

# VCU Career Services 2019-2022 Strategic Plan Outcomes Summary

Due to a shared commitment to excellence, integrity, inclusion, and collaboration, VCU Career Services was successful in achieving the following during a particularly unique and challenging three year period:

- Increased university-wide enthusiasm and knowledge about career readiness, professional development, and experiential learning,
- Strengthened on- and off-campus partnerships,
- Expanded tailored and timely programming to meet specific student and organizational needs,
- Boosted engagement opportunities with and program participation by first-year students,
- Utilized technology to increase accessibility and visibility of up-to-date resources and information,
- Made quantitative and qualitative assessment, reporting, and data-driven decision-making an integral part of departmental work with employers, students, alumni, and other stakeholders,
- Devised more effective ways to engage with employers and alumni across industries and provide opportunities for them to connect with students and support the VCU community,
- Expanded eligible student access to and participation in the Federal Work-Study Program, as well as designed new protocols and comprehensive training sessions for on- and off-campus Work-Study employers, and
- Provided funding to VCU students engaged in experiential learning through the creation and implementation of the VCU Internship Funding Program.

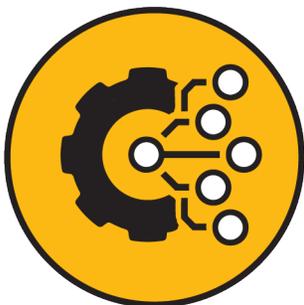
## Goal 1: Infuse career and professional development into the campus culture.



### Achievements:

- **198** new events and workshops created and executed with campus partners.
- **22** staff and faculty participants in the new “VCU Career Champions” Train-the-Trainer program in Fall 2021.
- **First-Year students became our second-highest population engaging in Career Services programming** in AY22 as a result of targeted email outreach, new NSO content, increased UNIV 191 career course offerings, and training via UNIV 101 and 103 courses.
- **Secured two career-readiness and internship-focused SCHEV grants, totaling \$275,000**, in partnership with VCU REAL, Department of Psychology, and ChamberRVA.
- **Closed equity gaps in engagement, with underrepresented minority (URM) students comprising 33%** of career advising appointments and program participation from 2020-2022.
- **Developed Career Leadership Council** bringing together representatives from 12 different campus units engaging in career development and employer/external relations work for focused collaboration and strategic initiatives.
- **Collaborated with Student Success and University Academic Advising** to expand first-year career-related course offerings and training resources for instructors across campus.

## Goal 2: Utilize technology to better connect and expand access to career and industry resources.



### Achievements:

- **35,000 interactions with the newly-created Pre-Professional Health Hub** in Canvas since March 2021, aimed at streamlining resources and increasing access.
- **5,500 unique visitors to the updated VCU Career Services Resume Guides** resource hub since Summer 2021.
- **41 newly-created digital resources and 39 revamped accessible resources** made available on the VCU Career Services website.
- **New Identity + Career webpage** featuring Team Diversity Statement and identity-informed job and graduate/professional search and interview resources.
- **Vendor Review Committee** established to regularly review new potential technology-based vendors and external web resources.
- **Expanded virtual service delivery** quickly and efficiently with robust online offerings, including appointments, workshops, career fairs, and career development courses.

## Goal 3: Enrich VCU Career Services employer engagement and opportunities through data and analytics.



### Achievements:

- **9,857 new employer partners** connected via Handshake since Fall 2019.
- **213% increase in new job, internship, and opportunity postings** in Handshake since Summer 2019.
- **81% increase in VCU Career Services employer and external partner meetings** since Fall 2019.
- **6 official members of the new VCU Career Services Employer Partner Program**, which has generated over \$10,000 to support programs and services.
- **Piloted multiple new events focused on justice, equity, diversity, and inclusion**, aimed at connecting students with employers, alumni, and advisors.

## Goal 4: Research and design a funding strategy to support student experiential learning and professional development.



### Achievements:

- **Designed and launched the inaugural VCU Internship Funding Program (IFP)** in January 2022.
- **51 students from 6 different schools/colleges and 27 different majors** were selected from 147 initial applicants to receive a total of \$197,700 in funding for Summer 2022 internship experiences. Individual student awards ranged from \$600 to \$5,000.
- **IFP Students are engaging in internships with 47 unique organizations** in 5 different countries, 13 U.S. states, and 30 cities around the world.
- **1,072 students** placed in Federal Work-Study positions in AY22.
- **Hired Job Location and Development (JLD) Coordinator** in partnership with the Office of Financial Aid to generate local part-time job opportunities and maximize Federal Work-Study offerings so students can earn while they learn.



# VCU

## Career Services

Strategic Enrollment Management  
and Student Success

### Next Steps and Future Directions

- **Fall 2022-Spring 2025 Strategic Planning process kicking off in Summer 2022**
- **Focus on scalability and sustainability as the team continues to grow and change**
- **Continued team commitment to diversity, equity, and inclusion in all areas**