2016-17 KEY INITIATIVES

Michigan Tech Career Services

Co-ops
- Create solicitation material to get more companies to offer internships to our students
  - Launch initiative in August of 2016

Adaptive Programming
- Program to develop career skills for students on the autism spectrum
  - Expanding into academic departments – August 2016

Corporate Partner Program
- Launch Career Services Store – launch August 2016
  - Includes on-going ledger of funds available
- Schedule annual partner planning meetings – schedule initial meetings May 2016
  - Map out comprehensive on campus engagement strategy
  - Plan on what related support metrics are to be gathered/reported to company

Internal Partner Model
- Model is in development but would include
  - Identify/collect/track department student metrics
    - i.e. students who attended career counseling, industry days, career fairs, active on HuskyJOBS, etc.
  - Create mid-career alumni tracking program including consistent communication
  - Host future joint CAB meet ups

Regional Admissions Managers (RAMs)
- Create new videos to be downloaded on to their iPads
- Begin Training RAMs on MBTI – allowing them to help with career counseling for prospective students
- Train them on helping students develop their first resume
- Work with them to host of a series of PREP talks (interactive webinars), involving corporate partners – audience is prospective students and their parents
Career FEST

- Develop and execute presentation rubrics
  - Short presentations, increase interactive components, add feedback technology, targeted message, takeaways that can be immediately used, structured follow-up
- Target programming
  - Identify specific groups, target message and promotions
  - Identify campus partners for each event/program
- Career Camp
  - August – on campus
  - January (end of holiday break) – off campus at partner sites
  - Content: resumes, interview skills, building internal/external network strategies, electronic communication best practices, best practices as team lead/team member, keys to a successful co-op/internship, etc
- Introduce programming on developing emotional intelligence
  - Identify your EI strengths & opportunities, and their value in the workplace
  - Conduct programming to help develop your own EI

Communication Plan

- Review what we have learned from our many communication initiatives this year
- Identify targeted populations across campus
- Design a strategic and comprehensive marketing/communication plan to engage our students – communicating both the value and the excitement of each opportunity
- Operational process will be controlled by Chris and Stacy

Career Services Annual Report

- Redesign to tell *The Michigan Tech Student Story*
- Told by students, highlighting cause/effect of each experience from their first interaction with Career Services before they arrive on campus, to returning as recruiters.
- Focus on what students experience that results in a 90+% placement rate
- Include engagement with companies early and often throughout their collegiate experience – highlight partners