

2020-2021
Unit Annual Report
Division of Academic Affairs
Unit: Career Services and Advising Center

There are amended instructions throughout this document to reflect the special circumstances of this academic year (AY20-21). You will find these in red. As an institution and as departments we have learned that we can use our creativity to deliver services and learning even in the most difficult of circumstances. This year's annual report should also serve as a memorialization of the lessons learned.

I Mission and Goal/Outcomes Statement:

Provide overall Mission/Goal Statement for your unit.

VISION

The vision of the Career Services and Advising Center is to serve as a resource to the Fitchburg State University community around academic advising and career development. To achieve this, we will:

- Build partnerships across campus to support faculty and staff in providing excellent academic advising
- Create relationships with employers, alumni and Fitchburg community partners to create opportunities for career exploration and experiential learning
- Serve as the premier resource for career expertise on campus
- Assist students in developing an educational and career plan and in moving through benchmarks towards their career goals
- Communicate the value of a Liberal Arts education and its relevance to career goals through academic and career advising

MISSION

The Career Services and Advising Center aims to guide and support students as they navigate their academics at Fitchburg State University and discern a career path. In collaboration with on and off campus partners we strive to share our expertise in order to assist students in translating their academics and college experiences into meaningful vocation.

II Personnel:

List all staff and note all personnel changes that occurred during 20-21.

<u>Name</u>	<u>Position</u>
Melisa Alves	Director
Lindsay Carpenter-Connors	Associate Director, Internship Coordination & Employer Relations
Susan Beddes	Academic and Career Advisor
Juan Gonzalez	Academic and Career Advisor
Diane Maynard	Administrative Assistant

III Facilities/Equipment:

List any new facilities/equipment/software etc. acquired during 20-21.

No new facilities/equipment were acquired during fall 2020-spring 2021

IV Budget Expenditure Analysis:

Was the budget expended as planned? Were additions/changes made, and if so, explain.

Please note any changes that resulted from the pandemic.

Since the budget was decreased, we pivoted according to the needs of the office. Since all our workshops and programming were offered remotely during the 20-21 academic year, programming funding was shifted to other areas including expanding professional development/trainings/certifications for staff, acquiring supplies needed and for in person programming.

One of the largest expenses went towards certifying the Associate Director as well as the Academic and Career Advisors to administer the STRONG Interest Inventory, our new Career Assessment tool. We also hired a new staff member which required expenses related to professional association memberships.

V Programs/Activities:

List major campus activities, events etc. that the office participated in/supported; committees served; community outreach; etc. List events provided to current and prospective students. Also, provide professional development of all staff. *Please note which, if any, of these activities occurred specifically as a result of, or in response to, the pandemic*

SUMMER 2020 WORKSHOPS:

- Career Readiness Series (Pilot)
- Handshake Summer Information Sessions (2 offered in July, 4 offered in August)

FALL 2020 PROGRAMMING:

- National Latinx Heritage Month- Marketing Yourself (*Co-Sponsored with LASO with a focus on Community Cultural Wealth*)
- Career Conversations (2 panels)
 - *Human Services*
 - *Criminal Justice*
- First Generation Graduate Alumni Panel (feature 5 recent first gen/alumni of color)
- Career Success Certificate Program (5 students)
- New Transfer Student Meet-up
- All Major Virtual Career Fair

FALL 2020 WORKSHOPS:

(Workshops highlighted in orange are specific to Graduate students)

(Workshops highlighted in green were in collaboration with a faculty/staff member)

September:

- Handshake Intro/Virtual Career Fair Prep (4 workshops offered)

- Resume/Cover Letter
- Major Exploration
- Graduate Workshop: Tailoring your resume
- LinkedIn
- Value of an IDIS Degree (Laura Baker)
- Tailored Handshake Workshop (Monica Maldari)

October:

- Graduate School Application Process
- LinkedIn
- Graduate Workshop: Networking/Job Search
- Prepping for the interview
- Resume/Cover Letter
- Major Exploration
- Job/Internship Search
- How to choose a Major/Career Exploration (Becky Carrasquillo)
- Preparing resumes and cover letters for HMSV internship applications (Kori Ryan)
- Career Preparation/Networking /Jobs & Internships (Joshua Spero) (2 offered in October)
- Career Planning, Resumes and Social Networking (Danette Day)
- Upward Bound Math & Science Career Explorations Workshop (Upward Bound)

November:

- Graduate Workshop: Tailoring your resume
- Resume/Cover Letter
- Job/Internship Search
- Major Exploration
- Graduate Workshop: Networking/Job Search
- Salary Negotiation
- Career Preparation/Networking /Jobs & Internships (Joshua Spero- Capstone Seminar)
- Exploring and planning for a career path (Christopher Cratsley)

December:

- How to write a Resume and Cover letter (Becky Carrasquillo)
- Upward Bound Math & Science Career Explorations Workshop (Upward Bound)

SPRING 2021 PROGRAMMING:

- All Major Virtual Career Fair
- Spring 2021 Education, Human Services & Public Service Virtual Fair
- Career Champion Program (5 faculty- pilot program)
- Career Conversations (3 panels)
 - *Human Services*
 - *Criminal Justice*
 - *Life Science*

- Career Success Certificate Program (12 students)
- Professional Headshots (collaboration with Senior Committee)
- Connecting Commuters with Career Drive (collaboration with OSD)

SPRING 2021 WORKSHOPS:

(Workshops highlighted in orange are specific to Graduate students)

(Workshops highlighted in green were in collaboration with a faculty/staff member)

February:

- Resume and Cover Letter
- Effective Communication (Becky Carrasquillo)
- Upward Bound Math & Science Professional Communication (Upward Bound)
- Value of an IDIS Degree (Laura Baker)
- Internship Search- Biology (Ron Krieser)
- Graduate Workshop: Tailoring your resume

March:

- Resume/Cover Letter
- Job/Internship Search
- Resume & Cover Letter (Daniel Welsh)
- Intro to Working with Multilingual Students (Tutor Center)

April:

- Graduate Workshop: Networking and Job Search
- Job/Internship Job Search
- Game Design: Review of Career Services and Resources (Jeffrey Warmouth)

PROFESSIONAL DEVELOPMENT:

Courses:

- UMass Boston, Ph.D in Higher Education- 3 courses completed (Melisa)
- UMass Amherst- Completed final Course and earned Graduate Certificate in Higher Education Leadership (Lindsay)
- Community Engagement Fundamentals Community of Practice (Campus Compact), Spring semester 2021 (Susan)
- Leading for Change Racial Equity and Justice Institute, Spring semester 2021 (Susan)
- University of Hartford, Ed.D in Educational Leadership- 2 courses completed (Juan)

July 2020:

- Starting Anti-Racist Work: A fireside chat for career educators

August 2020:

- Timely Topics: Supporting First Generation & Low Income Students
- New England Career Center Summer Series

- Expanding the Discourse: The Pandemic's Unique Impact on Latino Students and Families in Massachusetts
- A Workshop on Community Organizing for Civic Engagement Professionals
- Handshake Virtual Career Fair Launch Webinar

October 2020:

- ACE Women's Network Career Transitions series
- 11th Annual Massachusetts Jobs and Workforce Summit
- Massachusetts Jobs and Workforce Summit
- A Generative Approach to Latinx Student Leadership Development
- Supporting the Career Development of Neurodiverse Students
- 11th Annual Massachusetts Jobs and Workforce Summit

December 2020:

- EAB CONNECTED Conference

January 2021:

- Professional Dev: Powering Beyond Your Own Resistance (CCC)
- Career Competencies NACE discussion

February 2021:

- NACRO Corporate Engagement Bootcamp
- Strengthening Support for Diverse Students Navigating the Career Journey
- NASPA Latinx/a/o Knowledge Community Graduate Panel (Panelists- Melisa & Juan)

March 2021:

- NASPA Region I Antiracist White Affinity Institute, March-May 2021
- "AAC&U Diversity, Equity and Student Success Conference
- Peer Career Coaches: Hire, Train and Empower." NACE E-Learning course
- NACADA, Webinar – Incorporating Coaching Skills: Relational Power of Advising
- ACPA: Fostering Social Justice Awareness Through In-Person and Online Experiential Learning
- ACPA: Shaun Harper Keynote Speaker
- Courageous Conversations with Dr. Rachel Graddy of Disability Services

April 2021:

- Gaining Buy-In from Senior Administrators
- Leveraging Campus Partnerships to Expand Resources
- New Faculty Academy- Intro to Career Services Presentation
- Leading for Change Racial Equity and Justice Institute (REJI) Spring 2021 Summit
- FSU HR Workshop: Unconscious Bias

May 2021:

- Advocating for Career Services for Underrepresented and New Populations
- Center for Teaching & Learning (CTL), Summer Institute: Advising the Whole Student, (Juan and Susan Presented multiple workshops)
- Providers' Council University Roundtable (Panelists)

Professional Organization and Campus Involvement:

- EACE 2021 Conference Keynote Speaker Committee, July 2020-present (Susan)
- NECHE Comprehensive Review subcommittee for Standard 8: Educational Effectiveness; contributed to writing standard language; compiled all bullet points to create a cohesive draft for the standard (Susan)
- Leading for Change Committee, Faculty and Staff Subcommittee (Susan)
- Transfer Student Taskforce (Susan & Melisa)
- Student Success Taskforce (Melisa)
- NECHE Comprehensive Review Subcommittee for Standard 4 (Melisa)
- Corporate and Community Relations Group (Lindsay & Melisa)
- NE Career Directors Meetings (Melisa)
- MA State Career Services Directors Meetings (Melisa)
- Alumni Office Director Search Committee (Melisa)
- CDI Director Search Committee (Melisa)
- Director of TRIO SSS Search Committee (Melisa)
- National Latinx/a/o Heritage Month Planning Committee (Melisa)
- Latin American Student Organization Staff Advisor (Melisa)
 - Received Advisor of the Year Award from SGA
- Leading for Change- Curriculum and Teaching Subcommittee (Melisa)
- Faculty/Staff Working Group (Melisa)
- Department of Higher Education NUE Committee (Melisa)

VI Action Plan for 2020-21:

(Insert Action Plan for 20-21)

- Hire the Associate Director of Internship Coordination and Employer Relations
- Develop Core Competencies and Action Plans with cohort 1 (Davis Foundation)
- Host at least one virtual fall and spring career fair
- Implement career communities’ model
- Expand career development programming
- Expand workshop offerings
- Implement First Destination Survey with December 2020 and May 2021 Graduates
- Implement a Career Readiness Certificate program
- Focus on diversity, equity and belonging related professional development for CSA staff

VII Assessment Report for 2020-21

Were the Action Plan objectives met? Provide in list or table format that parallels item VI above.

Please note any changes to the plan that occurred as a result of the pandemic.

ACTION PLAN	WAS ACTION PLAN MET?	NOTES
Hire the Associate Director of Internship Coordination and Employer Relations	Yes	Lindsay Carpenter Connors transitioned into this position which then opened up her previous

		position as Academic and Career Advisor. As a result, we were down an advisor for all of fall semester which postponed some of the work we wanted to do.
Develop Core Competencies and Action Plans with cohort 1 (Davis Foundation)	Yes	
Host at least one virtual fall and spring career fair	Yes	
Implement career communities' model	No	Decision was made to postpone the career community implementation until we are able to be in person
Expand career development programming	Yes	Career Conversations, Career Success Certificate Program, Career Champion Program (faculty/staff), First Gen Graduate Panel
Expand workshop offerings	Yes	We significantly expanded our workshop offerings in the fall. After low attendance the decision was made to cut down on the number offered in the spring
Implement First Destination Survey with December 2020 and May 2021 Graduates	Yes	Surveys were sent to graduates (December-May) Survey was already sent once to May graduates. We will continue outreach for May/August graduates through November. Response rate was low for December graduates (20% of graduated submitted their survey).

Implement a Career Readiness Certificate program	Yes	A pilot program was hosted in the summer. We expanded and modified the program including creating a course on Blackboard. Five students completed the fall 2020 program and 12 completed the spring 2021 program.
Focus on diversity, equity and belonging related professional development for CSA staff	Yes	Hired a consultant to facilitate a book read throughout the fall- So you want to talk about race by Ijeoma Oluo. In the spring the CSA center hosted bi-weekly discussions focused on topics of Diversity, Equity and Belonging- discussions focused on topics of choice related to DEIB and how to implement information learned into the work the office is doing. (See schedule of topics and resources below)

VIII Other Accomplishments:

List accomplishments not already captured above.

Please note which, if any, of these accomplishments are related specifically to your department's response to the pandemic.

- Creation of Core Competencies and Action Plans with cohort 1 as part of the Davis Foundation Grant
- Hiring a new Academic and Career Advisor (Juan Gonzalez)
- Diversity, Equity, Inclusion & Belonging Bi-weekly discussions- Discussions were led by a different staff member each week. Staff members decided on the topics they wanted to discuss. Each discussion had to connect back to how the topic relates to the work we do and changes we can make in our office to be more inclusive, culturally competent and improve the services and resources we offer especially when considering the needs of students from marginalized identities. The table below reflects the topics discussed and resources utilized.
- Our social media presence through the use of Instagram was significantly higher this year. We increased by about 500 followers over the course of the year.

- CSA Director was recognized as Advisor of the Year Award by SGA (for serving as advisor to the Latin American Student Organization)
- Built direct partnerships with Dalcomm Tech Inc., Vivitide, PolyOrg Inc, and support their hiring of FSU students. As of May 25th both Dalcomm hired one FSU intern and Vivitide hired two students for their Lab Technician positions. Currently working with PolyOrg Inc. to recruit applicants for their Associate Chemist position.

Centering Diversity, Equity, Inclusion & Belonging

Career Services & Advising Center

Fitchburg State University

Spring 2021

Date/ Time	Discussion Leader	Topic	Readings/Videos/Other Resources
Thurs. February 11th	Lindsay	Exploring Implicit Bias in Career Services	https://www.youtube.com/watch?v=3WA-IN-RKcC&t=504s
Thurs. February 25th	Susan	Supporting Multilingual Students and Fighting Linguistic Bias	<p>A short video: https://www.ted.com/talks/karen_leung_embracing_multilingualism_and_eradicating_linguistic_bias</p> <p>And a short article: https://www.insidehighered.com/advice/2021/01/27/how-professors-can-and-should-combat-linguistic-prejudice-their-classes-opinion</p>
Thurs. March 11th	Lindsay	Transgender Job Seekers	<p>https://www.youtube.com/watch?v=7p2jemVbWfg</p> <p>And https://www.uvm.edu/career/faqs-transgender-job-seekers</p>

Thurs. April 8th	Melisa	A Critical Cultural Wealth Model of First-Generation and Economically Marginalized College Students' Academic and Career Development	https://drive.google.com/file/d/1_mlcspfvPZ3REyPn_zk1UJq1kNxtciR4/view?usp=sharing
Thurs. April 22nd	Susan	Workplace Bias affecting Asian and Pacific Islander Professionals	Video Link: https://youtu.be/FQhGgFO3hA
Thurs. May 6th	Juan	Bridges of Hope: From Foster Care to College Foster Youth Face Extreme Barriers to College. Here's a Program That's Helping.	Video Link: https://www.ted.com/talks/sabrina_thomas_bridges_of_hope_from_foster_care_to_college (14:50) Supplemental: https://www.youtube.com/watch?v=O7rHJSJhJkE (8:20)
Thurs. May 20th	Melisa	Reexamining Professionalism: Navigating professional standards and office politics as People of Color	https://hbr.org/2021/01/does-your-definition-of-leadership-exclude-women-of-color https://www.theatlantic.com/business/archive/2015/10/being-black-work/409990/ https://ssir.org/articles/entry/the_bias_of_professionalism_standards#

IX Action Plan 2021-2022:
New initiatives are highlighted in blue

Planned Initiatives for 2021-22	Associated Strategic Plan Goal & Strategy	Indicate if a DEI Initiative
Continue Career Success Certificate program, running program once per semester	Goal 1, Strategy 2 Goal 2, Strategy 5	
Career Fairs 3 per year (one fall, two spring)	Goal 1, Strategy 2	
Expand Career Conversation Events to include 2-3 more departments	Goal 1, Strategy 2 Goal 2, Strategy 5	
Monthly Targeted emails/newsletters for Career Communities/major cluster	Goal 1, Strategy 2	
Create partnerships for Inclusive Pathways Internships	Goal 6, Strategy 3	
Employer Partners Newsletter		
Launch initial Falcon Internship Program Cohort Fall 2021	Goal 1, Strategy 2 Goal 2, Strategy 2	
Continue Monthly Newsletters and align with Career Communities	Goal 1, Strategy 2	
Complete Departmental Career Competency work and development of Action Plans for cohort 2	Goal 1, Strategy 2 Goal 2, Strategy 5	
Collaborate with targeted departments/classes for career development events/programing/panels etc. Ex. Student Leaders Professional Development with ACT	Goal 1, Strategy 2	
Continue and expand coordinating in-class/virtual career services presentations with faculty/staff. (Fall & Spring)	Goal 1, Strategy 2	
Continue Career Champions program, running once per semester	Goal 2, Strategy 5	
Continue engaging with Early College Access or Dual Enrollment programs to promote career	Goal 1, Strategy 7 Goal 2, Strategy 6	

development and community engagement with the assistance of the CSA intern or graduate assistant.		
Collaborate with the Center for Teaching and Learning (CTL) to implement purposeful and holistic student career & academic advising services grounded in best practices.	Goal 2, Strategy 1&2 Goal 4, Strategy 4	
Provide support and resources to faculty around best practices in academic advising (including workshops)	Goal 2, Strategy 1	X
Continue to provide excellent transfer advising and facilitate transition to faculty advisors	Goal 2, Strategy 1 Goal 2, Strategy 4	
Launch Peer Career Assistant role and ensure PCAs develop strong career advising skills	Goal 1, Strategy 2	
Continue to expand communication with other Student Success departments to enhance the delivery of services to all students.	Goal 2, Strategy 1 Goal 2, Strategy 2 Goal 2, Strategy 5	
Continue collaboration with the Transfer Admissions Counselor for Transfer one-on-ones with accepted students as it relates to advising and career development.	Goal 2, Strategy 4	
Continue DEB conversation to expand knowledge on inclusive practices that better support students from marginalized identities around academic & career support	Goal 2, Strategy 1 Goal 2, Strategy 3	X
Create assessment for current academic and career advising to improve student support services	Goal 2, Strategy 2	
Alumni Engagement: Continue to build alumni interest database and informally connect students with potential alumni mentors until coordinated mentoring program is established/Build Winter Alumni Job Shadowing Program	Goal 3, Strategy 6	

Collaborate further with Student Involvement, clubs/organizations, research, and residence life to connect co-curricular experiences to career	Goal 1, Strategy 2	
Director will continue to serve on Student Success Taskforce	Goal 2, Strategy 2	
Update CSA recorded workshops and add to website	Goal 1, Strategy 7	
Continue to build affinity based student resources and promote to students, faculty and staff	Goal 2, Strategy 1	X
Provide support and resources to academic programs (faculty/staff) with integrated internship requirement for graduation	Goal 4, Strategy 4	
Continue to promote Handshake and increase student use on the platform	Goal 4, Strategy 7	
Utilize STRONG Inventory with Pre-Major students and students looking to change their major or connect their major to a career (work with departments to promote this career assessment)	Goal 2, Strategy 5	
Implement career community model	Goal 1, Strategy 2 Goal 2, Strategy 2	

Updates to the Action Plan may be submitted via a revised Annual Report.

X Reflection:

Take this section to reflect on--

- 1) *Initiatives that you may be considering for 22-23 academic year that you did not already capture above.*
 - A few of the state schools are looking to partner to offer industry focused virtual career fairs in the fall. Currently the schools in discussion are Worcester State, Westfield State, Framingham State, Bridgewater State, Fitchburg State.
- 2) *Reflect on how the department adapted to the pandemic. Reflect on actions that surprised you and on lessons learned that will help in the future.*
 - Some students prefer this method and it works best for them because of their schedules.

- We offered more services and programming but student turnout was not what we expected. We scaled back in the Spring semester and moving forward we will scale back on workshops offered directly from the office and build upon the workshops offered in collaboration with faculty.
- Programming and workshops offered in collaboration with faculty yielded better attendance.
- While we had a good transition of a new Academic and Career Advisor, circumstances under covid made it somewhat harder for them to build relationships with colleagues and students.
- We learned how quickly we could pivot and the importance of creating multiple plans not knowing when modality changes would need to change.
- We also learned that our teams work well both in person and remote. Everyone worked at 100% capacity which allowed us to grow the services and programming we offered this year even under remote circumstances.