

CAREER SERVICES TASK FORCE

Summary of Recommendations Prepared for School & College Leadership

BACKGROUND

- ▶ The Career Services Task Force was charged by the Provost to recommend improvements to the career services experience for students and employers.
- ▶ The Task Force met from April to December 2016.
- ▶ Members Included: campus leaders from Corporate Relations, CALS, Engineering, Letters & Science, Business, Academic Planning and Institutional Research, and Undergraduate Advising, Co-Chaired by Steve Cramer and Wren Singer.

KEY CHALLENGES FOR THE UW-MADISON CAREER SERVICES SYSTEM

The Task Force identified the following as key challenges for the UW-Madison career services system:

1. Students are inconsistently (and often under) prepared for the transition from college to career.
2. Students, families, other key stakeholders are skeptical about the return on an investment in UW-Madison.
3. Employers are inconsistently/underserved. We risk employer attrition if we cannot streamline and enhance the employer experience.
4. We cannot gather quality campus-level data for accountability reporting and performance improvement.

CONCLUSION

The Task Force concluded that creating a *modest coordinating infrastructure* could facilitate a stronger campus-wide system to prepare students for satisfying careers while connecting them with employers who are eager to hire promising talent. Elements of this coordinating infrastructure are:

1. **A single employer recruitment software system** that can serve all students, employers, and campus units.
2. **A coordinated data management approach** that provides evidence of UW-Madison value to critical stakeholders.
3. **Central coordination and support** of earlier and systematic student career advising and employer recruitment services.



FUNDING REQUEST

The Task Force Report requests funding from central campus for the following:

1. Staffing:



4. **Technology:** Purchase a single employer recruitment software system that can serve all students, employers, and campus units.

2. **Data:** Support administration of the First Destination Survey.

BENEFITS TO SCHOOLS AND COLLEGES

The coordinative infrastructure is designed to *support* School & College career services, *not replace or diminish*. Coordinated technology, data collection, advising, and student recruitment can take the burden off of individual schools & colleges to fully develop all these services in the *instances where duplication is inefficient*. The coordinative infrastructure supporting academic advising, modeled by the Office of Undergraduate Advising, is a working example of this principle.

Important benefits of coordinated infrastructure:

1. New career advisors would participate in a coordinated training and onboarding process.
2. Continuing career advisors would be part of a community supporting their professional development and collaboration across campus.
3. The technology needed to support student recruitment and job placement would be centrally supported.
4. Employers would be met with a more uniform and personalized experience as they recruit students.
5. Data can be collected, analyzed and shared more easily with key constituents.

SUPPORT

The Task Force Report is fully endorsed by the Career Services Executive Council and the Academic Advising and Policy Leaders, including members representing every undergraduate school and college. With the support of the Deans, this proposal can move forward.

Question? Please contact your representative to the Career Services Executive Council or the Academic Advising and Policy Leaders. Your support of this proposal is valued.