

NECC 2020 Strategic Planning Update: May 2019



Context

The vision of this goal team is to provide students with comprehensive career development services including access to internships, career exploration, experiential learning, and job placement.

Accomplishments

- The first version of the **Career Pathways documents** are now available to all of the Academic Centers, to Academic Advising and to all of the Student Support Services.
- We have **increased collaboration with four of the Academic Centers:**
 - **STEM:**
 - The CIS department hosted a CIS Career Day with current students. Participants were able to attend for help with their resume and mock interviewing, along with portfolio development.
 - We conducted resume and cover letter reviews with all second year Lab Science students.
 - We increased our collaboration with engineering faculty, creating connections between employers and students. We helped to coordinate in-class presentations/hiring events from companies, including Rochester Electronics and Analog Devices. Eighteen students attended the presentation for Analog Devices and were guaranteed interviews.
 - **Business and Accounting:**
 - We conducted monthly Career Center Pop-Up's in the Business and Accounting Center.
 - We set up a series of workshops for students in conjunction with Judi Ciampi's Managerial Communications class. We recruited presenters from businesses to offer a variety of presentations. Presentations included, Resume Writing, Job Search Strategies with Moore Staffing, Networking and Social Media in the Job Search with Verizon Wireless, Interviewing with TD Bank, LinkedIn for Business, and One-Way Video Interviewing with CIEE.
 - We participated in a resource fair at the beginning of each semester. All classes attended and met each of the services, including the Career Center.
 - **Health:**
 - We provided a 25-hour stipend to the health sciences department to host a job fair for health science students. Sixteen employers participated and 45 students attended the fair. The goal was to pilot this industry-specific recruitment event and to use the feedback in order to offer this programming in other Academic Centers. The feedback we received from the pilot included: offering a day and an evening session, providing a modest budget for food, copies, etc., providing additional funding for the faculty stipend, using Eventbrite to capture student and employer registrations, having faculty provide extra credit to attend, and increasing marketing efforts.
 - Leading up to the fair, the Career Center provided two Pop-Up Resume Reviews for Health Sciences students in Lawrence.
 - **Liberal Arts:**
 - We brought in CIEE to host a Career Pathways for Liberal Arts Students workshop.
 - In conjunction with Isabelle Gagne and Janel D'Agata-Lynch, we hosted Careers in Psychology event with five community organizations. The event highlighted the organizations and how psychology students can build their resume and their future careers while still in school.
- Virtual Job Shadow
 - We continue to incorporate this platform into the classroom and we make ourselves available to faculty for help with classroom implementation.

- The platform has been embedded into FYS and into several of the RWR/AP classes.
- Academic Advisors introduce students to the Career Center for career exploration and several of the Exploratory Program Faculty are using this tool with their students.
- New Student Roadmap
 - Members of our team helped conceptualize the New Student Roadmap. From this conversation, Goal Setting became a mandatory step on the roadmap.
- On-campus employer recruitment saw a significant jump, including our Part-Time Job Fair, which attracted 44 employers. These activities are revenue producing for our office.
- We increased collaboration with Work Force Development and area Chambers of Commerce.
 - In May, the Career Center coordinated an information session with CI Works (who represents 65 companies) in Amesbury. We invited Community Education and Workforce Development. About 10 companies attended and discussed internships and training grants.
 - The Career Center attended the Newburyport Chamber breakfast in May.
 - The Director of the Career Center is the liaison with the Newburyport Chamber of Commerce and works to increase collaboration with the chamber members.
 - We collaborated with four area Chambers of Commerce (Amesbury, Haverhill, Newburyport, and Merrimack Valley) to host our 5th Annual Networking Night on May 16. One hundred and six people attended, including 39 students, 12 alumni, and 45 employers. The event has a \$500 corporate sponsorship from Dietz & Lynch Capital, along with various in-kind donations (about \$1500), including professional memberships to the Haverhill and Newburyport Chambers.

In Progress

- Work with the Goal Setting team to develop how this work will happen for all new students.
- Secure funding and expand the Industry-specific recruitment event to all of the Academic Centers, using the feedback from the Health Science pilot.
- Continue to grow and sustain the collaborations with each of the Academic Centers and work with the Professional Studies Academic Center to offer programming for their students.
- Revamp the Career Pathways documents and resupply the Academic Centers.
- Work with the new Vice President of Institutional Advancement to increase collaboration with Alumni and Workforce Development.