



Career Services

Annual Report

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Salisbury University
Division of Student Affairs
Career Services
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EXECUTIVE SUMMARY

The role of the Career Services team at Salisbury University is to support the Enrollment Management WHDP ¶ V to provide healthy enrollment at the University by demonstrating a commitment to preparing students for healthy, productive, successful lives after college.

5 HJDUGOHVV R I D VWXGHQ Wf e/ t a k e D g a y e a Q W u n d e r W k b r g z a t e s school), the Office of Career Services supports students through all phases of their career discernment and preparation process. In addition to Career and Professional Development, the Office also oversees the campus Volunteer Center which exists to connect students with local organizations that need volunteers.

Like all student support services at Salisbury University, Career Services operates with extremely limited resources and works diligently to deliver the best possible level of service to students, employers, faculty/staff, alumni, and the local community.

The 2018-2019 Academic Year was widely regarded across campus as one of our strongest years to date in terms of overall performance. New events and services were rolled out in each College and each Dean expressed high levels of satisfaction with the outcomes. All of these new events have been targeted for expansion in the year ahead.

College	New Program Launched
The Fulton School of Liberal Arts	The Career Peer Network
Health and Human Services	The First Annual Health and Human Services Job Fair
Perdue School of Business	Financial Careers Luncheon and Panel
The Henson School	STEM Mini Job Fair

The office continues to face the same challenges that have confronted the department every year:

Challenge	Preliminary Plans
Financial Support State support will remain flat at best with considerable pressure to reduce levels of state funding for the department	Plans to expand revenue in the year ahead: 1. Increase Job Fair Registration Fee (first increase in almost 10 years) 2. Increase donor support through giving day and the campaign 3. Increase ad sales via new publications 4. Increase sponsorships
Human Capital	Innovative partnerships with the colleges and other departments on campus (More information on page 7)
Rising expectations from parents, students, and Deans /) D F X O W \ W R G H P R Q \ R Q , Q Y H V W P H Q W ´	Innovative partnerships with the colleges and other departments on campus (More information on page 7)

Section I: Department Overview

Vision

As a part of the Enrollment Management team, the Office of Career Services is also a highly student-centered team focused on innovation that helps the University attract, enroll, financially support, and professionally prepare students by demonstrating a strong commitment to professional development as one of the hallmarks of a Salisbury University education. The office helps Salisbury University achieve its enrollment goals by demonstrating to prospective students and their families, a strong focus on return on investment and through excellence in customer service, application of professional best practice, and consistent stewardship of resources.

Section II: Examples of Major Events, Services, Activities, and Initiatives ¹

Examples of Major Events, Services, Activities, Initiatives	Target Audience	Number (s) Served	Cost Per Participant ²
Example: Annual First Generation Conference.	First generation students		

Section V : A Summary of Achievements Related to **Student Affairs Strategic Plan**

The following are examples of ways in which the Unit is assisting Student Affairs achieve its goals.

Goal 1: Student Affairs aims to foster safe, accessible and inclusive communities for undergraduate and graduate students.

- f The staff is 100% Safe Space trained
- f Each year we complete NACE (National Association of Colleges and Employers) webinars related to
- f :H DUH LQ WKH SURFHVV RI FUHDWLQJ ³YLUWXDO´ VHLURLE, HV IRU H[LQWHUYLHZLQJ HWF DQG H[SORULQJ WKH XVH RI DUWLILFLDO LQWH answers to frequently asked questions 24 hour per day, 7 days per week

Goal 2: Student Affairs aims to educate students for campus, career, and life

Section V I: A Summary of Achievements Related to **University Strategic Plan**

The following are examples of ways in which the Unit is assisting the University achieve its goals. Units may cut and paste as appropriate from this list.

Goal 1: EDUCATE Students for Campus, Career and Life

Career Services K R V W V G R J H Q V R I H Y H Q W V S H U V H P H V W H U W R K H O S V W X G H Q
6 D O L V Example:

- f Careers In Public Service Week – a full week of programs and workshops including one of our most popular events, Government Careers Panel
- f The Health and Human Services Job Fair
- f Environmental Studies Career Networking Night
- f CMAT Networking Night
- f Psychology and Social Work Career Networking Night
- f STEM Mini Jobmg0 G[)TJETQq0.00000912 0 612 792 reW*n /F4 10.02 Tf1 0 0 1 273.44 544.12 Tm0 g0 G[)TJETQ

Previous Year's Goals and Outcomes

Department Goals	Summative Outcomes
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Continue to customize Career Services solutions for the academic schools/college:

*f*Partnered with the Fulton School to successfully launch a pilot for the Career Peers program

Section VIII: Strategic Plan -Related Goals for 2019 – 2020⁸

The following goals are intended to be ambitious but attainable. Each goal should be linked to measurable outcomes and is consistent with strategic priorities, Student

Strategy Categories:

I.