

**Unit Strategic Plan  
2016-2018**

**Name of Program / Department:** One Stop Career Center

**Mission Statement:**

The purposes of the One-Stop Career Center are to provide career development resources and services to both college students and community residents, to provide job posting and matching services to employers, to implement programs and activities associated with state and federal workforce development legislation, and to be a community entry-point for youth and adults needing occupational preparation and skills.

**Summary of Access, Productivity and Effectiveness:**

The college and university career centers were created to give access to students in a central location for career exploration, finding part-time and full time jobs while in school, and finding that career focused employment when ready to graduate.

As some career centers became “One Stop Career Centers,” a partnership between the state employment services and the college, services were expanded to meet the needs of the community clients as well a college students and graduates. This is to provide “career development resources and services to both college students and community residents, to provide job posting and matching services to employers, to implement programs and activities associated with state and federal workforce development legislation, and to be a community entry-point for youth and adults needing occupational preparation and skills.”

**Collection analysis:**

<b>MEASURES</b>	<b>2013-2014</b>	<b>2014-2015</b>
#1 Total number of registered college and graduates who requested for in-depth career development services such as job referrals, career counseling, proofing and sending resumes, and interviewing advice.	114 total number of students and graduates	367 total number of students and graduates
# 2 Number of currently enrolled students registered for Career Services	46 of 114 were currently enrolled students	238 of the 367 were currently enrolled students
# 3 Total job listings sent to the Unit Required for monthly Alabama DIR report. Attachment # 11.	401 job listings were sent to the unit (method for	536 job listings were sent to the unit (method for listing

MEASURES	2013-2014	2014-2015
	listing jobs changed in 2013)	jobs changed in 2013)
#4 Total numbers of resumes faxed or e-mailed for registered clients to employers by the director or staff. Maintains the actually fax report pages that document fax and copies of emails.	4,052 (faxes)  640 resumes sent via email	2,825 (faxes)  1,784 resumes sent via email
# 5 Total numbers of Jefferson State unemployed students or graduates who obtained jobs in their <u>majors</u> through the Jeff State Career Center.	37	104
# 6 Ratio of college students and community clients who use the career center. Please note, some students do not request in-depth career services, just use of the lab. Required for monthly Alabama DIR report.	811 students 4,583 community	556 students 3,798 community
# 7 Strong Interest Inventory Alabama DIR monthly report	15	12
# 8 Myers-Briggs Type Indicator Alabama DIR monthly report	0	0
#9 Total lab services provided by the One Stop Career Center Alabama DIR report	12,361	12,128
#10 Customer Satisfaction Survey for Career Lab Alabama DIR report	23 surveys 22-satisfied 1-unsatisfied	16 surveys 16 satisfied-satisfied
#11 Educational Seminar Session Evaluations Alabama DIR report	0	0
#12 Partners of One Stop on site Required as One Stop Career Center State of Alabama report	3.a. State Employment Service b. Family Resources c. AL Army National Guard d. Voc. Rehab e. WIA	3.a. State Employment Service b. Family Resources c. AL Army National Guard d. Voc. Rehab e. WIA

### 2013-2014 Accomplishments

1. The Career Center Director was granted access to the State of Alabama Joblinks database and began using it as a means to connect with and establish a referral relationship with local employers.
2. The Career Center continues to have a designated telephone line for community use as requested by the State for clients use to make calls to employers.

3. The Center has used the College's mail/email services to notify students of services and advantages to registering with Career & Job Resources Center as a means to address declining career service registration by students and graduates. Student use of the center remains stable and the number of students and graduates registering for career services.
4. The Center has obtained signs and posters to place around campus to advertise the unit to students.
5. The Center has also worked with College Departmental Coordinators and Instructors to be sure they are knowledgeable about the Career Center and availability of services to students and graduates.
6. The Career Center continued forming new partnerships with local companies that employ College students and graduates. This includes scheduling onsite employment informational and hiring events.
7. The Center has increased the number of brochures to distribute around campus to advertise the unit.
8. Customer Service: The center regularly trains staff in developing a friendly, helpful attitude to visitors and we are seeing an increase in community client reporting acquiring jobs but this doesn't help with the student/graduate information.
9. Continued to receive permission for a special parking decal for our clients.

### **2014-2015 Accomplishments**

1. The Career Center began a partnership with the AARP Foundation and received a Back to Work 50+ grant to provide career development services and scholarships to individuals that are over aged 50.
2. The Career Center continued working with The College's IT Department to post available jobs on the Career Center's website as well as a hyperlink to the Alabama Career Center System's Joblink site. This allowed students and graduates to have access to available jobs within the College's service area and within the State.
3. We continued working with The Jefferson County Center for Workforce Development on drafting a New Memorandum of Agreement, which will include provisions for purchasing and donating 18 new computers to the College's Career Center.

4. The Center continued the use of mass email services to students and graduates notifying them of the services and advantages of registering with Career & Job Resources Center. Student use of the center remained stable but the number of students and graduates registering for career services has increased.
5. The Career Center has placed signs and posters around campus to advertise the unit to students.
6. The Career Center has formed new partnerships with local companies and two international companies that employ College students and graduates. This includes scheduling onsite employment informational and hiring events.
7. The center has increased the number of brochures to distribute around campus to advertise the unit. The Center has also taken brochures to the Clay and Pinson branches of the Jefferson County Library.
8. The Career Center received a rotating kiosk from the Department of Labor, which includes materials related to career readiness, unemployment, interviewing, resume development and other career related services.
9. Customer Service: The center regularly trains staff in developing a friendly, helpful attitude to visitors and we are seeing an increase in community client reporting acquiring jobs but this does not help with the student/graduate information.
10. Continued to receive permission for a special parking decal for our clients.

**Internal Conditions:**

**1. Technology**

The center has 18 computers, 2 fax machines, a printer, and a telephone for clients' use. The intake computer is slow and will need to be replaced soon.

**2. Budget**

Institutional funds are provided to support the functions of the Career Center. Funds are used primarily for salary and benefits. Other expenditures include equipment and supplies.

3. **Staffing**

- A. The program is staffed by two full-time employees, including the director and office manager and one part time Job Development Officer/Lab Assistant.

4. **Resources**

- A. Personnel  
Personnel are the greatest resource of any department. Personnel development and growth is the priority of all operational plans.
- B. Information / Technology  
The second most important resource of the department is information and technology.

The center uses the latest technology available for the center. All computers at the Jefferson Campus site have current programs and clients use web based programs for assessments and career searches.

5. **Enrollment**

- A. Fall 2013 Enrollment
1. Credit – 8,551
  2. Non Credit – 1,894
- B. Fall 2014 Enrollment
1. Credit – 8,518
  2. Non Credit – 2,047

6. **Facilities**

The One Stop Career Center on the Jefferson Campus is located in LWH 216. It is in adequate condition. The program has access to a pick-up location for materials at the Shelby Campus in the General Studies Building, Room 102.

7. **Equipment**

A dedicated computer lab is available at the Jefferson Campus. This lab has 12 computers, a networked printer, and fax machine.

## Considerations for Development of Unit Strategic Plans:

### 1. What can be done to improve the operation of the unit?

The One Stop Career Center will continue to work with college representatives to improve the services provided by the Center. Expansion of services will be accomplished through developing a comprehensive online site that makes various resources available to students and community members at all locations.

### 2. What are the desired Service Unit Outcomes for the unit?

Jefferson State will promote access to career exploration and job resources to all students at the four locations served by the College.

### 3. What equipment / resources are needed to accomplish the unit's goals and objectives?

Equipment and resources needed to accomplish the unit's goals and objective relate to quality personnel, computers, and materials. The program will continue to seek adequate funding from institutional sources to cover these expenses.

### 4. Are there any goals or objectives that were not completed from previous year that should be included in the new plan?

The program's goals from the previous year were met.

## Unit Goals 2015-2016

**Goal 1:** Jefferson State will promote access to career exploration and job placement resources for students served at the College's four locations.

**Measurable Objective:** Students will utilize resources to explore career options and improve their job readiness.

**Method of Assessment:** Number of students who utilize the One Stop Career Center for career assistance in person, via email, or via the Center's website.

**Additional Funding Request:** None

**Goal 2:** Jefferson State will promote achievement of employment for students and community members.

**Measurable Objective:** Students and community members will utilize online and print resources to apply for and achieve employment.

**Method of Assessment:** Number of students and community members who apply for and achieve employment.

**Additional Funding Request:** None

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**Additional Funding Request:** None