

# ANNUAL REPORT 2018-2019



Career Development Center

MIDDLE TENNESSEE STATE UNIVERSITY



## Welcome!

The team at MTSU's Career Development Center is excited to share our annual report for the 2018-2019 academic year. Our approach to the delivery of career services at MTSU continues to evolve in significant ways as we seek to equip students to engage with meaningful work and a purposeful life. Our focus is to provide highly personalized career services that empower students to be lifelong managers of their careers. We seek to create a community of support to connect students to alumni, employers, and faculty and staff in order to engage as many students as possible with mentors and champions. This year, we started a new university-wide initiative for career readiness that we branded as "Raider Ready." Initial outreach and training sessions were conducted with the long-term goal of building a more cohesive community of "Raider Ready Champions."

We experienced a record number of individual student contacts as our personalized approach and collaborative efforts connected more students and campus partners to our office than ever before. The student Peer Career Advising team and student interns continued to play a key role in serving the increasing number of students. Significant updates to the physical space included renovation to the interview suite and plans approved and funding secured to create a professional meeting space and work area for employers and students to interact. Important departmental planning included a new strategic plan, marketing and social media plan, professional development plan, onboarding plan, career readiness plan, and new manuals for career advising and peer career advising.





## Mission

Our mission is to equip students with the tools and strategies to discover and engage with meaningful work and a purposeful life. We seek to inspire and empower students to become lifelong managers of their careers. The core of our approach is a highly personalized model for career counseling, job search coaching, and assistance for graduate and professional school applications. We seek to build a community of support and connect students to resources, people, and experiences for a successful transition from college to career.

## Core Values



Inspiration



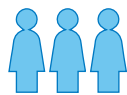
Innovation



Creativity



Curiosity



Diversity



Compassion



Collaboration



# Career Advising

The 2018-2019 was an exciting year for us as we experienced a record number of individual student contacts, about 10% above our previous record.



2900

Total Individual Contacts



1728

Peer Career Advising Team Individual Contacts

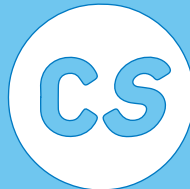


11673

Number of logins to Lighting CareerLink

450

Number of students/alumni logins to CareerShift



2572

Number of logins to CareerShift

659

Number of student logins in to Big Interview



6000

Total number of videos created on Big Interview

90

Total number of MBTI's administered



145

Total number of Strong Interest Inventories administered



3450

Total number of student attendees at presentations



# Employer Engagement

As the university's central career center, we provide services to connect employers and students. Employers post jobs in the Lightning CareerLink database, attend career fairs, and conduct interviews on campus. We help employers build relationships on campus for ongoing recruiting needs through events, programs, and other types of partnerships.

Total number of jobs posted

2400



Total number of contacts in the database

2344

221

Total number of campus interviews conducted through the Career Center

48

Total number of employers registered for the Part-Time Job Fair

Total number of employers registered for Fall Career Fair

153

Total number of employers who registered for career fairs in Lightning Career Link

311

# ..... Campus Outreach and Partnerships .....



Central to the mission of the Career Development Center at MTSU is building a career network through campus partners. We deliver presentations to classes and student groups and advise faculty on career related curriculum. We create and support programs and events to foster interaction between students, employers, alumni, and faculty/staff.



Partnered with Jones College of Business to provide **Dale Carnegie Training**

## #TRUEBLUE

Began a partnership with the **Student Athlete Enhancement Center** for Career Assessment



Partnered with **Alumni Relations** and Academic Departments for Networking Event



Partnered with Creative and Visual Services to produce a Career Development Center **Overview Video**



Provided financial support and presented to the **Photography Careers Program**



Delivered a career planning webinar for **Alumni Relations**



Delivered a **Partner Appreciation Dinner** to recognize faculty and staff supporters



Supported numerous **faculty assignments** for career related content

## out of the BLUE

Delivered interview for campus TV program, **Out of the Blue**



Provided financial support and presented to the **Faculty Learning Community** on Career Readiness

Total number of **group presentations on campus**

**138**

# Website Traffic

**HOME PAGE**

**13,900** Visitors



**55,000** Page Views

**RESUME WRITING PAGE**

**4,189** Visitors



**15,729** Page Views

**SERVICES PAGE**

**4,592** Visitors



**16,114** Page Views

# Physical Resource Updates

New furnishings for **1** interview suite and a waiting area

Completed painting of the suite **2**

New lighting and artwork **3**

**COMPLETE RENOVATION OF THE INTERVIEW SUITE**

**RAIDERS CLOSET**

Substantial updates were conducted in storage and display for the **Raiders Closet** space



- 3 new pull-up banner displays
- 2 new table cloths

**COMPUTER HARDWARE UPDATES**

- 2 new desktops
- 8 laptops

*for staff and the PCA team to use to enhance mobile capability and increase opportunities to collaborate*

**MAIN OFFICE AREA UPDATES**

- 1** Furniture updates for student waiting area
- 2** Upgrades for private office spaces and open area work stations
  - *A meeting area for employers and students*
  - *Added space for PCA's and students to interact*

# ... Planning and Professional Development ...

A new  
**5 YEAR STRATEGIC PLAN**

was written along with a revision to the mission and values statement



A **marketing and social media plan** was completed for launch in 2019-2020

An  
**ONBOARDING PLAN**

was created for all new hires starting July 1, 2019 and beyond



A **professional development plan** and dedicated budget was created

A plan for implementing a  
**CAREER READINESS INITIATIVE**  
was developed



Created the  
**Career Advising Manual**



Updated the  
**Peer Career Advising Manual**



Continued Membership in

**NACE**  
(National Association of Colleges and Employers)

**SoACE**  
(Southern Association of Colleges and Employers)

**TACE**  
(Tennessee Association of Colleges and Employers)



Two Career Advisors completed certification for the **Strong Interest Inventory**

Three staff members attended

- the **SoACE** annual conference in Atlanta
- the **TACE** annual conference in Franklin



One staff member completed training to be a certified **Dale Carnegie Trainer**

**Total Revenue Generated**

**\$54,700**





## Career Development Center

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### Hours:

Mon - Fri: 8:00 A.M. - 4:30 P.M.

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