



COLLEGE OF LIBERAL ARTS | CAREER SERVICES

On the Roadmap: New Partnerships Driving Career Success in CLA

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CLA Career Services has experienced some HUGE (pun intended) changes in the last year. In the fall of 2014, Dean Coleman announced a vision for CLA alumni to be the most desirable graduates available. To put this vision into action, Dean Coleman invested in growing the CLA Career Services team so that we could change our service model and assign career counselors to support small groups of CLA majors and departments.

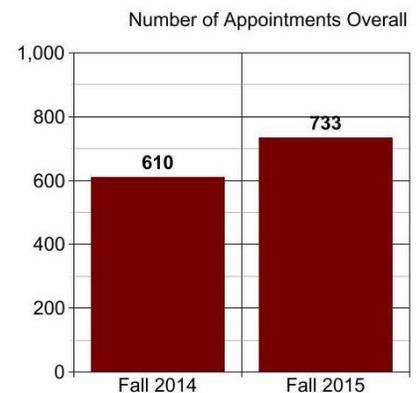
As always, our counselors partner with all CLA students to help them Explore career options, gain Experience, and Excel in their chosen career fields, as our newly-created office purpose statement emphasizes. Now, however, we have established connections with departments which allow us to tailor our services to better address the unique career needs of students in each CLA major.

Our counseling staff has been busy building relationships with contacts across the 55 majors in the College. In fact, in the first nine months of this effort we have already connected with 96% of CLA majors and departments (and rest assured we won't quit until we reach 100%)! Here are four areas where we have seen an early positive impact under the new departmental model:

Referrals from Faculty & Advisors

During the fall semester in 2015, we saw a 16% increase in student appointments compared to the same period last year.

Referrals from faculty and advisors have been a big help. To make referrals as smooth as possible, we created referral cards that departments can use to introduce students to the career counselor liaison to their major. These referrals were also strengthened through hosting drop-in hours within the Sociology and Psychology departments, and in Folwell Hall (to serve the language departments).



"The decision to align career services staff with specific major tracks allows them to become specialized experts in counseling students through likely their most difficult years yet. There is a world of ambiguity out there for students, and career services helps hone in a frame of reference that allows them to feel confident in their studies and their future direction."

- Bryce Bierman, Communication Studies student

"Our collaboration with Laura Heilman, our new liaison for Career Services, has been extremely beneficial for both our staff and for our students. For our staff, it is so wonderful to walk a student straight into Laura's Drop-In hours, located right in our office space. What a great way of providing immediate follow-up on our recommendations to students! The type of student who would previously have been hesitant, is now easily moved into the valuable world of career development."

- Becky Mooney, Senior Psychology Advisor

Connections with student group

So far we have connected with 75% of student clubs associated with CLA majors. Examples include

- Hosting a career panel for Psi Chi/Psychology Club
- Presenting on GoldPASS to the Economics Student Organization
- Facilitating a workshop on LinkedIn to the Society of Professional Journalists

"Our student group members feel much more confident in networking with professionals in the field now because we know how things work in the art industry and that Career Services has our back."

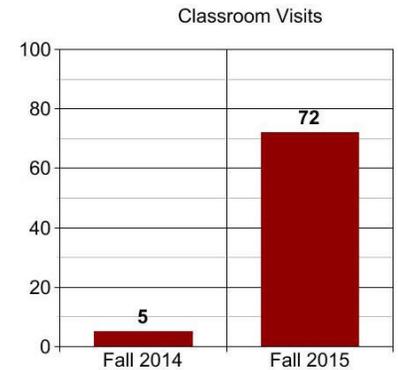
-Leon Zhou, Vice President of the Art History Undergraduate Association (AHUGA)



Classroom visits

Visits to CLA classes are way up. In fall 2015 we made 72 classroom visits, which is fourteen times more classrooms than we visited the previous fall, and we have done more than 50 so far this spring! Examples include:

- Presented to all psychology major project courses on career planning.
- Visited multiple sections of key Journalism and Communication Studies classes to present on networking.
- Visited 22 Spanish classes to give an overview of Career Services.
- Hosted an employer panel for a Sociology research course to discuss how skills from the course are applicable in industry.



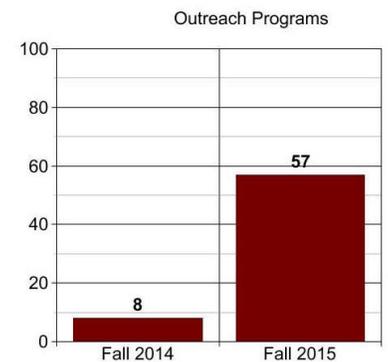
"Today Erin presented in my JOUR 3004 class. Her presentation was incredibly informative, relevant, and engaging. JOUR 3004 has 110 students in the class, all of whom were very interested in the information Erin shared."

-Amy O'Connor, Assistant Professor, School of Journalism & Mass Communication

Events created through departmental collaborations

We were involved with 57 career-related events beyond the classroom this fall semester, which is seven times more than last fall! Many of these events were in collaboration with our academic departments and our Employer Relations colleagues in CLA Career Services, who expertly draw from their extensive employer network to source excellent panelists and employer representatives tailored to our student attendees. Examples include:

- "Utilizing Language in Your Career" panel, featuring alumni from the language departments.
- "Explore Your Options in Speech-Language-Hearing Sciences Major" workshop, with information about parallel planning for graduate school and careers.
- "Translate Your Social Science Degree" employer panel, co-sponsored by the History Department with student attendance from six different majors.



"Our close partnership with our CLA Career Services department liaison has done nothing but improve the services our department provides to students. The major/field-specific career programming we've sponsored in partnership with Amy has been so well received by students and signals to them that their major department cares about their development as professionals, not just students."

-Anna Berberet, Undergraduate Advisor, Economics Department

"Having Career Counselor, Erica Tealey, dedicated to working with Asian Languages and Literatures has been a game-changer in the way we think about training our students. Previously we focused only on high quality classroom training in languages and cultures; now we are shifting to include training beyond the classroom."

-Joseph R. Allen, Chair of Asian Languages and Literatures

As we continue our departmental efforts, we rely on colleagues like you for your continual support, ideas, and feedback! Here are some ways you can help:

- Refer students to Career Services! Each counselor can see any CLA student, but a personalized referral to the counselor liaison to their major is always welcome.
 - Promote events to students, which can be found on our website or GoldPASS.
 - Recommend our career exploration and career planning courses to students.
 - Collaborate with us! Share ideas for departmental events or collaborations via the departmental counselor liaisons.
 - Any general questions about CLA's departmental career services initiative may be directed to Maggie Heier, who is overseeing the project.
 - Stay in touch! Sign up for our CLA Employer Relations News by emailing hirecla@umn.edu, or you may sign up for the CLA Career Services Newsletter from our website.
 - Connect with CLA Career Services via LinkedIn, Facebook, Twitter, and our website.
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