**Office of Career Services**

**Goals and Objectives 2015-2016**

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| **Develop and enhance student learning experiences and career-related programs** |
| 1. Enhance programming related to internships that will continue to educate students on the importance of completing internships during their college years. The focus will include awareness of credit and non-credit internships, career development tools and professional dress. |
| 1. Develop and implement Sophomore Career Academy that will assist 12-15 second year students to move from exploration to decision-making about majors and careers through focused activities and information about experiential learning, campus involvement and leadership opportunities |
| 1. Develop and implement a new networking opportunity (Meetup) that will give students an opportunity to learn from professionals in the field in different industries |
| **Enhance targeted outreach initiatives** |
| 1. Develop programming for student athletes |
| 1. Develop specific marketing plan with Operations Manager and designated faculty in COB that will enhance engagement with their students |
| **Expand relationships both on and off campus** |
| 1. Collaborate with external relations, enrollment management, academic departments and the business community to increase student awareness of Career Development and The EDGE initiative |
| 1. Add at least twenty (20) new employers who participate in on-campus recruiting and networking events that could lead to part-time, full-time and internship positions |