

**Goal:** #4 – Improve Student Career Preparation

**Date:** 11/27/2013

**Prepared By:** Dawna Perez, Chuck Phair, Ashley Bragger

### Strategic Goal Progress Summary- Year 2

#### Progress Report Key

	Completed
	Progressing as Expected
	Progressing with Challenges
	No Report Yet

Goal Initiative	Brief Description	Comments	Status
Career Services Website and NECClink (Updated)	Our team formed a subcommittee designed to build off of and to enhance the NECC career services website based on best practices. The team recommended that there be a central place on the NECC website for students to access career preparation information, quick links, job resources, career interests by major, and workshop information.	The team was originally looking into using Sandbox funds to implement ning, an interactive social media site. However, as an institution we have decided to view the Career Services website as a centralized hub of all career preparation activities. This hub will have a landing page designed to direct particular users, including students, faculty, alumni, employers, and parents, to specific career tools pertinent to them. Due to accessibility issues on the website, this original design has been slightly modified and a new version has been created and approved by the MARCOM team. One of the projects we have completed is an alumni profile on the Career Services page. Three alumni have been interviewed and have had their photos taken. The profiles are complete and with MARCOM for review. They will appear in a similar way to “faces” on the NECC website. The team has also thoroughly explored comprehensive web-hosted recruiting systems that will allow employers to post jobs and internships, students to build resumes and portfolios, alumni to serve as mentors,	

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		<p>and career counselors to more easily coordinate events. In October, NECC contracted with NACElink, the best of the systems we saw. With administrator training complete, there is a roll-out and communication plan in place that has a soft launch with employers beginning Dec. 2, 2013, as well as a meeting with Chairs/Coordinators, a Dec. 5<sup>th</sup> soft launch with students, and training offered to Academic Advisors and Recruitment Team as well as Division meetings in December and January. Press Release on Dec. 15 precedes full implementation in spring, along with two workshops per month on both campuses, for students to learn how to navigate NECCLink. All other website material is complete and will be put on the website within the original timeline of March 2014. The portion of the Career Services website that highlights workshops and NECCLink will be live on December 2<sup>nd</sup>. This portion of the project was expedited to ensure that the students and employers had access to these services. Additionally, many members of the Goal team have volunteered to create Quick Guides to be housed on NACElink under the Multimedia Resource Library. These Quick Guides are due to Ashley and Dawna by the December Goal Team meeting and they cover topics such as resume writing, networking, the value of service, etc.</p>	
<p>Establish real, mutually beneficial partnerships with employers and community members. Met with the Director of Capabilities at the Coca Cola Seacoast distributing company and Eastern Bank, among others.</p>	<p>Following up from Sue Grolnic’s business contacts and Ashley’s Career Bridge Outreach Program with New Balance last year, thorough engagement with Advisory Board and ensuing conversations with contacts has resulted in a pilot Internship program fall 2013 in Journalism and</p>	<p>These initial contacts have led to the establishment of real partnerships that are mutually beneficial to industry needs – and to help students learn the information and skills they need to be successfully employed. Ashley actively engaged the college’s advisory board members via interviews, then the survey and focus group, and also by presenting at the Occupational Advisory Board meetings. The advisory board members, particularly the OAB are receptive to becoming involved with career preparation activities and would like the college to more heavily utilize them. The recent Advisory Board Summit reinforced our direction in this strategic goal. Under the supervision of Ellen Grondine, Ashley is piloting</p>	

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	<p>Business areas. Policies and procedures were developed aligned with the statewide manual for Experiential Education.</p>	<p>Internship Program and has developed clear guidelines, policies, processes and procedures to ensure a successful experience for students and mutually beneficial relationship with employers. Ashley has been actively reaching out to employers and securing internships sites such as WEEI 93.7, the Eagle Tribune, Wicked Local, Coca Cola, Colony Foods, Northwestern Mutual, and Groundwork Lawrence, among others.</p>	
<p>Career Services workshop offerings</p>	<p>Our team has formed a subcommittee designed to consolidate, revise, and enhance career services workshop offerings and curriculum.</p>	<p>The subcommittee worked collaboratively with Career Planning and Advising, Student Leadership Development, the Student Success Center, and Learning Accommodations in an effort to consolidate repeated workshop offerings, and to make the curriculum relevant and consistent. As a collaborative team, all parties agreed to make sure that all career workshops, with the exception of a few to specifically-targeted audiences will be available to all students. All parties met to discuss how to share workshops, how to utilize employers and community members as guest lecturers, and how to gain a wider audience. As a result, all fall career workshops were housed on the Career Services website, with online registration and data collection of workshop attendance tracked through Wufoo. Workshops were well-attended and well-received. The team has already met and finalized the spring offerings. Workshop listings will remain on the Career Services website, however, registration will now be done through NECClick. NECClick allows administrators to cap workshop attendance, establish waitlists, and track data using Google Analytics.</p>	
<p>Portfolio Development to enhance the career preparation of our students</p>	<p>The Goal Team will begin to explore how portfolio development can be used to enhance the career preparation of our students and how it would fit into program curriculum.</p>	<p>We remain at the very beginning phases of looking at this recommendation for the college due to the implementation of NECClick, but we recognize it is an option that is desired by all. NECClick has the portfolio development piece already built into the system, we just need to determine how it should/could be used college-wide. Much work will need to be done in how it would be designed and implemented into the college's academic programs.</p>	

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Full Time Staff Associate – Career Connections	A position has been approved in the budget for a new pilot one-year, full time position designed to continue the work and momentum of the goal.	The team was elated to be able to hire Ashley Bragger full time to continue the work momentum that has happened this past year. This position facilitates the new Career Services website design and implementation, convenes workshop leaders for collaborative planning, serves as a liaison between different areas of the college, as well as between the college and local employers and community members in NECCLink implementation. She is also the point person of a rejuvenated pilot Internship Program.	
Community Engagement subcommittee	The Goal Team has welcomed many new members this year, some of whom are interested in solidifying the experiential learning, service learning, and community service opportunities for our students.	Goal Team 4 recognizes that all students, including those going out into our communities to do service learning, community service and volunteering, also require the same preparation and soft skills as those seeking jobs and internships. Much like career prep activities, community service, volunteerism and service learning happen in different pockets across the college with little to no intercommunication or coordination. It became clear that this is confusing to our community partners, and counterproductive to NECC being able to track participation, impact on students and our impact in the community. This subcommittee brings all areas of the college involved with these efforts into the same room. Paula Richards, Service Learning Coordinator and Silvia Banos, Director of Community Relations in Lawrence co-lead this group and report progress to Goal 4, while ensuring any systems configured are aligned with Goal 4’s work. To date, the subcommittee has met and created a current list of 21 involved faculty and staff who do Service Learning, Community Service and Community Engagement across the college. Communication and coordination have improved and they are moving toward a structure that can support information collection.	
Align and maximize the relationship between NECC Career Services and ValleyWorks Career	The two entities can partner on job fairs held on the NECC campus, improving student	Conversations will begin after January 1, 2014 to give more structure to NECC’s relationship with ValleyWorks in terms of a better communication plan for job fairs within the college, involving more students in job fairs, sharing information regarding industry needs	

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Center	attendance at them and expanding employer relations for the college. We can also look at distinct workshop offerings and seek other mutual benefits	and best practice workshops on career-related topics.	
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