

VCU Career Services 2022-2026 Strategic Plans Outcomes Summary

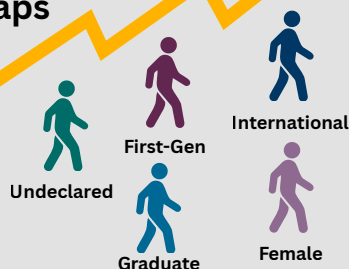
After the initial success of the 2019-2022 Strategic Plan, VCU Career Services came together to execute a four-year action plan to continue our commitment to excellence, integrity, inclusion, and collaboration:

- Examined student engagement gaps in Career Services advising and program participation rates, then worked to effectively close those gaps.
- Strengthened programming and partnerships across campus through new and increased collaboration, improved accessibility of materials, and more inclusive communication practices.
- Conducted benchmarking assessments with peer and exemplar institutions, VCS Employer Advisory Board, and VCU faculty, to affirm that the NACE Career Readiness Competencies were relevant and appropriate skills to focus on building within the VCU student population.
- Broadened presence of career readiness conversations and competencies through increased programming, interdepartmental collaboration, and training efforts for faculty and staff.
- Expanded access to experiential learning opportunities through increased grant, donor, and institutional funding, as well as targeted collaborations with partners and stakeholders.
- Increased staff size, retention, and number of resources to support team member development.

Goal 1

Honor the intersections between identity and career through engaging, data-driven programs and services

Eliminated Student Engagement Gaps



VCU CAREER SERVICES 4 New Industry Focused Newsletters

- Creative Careers
- Discovery/Exploration
- Health & STEM
- Social Impact

130K+ annual unique views

Engagement Growth

 Podcast:	213%	
 Website:	173%	
 Instagram:	34%	

Champion career readiness and student success through education and outreach

Goal 2

Trained 300+ faculty and staff as VCU Career Champions, exceeding goal by 500%

Increased # of trained VCS staff facilitators by 300%

Engaged over 1,400 students in workshops related to NACE Career Competencies

NACE Competencies also evaluated annually as part of VCU First Destination Survey

Introduced career readiness course content to 4,500+ students

Disseminated new content to 239 class sections

Goal 3 Increase access to experiential learning opportunities and career development resources through collaboration with employer, community and campus partners

VCU Internship Funding Program



61% increase in students awarded funding through IFP:

- 51 in FY22 to 82 in FY26
- **410 total students supported**



25% increase in annual funding distributed for IFP:

- \$197,700 in FY22 to \$247,618 in FY26
- **\$1,302,118 total awarded**

Job Location & Development Program



320% increase in student part-time job earnings as a result of targeted employer and opportunity development:

- \$290,622 in FY22 to \$1,221,552 in FY25
- **\$4,727,750 in total student earnings**

Piloted Transforming Federal Work-Study on-campus internship program, engaging 159 students and 91 supervisors, resulting in



95%

of interns reporting program satisfaction



92%

of interns satisfied with mentorship & support



88%

of interns engaged with career related work

VCU has been one of only three schools nationally awarded Handshake Career Spark Awards every year for



Student engagement



Data & reporting

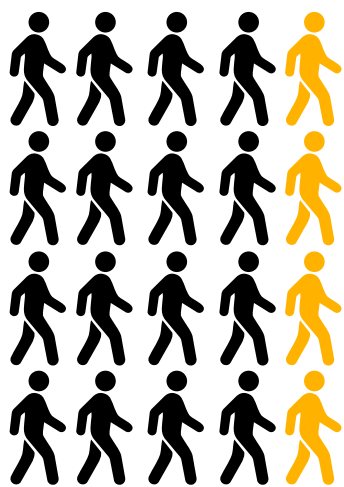


Employer engagement

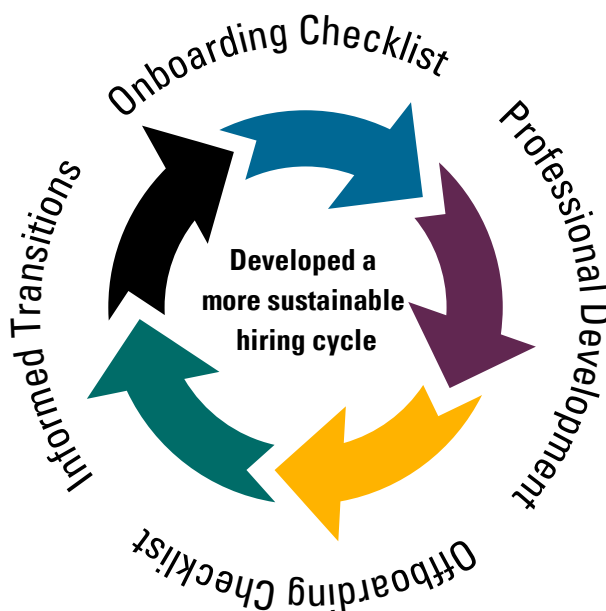
recognized out of 1,500+ partners schools in 2023, 2024, and 2025

Boost capacity for sustainably supporting students and stakeholders through an intentional focus on staff retention, professional development, and team growth

Goal 4



20% increase in professional staff



19% increase in new staff retention

Future Considerations

- Expand staffing to reduce career advisor-to-student ratio and increase employer engagement in key areas
- Utilize data from Career Works and Handshake to continue increasing resource and program engagement
- Engage more faculty and academic departments in career readiness curriculum design and training opportunities



VCU

Career Services