

# LIFELONG TU CAREER READINESS STRATEGIC PLAN

CHARGE: To create a world-class, lifelong Career Center with services and support for students, alumni, and the greater community seeking professional guidance and navigational tools throughout their careers.

**Towson University's commitment to student and alumni career readiness will result in every TU graduate having...**

## KNOWLEDGE

### OBTAINED KNOWLEDGE OF MAJOR AND APPLIED CAREER OPTIONS

Engage all students EARLY with major and career exploration via required TU experiences

Provide support to create and enhance CURRICULAR OPPORTUNITIES to explore major and applied career options at the college and departmental level

Offer ANYTIME and/or PERSONALIZED ACCESS to major and career resources

Improve FIRST-DESTINATION OUTCOMES and alumni data collection to educate students on career options

Support faculty and students in the production and dissemination of career-readiness SCHOLARSHIP

## EXPERIENCE

### COMPLETED AT LEAST ONE EXPERIENTIAL OPPORTUNITY THAT SUPPORTS DEVELOPMENT AS A PROFESSIONAL AND ALIGNS WITH CAREER INTERESTS

Create STRUCTURAL SUPPORTS to expand opportunities for students to pursue experiential opportunities

Create supports to EXPAND FACULTY/STAFF CAPACITY for experiential opportunities

Expand and coordinate CONNECTIONS TO EMPLOYERS and hiring organizations to increase experiential opportunities

Provide developmental on- and off-campus STUDENT EMPLOYMENT opportunities

## COMPETENCIES

### DEVELOPED CAREER READINESS COMPETENCIES AND THE ABILITY TO IDENTIFY AND ARTICULATE THEIR BRAND/VALUE PROPOSITIONS

Define and MAP CAREER-READINESS COMPETENCIES for TU

Provide TOOLS to students to IDENTIFY AND ARTICULATE developed competencies

Provide students with tools and resources to UNDERSTAND AND ARTICULATE individual strengths

## NETWORKS

### ESTABLISHED THEIR PROFESSIONAL NETWORK VIA CONNECTIONS TO INDIVIDUALS AND ORGANIZATIONS

Expand CONNECTIONS TO EMPLOYERS and hiring organizations

Invite ALUMNI and PARENTS to hire students and alumni and serve as professional mentors

COORDINATE TU'S EXTERNAL RELATIONSHIPS to maximize existing engagements

Advance students' NETWORKING SKILLS

Create COLLEGE-BASED CAREER COMMUNITIES to support career advising, curricular infusion, and programming, while building and leveraging internal and external relationships

## LIFELONG ENGAGEMENT

### THE OPPORTUNITY TO ENGAGE AS ALUMNI IN ON-GOING CAREER MANAGEMENT TO ACHIEVE EVOLVING GOALS

Support Alumni as JOB SEEKERS

Engage Alumni with on-going PROFESSIONAL DEVELOPMENT

Engage Alumni as CAREER SUPPORTS FOR STUDENTS

Coordinate campus resources to educate students and alumni on ENTREPRENEURSHIP and FINANCIAL LITERACY