**Mission Statement:** The Career Planning office provides an array of career development programs, services and resources to educate students and alumni to take full command of their lifetime career development so that they can become engaged global citizens, integrating their academic preparation with their interest, their competencies, their experiences and their values.

<table>
<thead>
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<th>Goals</th>
<th>Desired Outcomes/Objectives</th>
<th>Assessment Methods and Targets/Measures</th>
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</table>
| 1. Provides programs that assist students and alumni in making career related decisions. | • Provides workshops for Alumni and students  
• Provide Self-Assessment tools that assist students (see attached)  
• Provide In-person and electronic career counseling  
• Collaborates with Student Affairs, Student Success Center, and Center For Applied Learning, Alumni offices and Academic Departments to provide career related services (see attached) | Participation levels  
Program Evaluation results  
Learning Outcome results  
Career Counseling Survey  
Daily walk-in and appointments log  
List of programs and collaborations |
| 2. Provides programs and resources that connect students and alumni with employers. | • Provide workshops that connect students/alumni with employers  
• Networking Opportunities  
• Continue creating connections with potential employers | Technology Acquisition  
Student Participation logs  
Employer Participation |
| 3. Effectively and deliberately promote and market programs and services of the Career Center for the purpose of increasing active involvement and increase student preparedness for job search. | • Represent the college at appropriate campus events (see attached)  
• Continue promoting programs via various platforms/forums (see attached)  
• Use technology and social media to present services (see attached)  
• Produces the annual Career Status Report for the undergraduate and graduate students who graduate each year. | Documentation of participation in events  
Student participation in social media  
Utilization of technology  
Publication and distribution of Report |
|---|---|---|
| 4. Support the college’s initiatives by serving on Committees. | Goals and Planning  
Start-Up New York  
UUP Review  
Economic Fusion  
POP Action Committee  
StrengthsQuest Advisory Board  
SUNY CDO Professional Development  
TRD Committee | List Committees  
List Professional Development Programs |
| 5. Participate in national and statewide organizations to stay current on trends in the field and bring “best practices” to our students. | National Association of Colleges and Employers  
SUNY Career Development Organization  
National Career Development Association  
American Association For Employment in Education | List State committees  
List Memberships  
List “best practices” implemented |