

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing this form:	Barrie Rogers	Curriculum/Department:	Career/Enrollment Counselor-CATS
Purpose/Mission Statement		Vision Statement, 3-5 years	
Career Services seeks to support and encourage student/alumni to successfully fulfill their career/life goals.		Will be a recognized presence in the SCC community/service area as a quality job placement resource and a superior one-stop career resource center.	
Departmental Strengths		Departmental Weaknesses	
<ul style="list-style-type: none"> • The counselor in this department: <ul style="list-style-type: none"> ○ Is globally certified as a Career Development Facilitator, ○ carries an active Myers-Briggs Certification & ○ has 5 years experience as a Vocational Counselor • The department also has the most up-to-date Career tests and resume software available. 		<ul style="list-style-type: none"> • This department is understaffed when compared to other Community Colleges of similar size. 	
Departmental Opportunities		Departmental Threats	
<ul style="list-style-type: none"> • Community businesses are very supportive of the office and provide access to available jobs. 		<ul style="list-style-type: none"> • The condition of the local economy can have a serious impact on available jobs. 	
College Goals	2004-2005 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)
2, 5	1.College Central Network is fully implemented & used	10% of the student body using CCN by May 2005 & a minimum of 50 re-occurring regular employers using CCN.	a. <u>Marketing</u> - Promote awareness to students, faculty, alumni, and the community through print ads, email notification, posters, and “demonstration workshops”. b. <u>Employers</u> - Promote awareness to employers by mail outs, person-to-person, and local newspaper ads, billboard or radio. c. <u>Target Market Area</u> - SCC’s service area of Jackson, Macon, Swain County and the Qualla Boundary are to be first priority. Haywood and Buncombe County to follow. Healthcare, Retail, and the Travel/Tourism Industry will be a major focus as they provide most of the jobs for our service area. A letter will be mailed to all members of the Jackson, Macon, and Swain County Chambers explaining CCN and its user-

			friendly applications
2	2. Standardization of Selected Topics	The Career Center will become a regularly used area for student's job search, research and preparation.	<p>a. <u>Classroom Events/Activities</u> - Constitute regular class visits with perspective programs that request resume and interviewing assistance for their students. (Ex. Mock Interviewing for HIT students, Myers-Briggs for PTA and Nursing, Resume and Job Search planning for Business 270)</p> <p>b. <u>Spring Workshops</u> – For May 2005, Continue with a “Speed Interviewing” exercise and also have a Business Etiquette/Dress for Success workshop. I also will offer “Quick Stop” resume auditing services where students can drop off their resumes for a quick overview.</p> <p>c. <u>Career Center-</u> Career Center rules will be regularly enforced and students will be familiar with them through visual display and my regular patrol.</p>
2	3. Undecided Students are assisted in make career choice	By May 2005, 25% of the undecided population to be reduced.	<p>a. <u>Active Contact</u> – Undecided students will be given a phone call or email for introductory purposes.</p> <p>b. <u>Regular Career Testing/Assessment</u> -The STRONG Interest Inventory, Myers-Briggs, and the SDS will be utilized and offered to all students, faculty, and staff. Thursday and Friday have been established as testing days.</p>

Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to program or service, contingencies, etc.). Describe how you used the results to improve your program/department.
CCN had 112 re-occurring employers using site regularly and 120 students to register.	Goals for employers were achieved and even though 10% of the total student body was not registered w/CCN, we did see a sizeable amount for its inaugural year. With these results, it was decided to keep CCN for another year.
The CCSSE survey listed Career Center services above the state & national	The survey results yielded positive results to CATS and encourage future

mean.		growth of services.	
Career Counselor was able to assist several students in selecting a career path/major.		CATS will continue to be a major presence in an undecided student's selection of a major. Stronger follow-up will continue.	
College Goals	2005-2006 Department Outcomes/Goals	Success Criteria <small>(e.g. outcomes, enrollment increases)</small>	Plan of Action <small>(including resources needed)</small>
2	1. Build working/productive relationship w/each program head & their students.	50 % of our curriculum programs will meet w/me & utilize CATS services in their classrooms.	Meet with them as requested. Become a well known face to faculty and students.
2	2. Implement educational workshops for students	Successfully have one workshop series for etiquette, interviewing, and choosing a major.	Utilize local and statewide speakers & incorporate faculty/SLA and certain programs for assistance.
2, 5, 7	3. Launch more intensive marketing of CCN web portal to students & alumni.	By August 2006, 20% of student population to be registered on CCN portal.	Continue mailings, emails, & calls to students and alumni; also make appearances in classrooms & visual aids.
5, 7	4. Increase local/statewide & regional employer awareness	Bu July 2006, employer contacts have grown even more by 25% over the 130 registered & we have set updates for regular job fairs.	To implement a job fair, arrange for recruitment sessions and interviewing times for employers.

Budget Item Description (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies-		\$ 6,287	
Equipment-		0	Video equipment, blinds \$580.00
Travel/Professional Development-		\$ 1,700	
Program Accreditation-		0	
Other- Printing, Portal fees and Strong fees		\$ 3,745	
TOTALS		\$11,732.00	