**Unit Strategic Plan**

**2017-2019**

**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 times 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:**

| **MEASURES** | **2015-2016** | **2016-2017** |
| --- | --- | --- |
| #1 Total number of registered college and graduates requesting in-depth career development services such as job referrals, career counseling, proofing and sending resumes, and interviewing advice. | 350 total number of students and graduates | 234 total number of students and graduates |
| # 2 Number of currently enrolled students registered for Career Services | 177 of 350 were currently enrolled students  | 202 of the 234 were currently enrolled students  |
| # 3 Total job listings sent to the UnitRequired for monthly Alabama DIR report. Attachment # 11. |  711 job listings were sent to the unit (method for listing jobs changed in 2013) |  758 job listings were sent to the unit (method for listing 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 faxand copies of emails.  | 2,790 (faxes) 476 resumes sent via email |  1,333(faxes)430 resumes sent via email |
| # 5 Total numbers of Jefferson State unemployed students or graduates who obtained jobs in their majors through the Jeff State Career Center.  | 73 | 48 |
| # 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. | 564 students2,686 community  | 338 students2,714 community  |
| # 7 Strong Interest InventoryAlabama DIR monthly report | 8 | 8 |
| # 8 Myers-Briggs Type IndicatorAlabama DIR monthly report | 0 | 0 |
| #9 Total lab services provided by the One Stop Career CenterAlabama DIR report | 3,350 | 3,052 |
| #10 Customer Satisfaction Survey for Career LabAlabama DIR report | 20 (all satisfied) | 17 (all satisfied) |
| #11 Educational Seminar Session EvaluationsAlabama DIR report | 0 | 0 |
| #12 Partners of One Stop on siteRequired as One Stop Career Center State of Alabama report | 3.a. State Employment Serviceb. Family Resourcesc. AL Army National Guardd. Voc. Rehabe. WIA | 3.a. State Employment Serviceb. Family Resourcesc. AL Army National Guardd. Voc. Rehabe. WIA |

**2015-2016 Accomplishments**

1. The Career Center Director, in collaboration with the Director of Resource Development and Director for Workforce Education, prepared and implemented a new BACK TO WORK 50+: WESI Grant to service underemployed and not employed 50+ job seekers.
2. The Career Center continued its partnership with the State’s Department of Labor and an Employment Specialist with the State continues to be located on the Jefferson Campus to serve all job seekers.
3. 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.
4. Career Center Staff have continued to work with College Departmental Coordinators and Instructors to be sure they are knowledgeable about the Career Center and availability of services to students and graduates.
5. 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.
6. The Center has increased the number of brochures to distribute around campus, distributed brochures to libraries in the College’s service area, and to local non-profits to advertise the unit.
7. 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.
8. The Career Center continued to receive permission for a special parking decal for our clients.

**2016-2017 Accomplishments**

1. The Career Center received an additional $100,000 to Grant to provide BACK TO WORK 50+: WESI Services to an increased population of 50+ job seekers
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. 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.
4. The Career Center has placed signs and posters around campus to advertise the unit to students.
5. The Career Center has formed new partnerships with local companies that employ College students and graduates. This includes scheduling onsite employment informational and hiring events.
6. 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.
7. 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.
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 does not help with the student/graduate information.
9. Continued to receive permission for a special parking decal for our clients.

**Internal Conditions:**

**1. Technology**

The center has 18 computers, 2 fax machines, printer, and a telephone for clients’ use. Updated computers were installed in the Career Center Lab during the 2016-2017 service year.

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 a Career Services Specialist 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 2015 Enrollment

 1. Credit – 8,826

 2. Non Credit – 1,905

 B. Fall 2016 Enrollment

 1. Credit – 8,943

 2. Non Credit – 2,411

6. **Facilities**

The One Stop Career Center on the Jefferson Campus is located in LWH 216 on the Jefferson Campus. 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 2017-2018**

**Goal 1:** Jefferson State will promote access to career exploration and job placement resources for students.

**Measurable Objective:** Students will utilize resources to explore career optionsandimprove theirjob 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

**Unit Goals 2018-2019**

**Goal 1:** Jefferson State will promote access to career exploration and job placement resources for students.

**Measurable Objective:** Students will utilize resources to explore career optionsandimprove theirjob 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