CAREER & PROFESSIONAL DEVELOPMENT RECAP

• Introductions around the room.

• Theresa Cruz Paul, Director of Center for Career and Professional Development
  o “Career Development and the Curriculum: Meeting Constituents’ Expectations” – discussion on the future directions of the Center for Career and Professional Development at WCU.
  o The Center for Career and Professional Development at WCU is poised to become a strong university support center and regional leader in the professional development of students.
  Theresa Cruz Paul posed two questions to the group for further discussion:
    ▪ 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?

• Group 1:
  o Multiple modes of delivery f2f, hybrid, videoconferencing, etc. Videoconferencing is especially good experience in the workplace.
  o Help students get internships. Can we establish a pipeline of internships to feed students into?
  o Where do on-campus employers fit? How can we tap into that and help students translate skills acquired into the private sector?
  o Teaching Assistants, Research Assistants, Student Assistants learning opportunities and to help bridge the gap into careers.
  o Support and tap-in to the non-cognitive initiative on campus through coaching and other activities.
  o Helping students translate and articulate skills broadly both inside and outside their disciplines.
  o Role of advising. Need for professional development to work with faculty and staff to be able to give good career advice.
  o Sharing and reflection on capstone experiences and ideas. Forums and focus group; employer involvement to be a bridge to careers. Sharing might best come from students.
  o Training sessions for students related to work expectations, customer service, etc.
  o Clear learning objectives for all activities.
  o Encourage finding partners across campus to help shoulder the burden.
  o Think about big data and how big data can be used to drive decisions and determine programming for students.
• Group 2:
  o Innovation such as “Career ready/Certified program” Capstone experience
  o Utilizing mobile technology.
  o CV/Resume templates that is Career Services endorsed – being respectful of discipline-specifics.
  o Identifying the high-volume stuff (things that cause the bottleneck) and push it online such as: resumes; framing, interview skills, etc.
  o Have employers create video job descriptions.
  o Organize a standard for internships across campus.
  o Promotion of internships by major.
    ▪ Let colleges continue to “own” internships but house a page that presents/showcases internships.

• Group 3:
  o Use social media for promotion of Career & Professional Development opportunities.
  o Students with Disabilities – their career needs are a little more complex; therefore, they will need more specialized assistance.
  o Infusing the idea of career path in the first 3 years at WCU
  o Broadening relationships/strengthening relationships with Asheville Small Businesses
  o Liberal Arts degrees and how they connect to a specific career path
    ▪ Projects for the Liberal Arts degree students (i.e., English degree – technical writing students adds value to their employer)
  o Online/Distance students need the professional development skills, not so much the 1:1 counseling since most of them are already looking at the job they want.
  o Senior Project – majors can identify the courses.
  o Realizing skills that can be used in other areas (i.e., “51 things I can do with a ______ Degree”)
  o Bridging the gap between employers and students and the Millennials – offer workshops (i.e., Dress for Success)
  o Employers understanding that there doesn’t have to be a clear connection between degree and job.
  o Look at what employers want from a career center and whether or not they want to be integrative.
  o Shifting demographic of our students and how we prepare student and employers for this change.

• Group 4:
  o Cross-degree career development
  o QEP cocurricular – various speakers who can attest to the QEP topic as well as promote career services.
  o CCPD have an interconnected pedagogy
  o Public funding of Liberal Studies when correlated to each other.
  o Promote/encourage an attitude that from Day 1 students are prepping for their career
  o Gain data on recent hires for majors, average starting salaries, regional placement for majors, etc.
  o Innovation – technology apps, resume app/template/generator
- WCU Career Readiness Program
  - Volunteering
  - Professional development
  - Intern/externships
  - Resume
  - Electronic portfolio
  - Available via WCU link
  - Example of class work/presentation
  - Community involvement/volunteering

- Group 5:
  - On-line format is very important in terms of access but it also needs to come with intentional follow-up to assure quality and success
  - Increase employer interactions related to course-related opportunities and “built-ins” which have an opportunity for extension.
  - A “Career Tour” – a flip of the Career Fair – in which you take students on a bus and tour local employers.
  - Building trust and communication between the career center and departments takes time and effort; work toward embedded (in the departments) career counselors
  - Help faculty identify opportunities and establish positions
  - Look for ways to connect students and school-based business and LLC and local employers.

- Group 6:
  - Corporate Sector focus
  - Entrepreneurship and innovation
  - Non-corporate fields
  - Discipline specific job trajectories – examples
  - Non-traditional paths – cross sector/discipline opportunities
  - Interface with alumni
  - What do faculty need to know about current career fields?
  - Teaching students how to see and take advantage of opportunity
  - Innovative thinking – free agent thinking
  - What is it professionals do, cultural, social interaction, etiquette, professional sensibility?
  - Data collection - advocacy

- Good News Reports
  - Sept 10 – Open Forum on Classrooms, Priority Registration, Grades First
  - Sept 15 – Study Abroad Fair
    - WCU currently has 26 study abroad students and 33 international students
  - Sept 19 – Open Forum on Undergraduate Research
  - Sept 21 – Student Learning & Engagement Fall Forum
  - Sept 23 – One Book Event Reader’s Roundtable
  - Sept 23 – Lunch and Learn (autism)
  - Sept 26 – Mountain Heritage Day
- Oct 19 – Steep Canyon Rangers membership concert for Friends of the Arts
  - Honors College has a competition between Balsam v. Blue Ridge to see who can get the most student members
- Oct 20 – LEAD:WNC – Enhancing the Quality of Life
- Nov 17 – International Week
- Whee Call You was a success
- Leadership Academy started last week.
- Mountain Heritage Center is fully operational in Hunter Library
  - Haunted Walking Tours are coming up