Career Development and the Curriculum: Meeting Constituents' Expectations

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Mission
The Center for Career and Professional Development’s mission enhances the teaching and learning of students and alumni by supporting them in the development of self-awareness, identification and integration of career and academic goals with real-world experiences, and expansion and articulation of professional competencies to succeed in post-graduate experiences.

Vision
To be regionally recognized as a provider of expertise on college student professional development and to connect students, faculty, and community partners for the economic development of our region.
NEEDS:

• Mobile and responsive services that support students entrance into multiple industries
• Professional development that spans all four-years at the institution
• Various and numerous methods of making connections with industry leaders
• Clearly defined paths from in-the-classroom experience to real-world experience
• Opportunity to clarify and define career goals during the first and second year at WCU
NEEDS:

• Support in the development of students’ industry skills and knowledge

• Administration and management of students’ experiential learning opportunities

• Guidance in the support of student’s career aspirations that diverge from the discipline

• Assistance in the identification of regional industry specialists

• Collaboration in the development of curriculum that incorporates career and industry skill development
NEEDS:

• Opportunity to network and interact with Western Carolina University students
• Establishment of pipelines of student talent to fulfill current and future hiring needs
• Creation of brand recognition on-campus and to inform students of corporate mission
• Chance to utilize corporate talent and experience in an educational setting
NEEDS:

• Assurance that a postsecondary degree leads to higher salary and employment prospects
• Assurance that higher education adequately prepares students for industry opportunities
• Assurance that students are able to utilize their degree in meaningful ways
QUESTIONS:

The Center for Career and Professional Development at Western Carolina University is poised to become a strong university support center and regional leader in the professional development of students.

• How can the career center be innovative in meeting the needs of our constituents?

• In what ways can the career center enhance the infusion of career and professional development into the curriculum? Can this be done to support all constituents’ needs? And if so, how?