals to speak to students on campus about their work. Toured agencies, offices, and local business locations.

Student Major Career

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SLS 2901
Freshmen Experience with a Com Twist!

Community Practical Work Industry Skills

This course is part freshmen experience, part acclimation to the college campus, part career exploration, part skill building, part technology playground.

www.usfsls2901.wordpress.com

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Senior Capstone COM 4958
Required majors course taken in the last semester as a portfolio course...

Features

- Synthesize course knowledge**
Bring together knowledge from all majors courses.
- Articulate Value to Employers**
Students learn to articulate the value they bring to a position with their major and courses completed.
- Personal Branding**
Create a website, LinkedIn, resumes, networking cards, video cover letters.
- Portfolio of Work**
Collection of major assignments from their entire degree.
- Informational Interviews**
Assignment to interview a professional in their industry of interest or desired career.
- LinkedIn**
Assignment to create a profile and join the alumni group for the department and university.

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The Old Model
Let the student find their own path...

General education, learning "how to college".

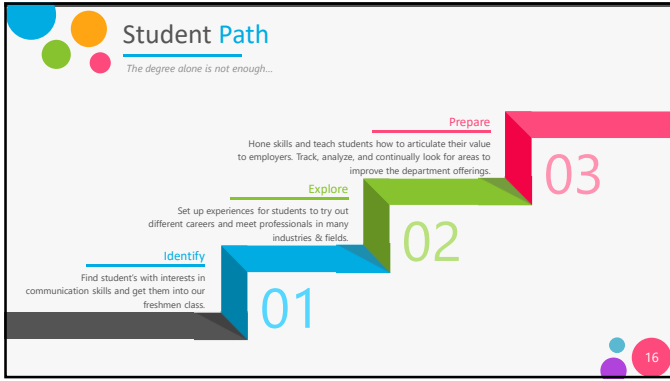
Freshmen Year 1

Sophomore Year 2
Begin taking major's courses. Choose a path and stick with it.

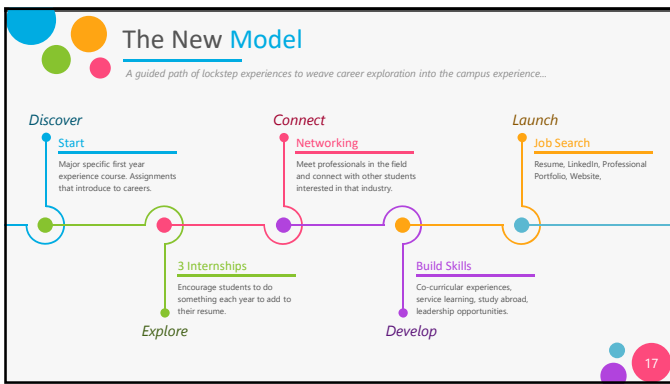
Junior Year 3
Get an internship or do a study abroad.

Senior Year 4
Go see the career center before graduation for resume help.

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Why Advisors Make Great Career Coaches

Advisors are uniquely positioned to leverage their relationship with students...

Know the Academic Journey

Already Connected to the Student.
Students often do not go to the career center because they don't know how helpful it can be. But if they already have a good relationship with their academic advisor they are more receptive to the advice.

Advisors know the ideal path of courses thru a major, and as such can recommend experiences that are in line with the curriculum inside the classroom. Additionally they have built in relationships with alumni and can leverage those relationships to help future classes of students get connected to careers.

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Our Department Today

After 5 years...

Workshops
Weekly workshop, speaker, or tour

Internships
NBC Olympics, NY Mets, Paramount

Satisfaction
98% Student satisfaction rate in the department

Time to Degree
Decreased average total credits & semesters

Graduation
3rd highest grad rates in the college

750+ majors
Increased majors 200% in 5 years

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Key Takeaways

How can this model be replicated elsewhere?

Control
What can we control or impact in our offices? How can leverage that to expand services?

Outcomes
What are we wanting students to do or get out of our program? How can we make those desired outcomes easy?

Satisfaction
We want students to feel like their degree's are valuable and aligned with their career goals.

Build a Community

Prepared for Career

Diverse Experiences

Timely & Planned

At the end of the day we want to create processes, procedures, and activities that are multidimensional and can serve several outcomes. As more students have positive experiences the programs grow.

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Helpful Resources

All important pieces to the puzzle...

Ety for Resumes

Parker Dewey.com

Moo.com Networking Cards

Twitter for Networking

Adobe & Canva

WordPress Websites

LinkedIn

There are many free and inexpensive platforms and ways for students to build their personal brand and articulate their value to employers.

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Contact Me!

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