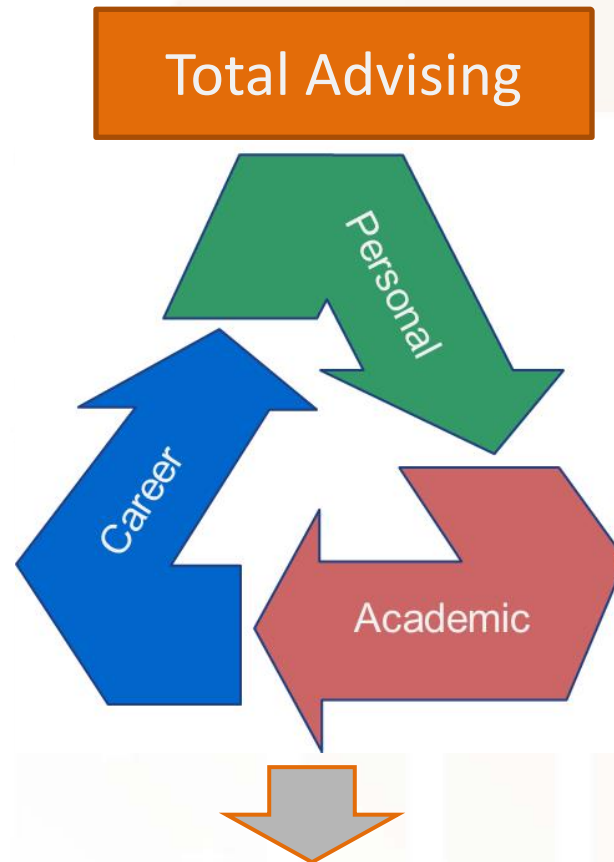


Next Generation Career Development at UVA

Board of Visitors Update

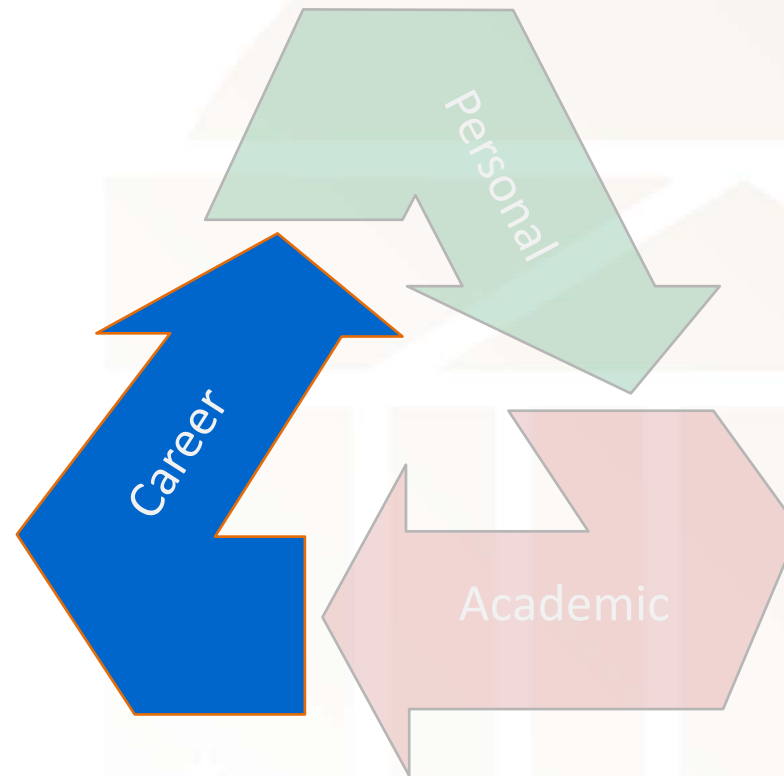
21 February 2014

University students need advising in three key realms: personal, academic, and career.



We must ensure we have an adequate infrastructure in place to meet the needs of our students in these three critical realms

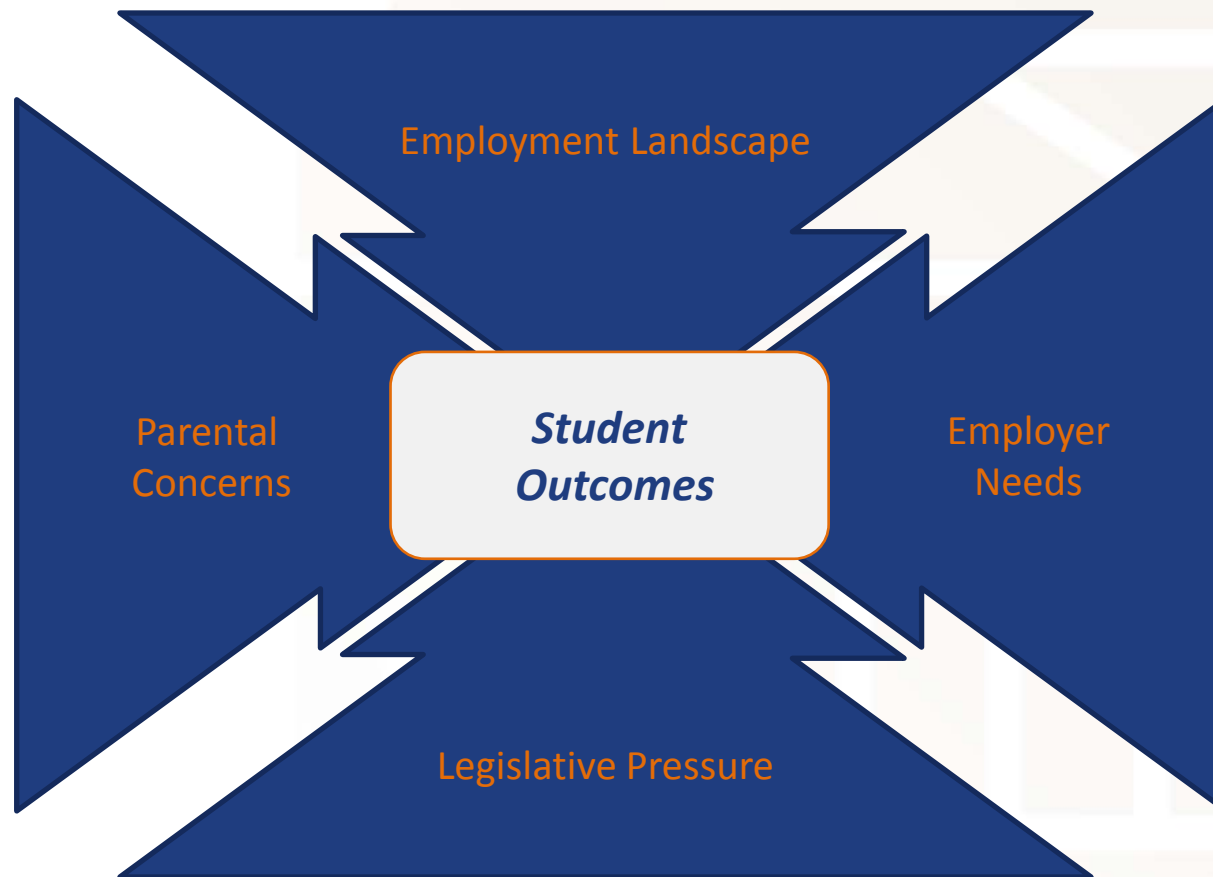
In the past several months we have made significant progress on the Career portion.



III. Career:

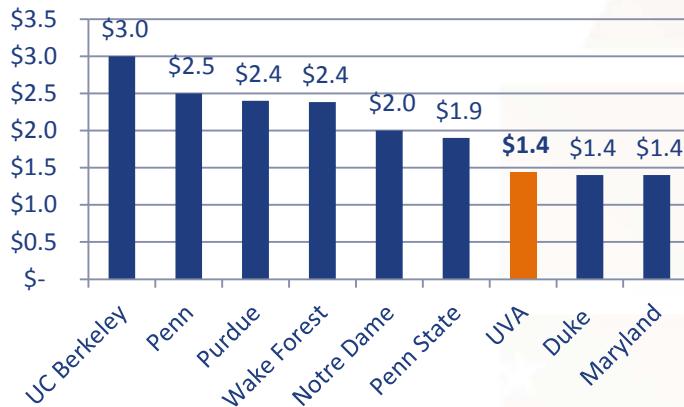
- Formation of the Career Services Council
- Appointment of Everette Fortner to lead this initiative

External pressures on college student outcomes are growing.

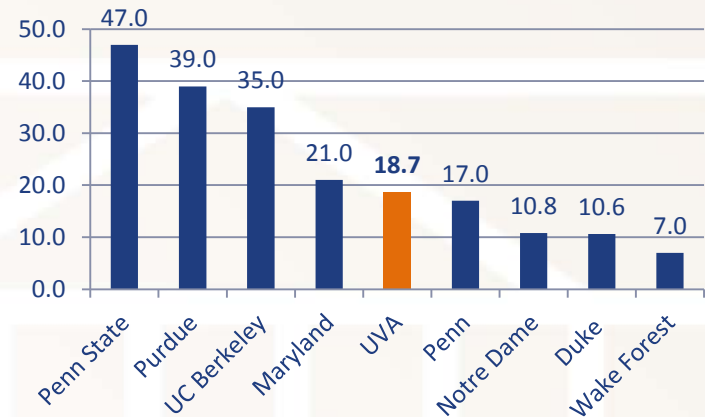


Internally, UVA total investment in central career services is low compared to competitors.

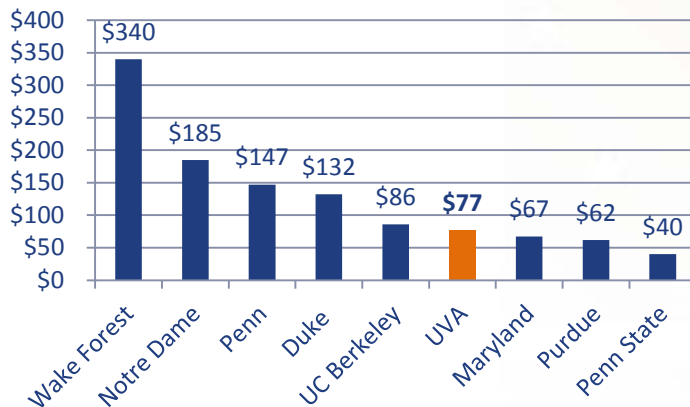
Career Services Budget (\$M)



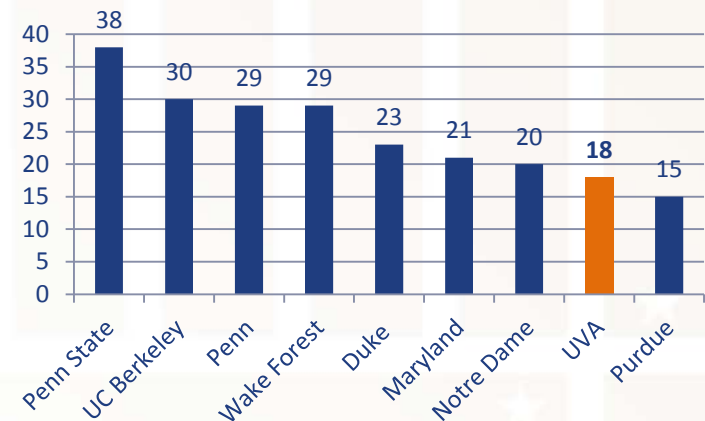
Total Students to Serve (thousands)



Investment per Student



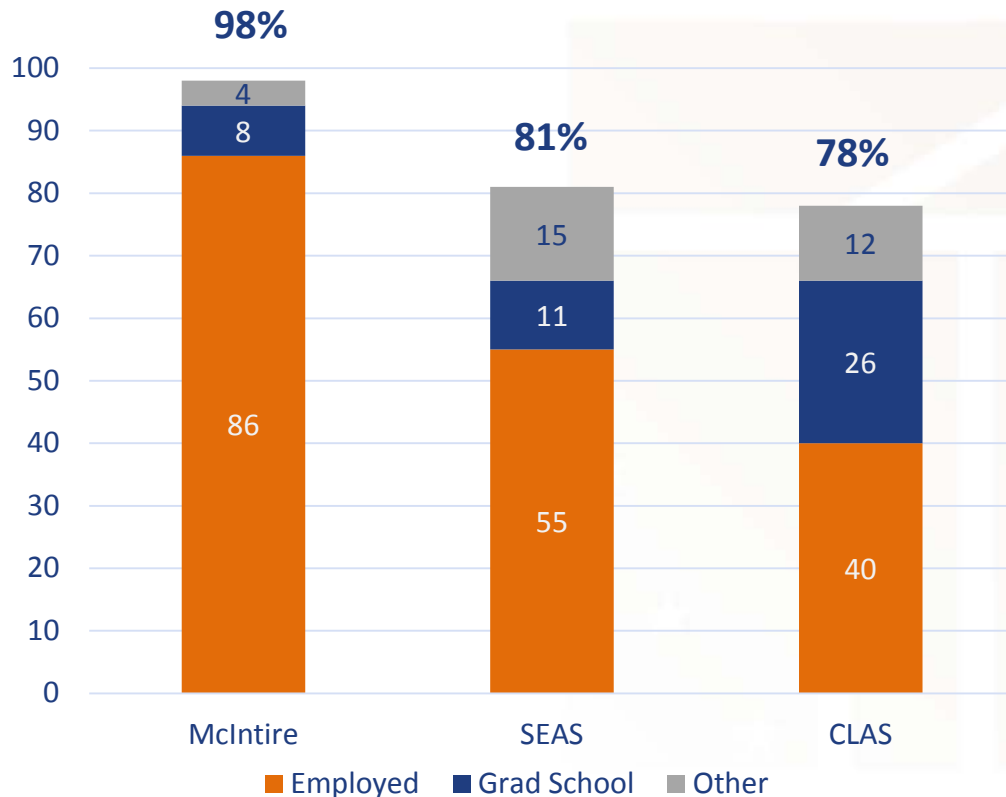
FTE in Career Services



Source: Council of Foundations Competitive Survey, 2012

UVA student outcomes are lower than we desire.

Percentage of Students at First Destination Within Six Months of Graduation



The 2012 Destinations Study in the CLAS was the first in many years, with only 52% of students reporting.

Spending cuts and disparities among schools have led to six key areas of concern.

Advising

- Student advising capacity is low (or at capacity) throughout the system

Student Engagement

- Less than 50%
- Lower in first and second year

Internships

- Disaggregated information leads to confusion among students

Employer Relations

- Decentralized; lack of coordination
- Insufficient outreach

Parent and Alumni Engagement

- Low, though variable across schools

Career Culture

- Sporadic sharing and collaboration
- Lack of understanding of career role in total advising

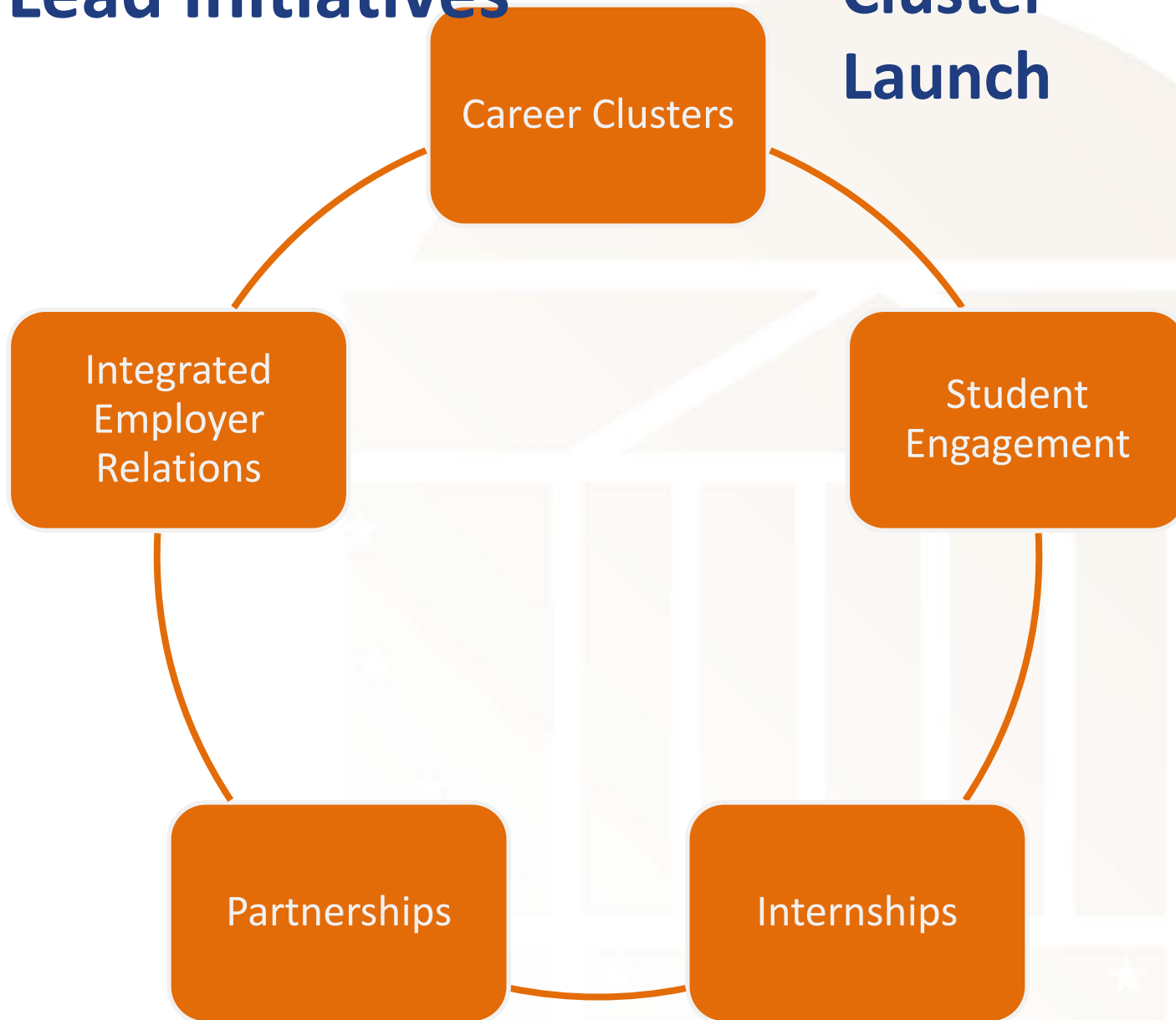
Vision (draft)

100% of students reaching *desired* first destination at graduation/six months post...

- First step
- Fulfilling personal and professional lives
- Empower students to own the process and outcomes

Four Lead Initiatives

Cluster Launch





HEALTH SCIENCE



PUBLIC POLICY,
LAW AND
GOVERNMENT



CONSULTING,
MANAGEMENT,
HUMAN
RESOURCES,
SALES



ARTS, MEDIA,
COMMUNICATIONS



FINANCE, REAL
ESTATE,
INSURANCE



ENGINEERING,
INFORMATION
TECHNOLOGY,
SUSTAINABILITY



ENTREPRENEURSHIP



EDUCATION,
COMMUNITY
ORGANIZATIONS,
AND NONPROFITS



Arts, Media & Communications

Overview

The Arts, Media & Communications cluster covers a wide range of the liberal arts field of study, including areas such as performing and studio art, writing and literature programs, and media studies. [Read more about this cluster.](#)

Notable Alumni

Lewis M. Allen, Jr. (CLAS '46)
Nancy Andrews (CLAS '86)
C. Shelby Coffey III (CLAS '68)
Katherine A. Couric (CLAS '79)
Claudia Emerson (CLAS '79)
Tina Fey (CLAS '92)
Mark Johnson (CLAS '71)
Henry S. Taylor (CLAS '65)

Featured Courses

ARTH 1500 Seminars in Art History
CPLT 2020 History of European Literature
DANC 1400 The Art of Dance
MDST 2000 Introduction to Media Studies
MUSI 1010 Introduction to Music
ARTS 2110 Introduction to Photography

For more information,
[contact us.](#)



[LinkedIn group](#)

Searching for Jobs

[Graphic Designer](#), New York, NY
[Digital Media Specialist](#), Boston
[Audio Operator](#), Los Angeles
[Media Sales Rep](#), Chicago
[Videographer](#), Charlottesville
[Communications Coor.](#), Atlanta
[Editor](#), Roanoke, VA
[Design Consultant](#), St. Louis
[Theatre House Captain](#), Toronto

Recommended Activities

[Arts Events](#)

[Publications](#)

[Grants](#)

[Community Engagement](#)

[Film, Media, Video](#)

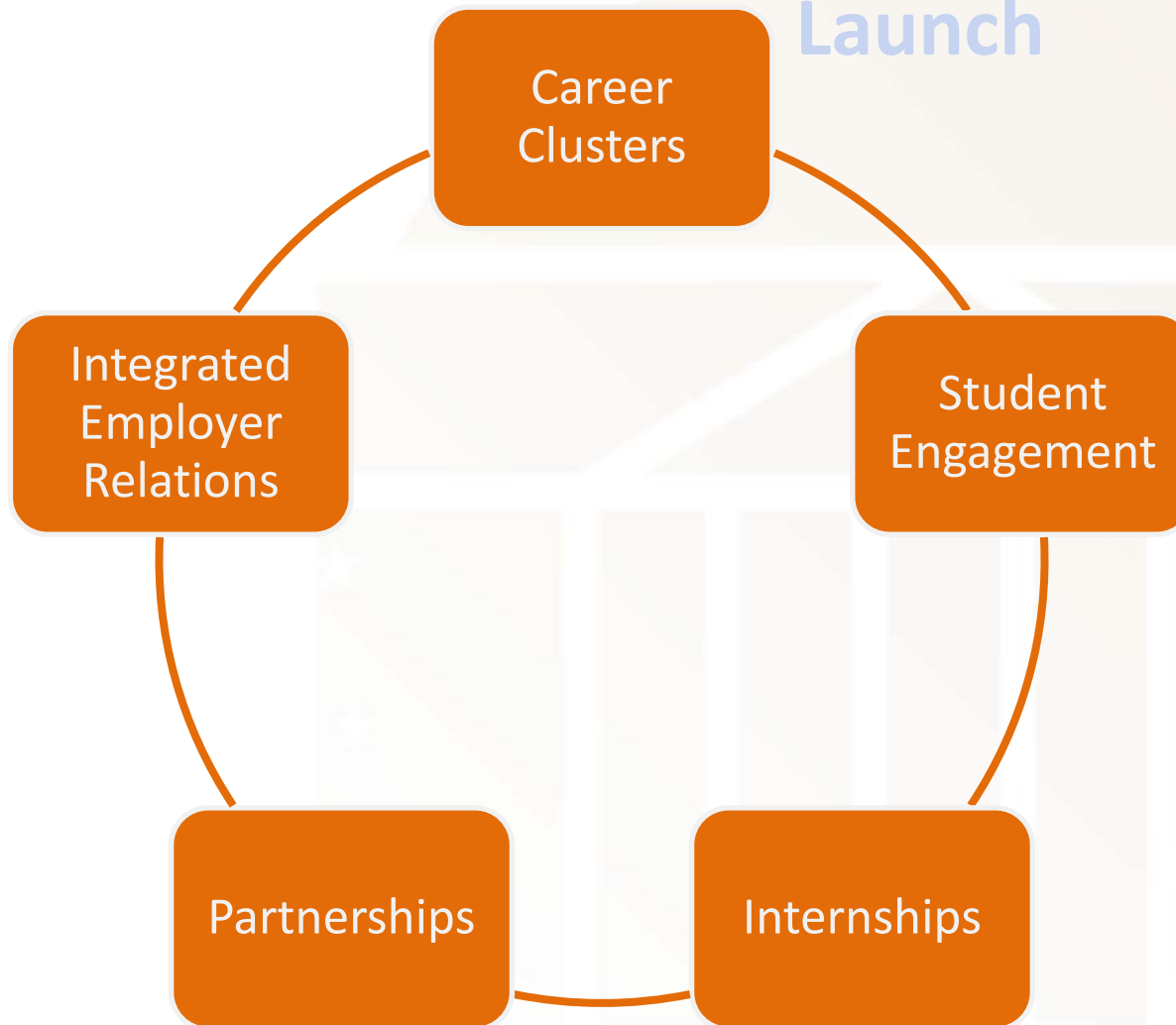
Alumni Videos

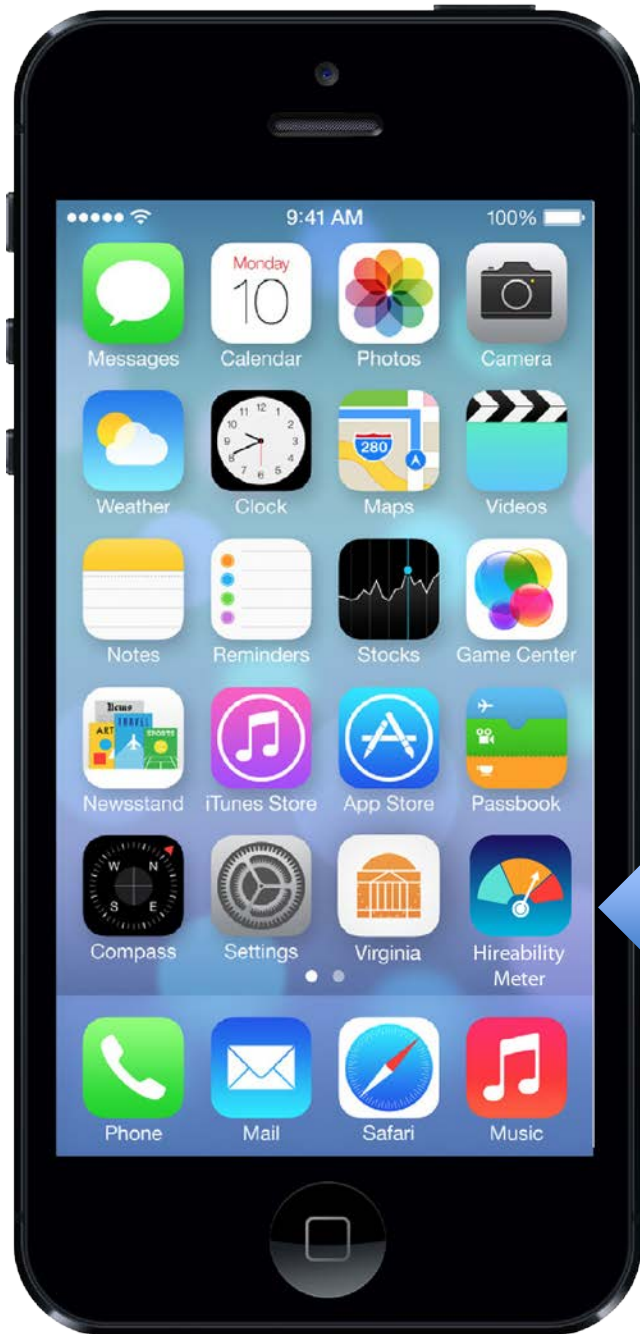


Four Lead Initiatives

Cluster
Launch

Website
and Apps





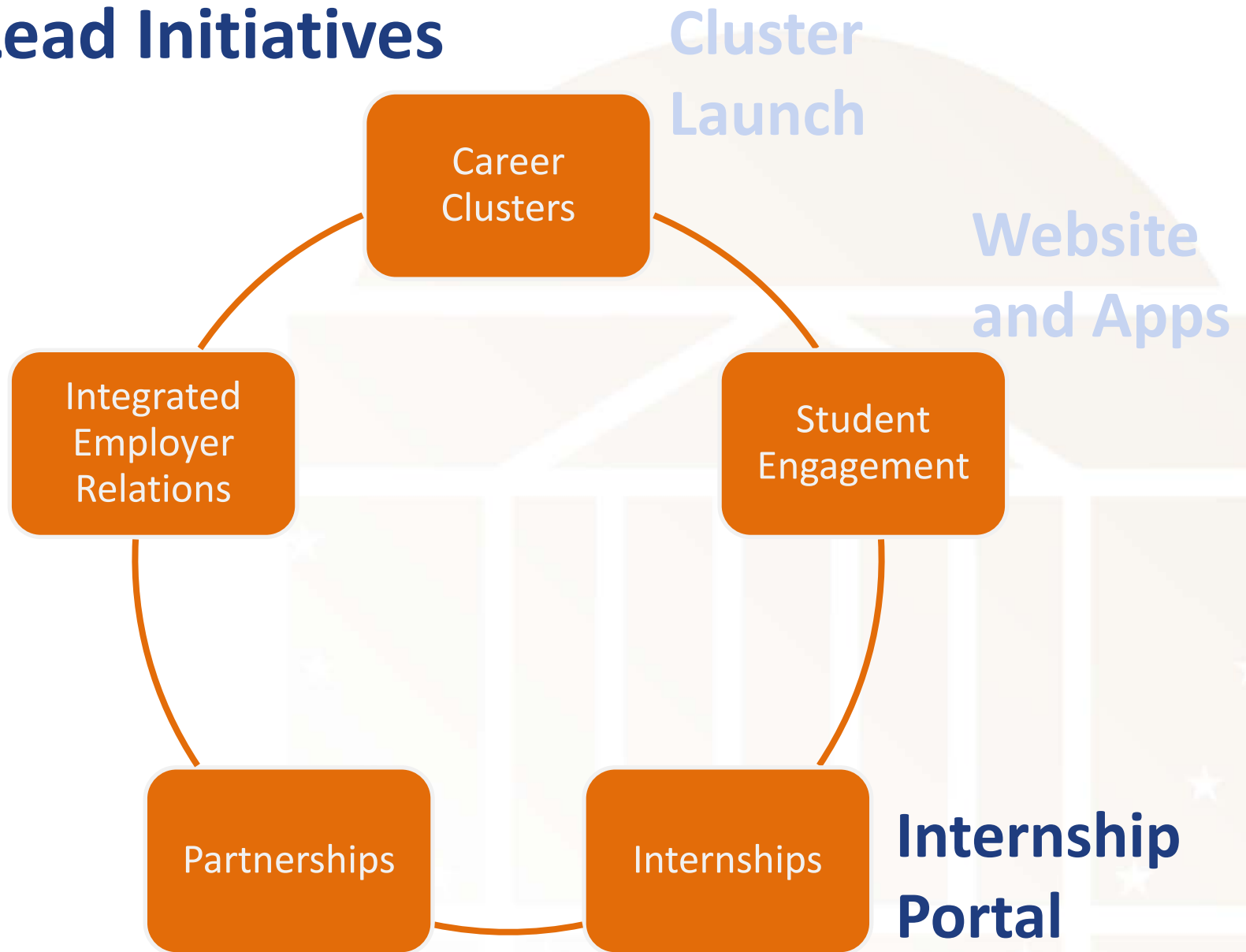
90% READY FOR HIRE

Complete your profile quickly
Import your résumé to build a complete profile in minutes.

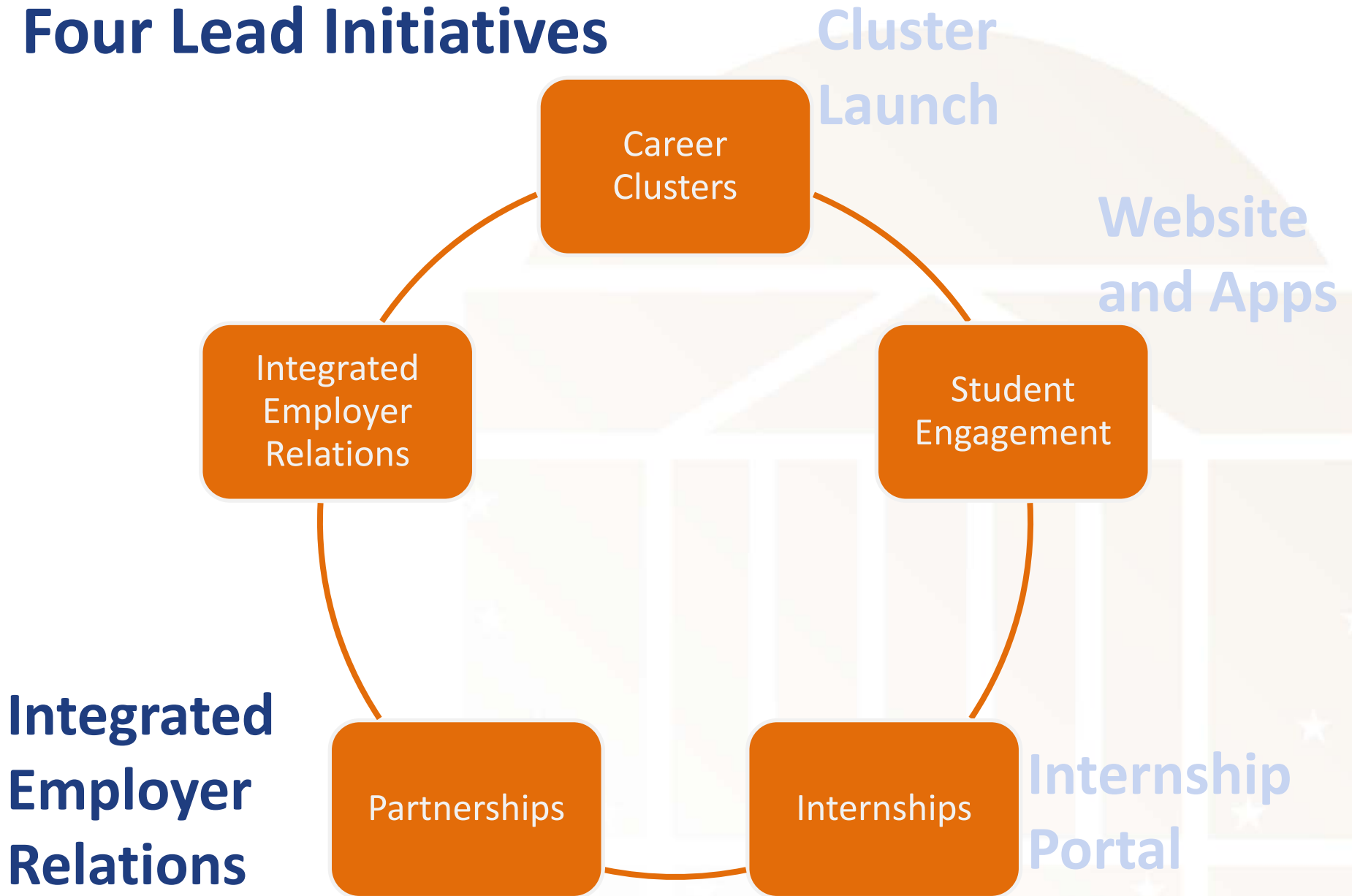
Profile Completion Tips (Why do this?)

- Add your summary (+5%)
- Add your specialties (+5%)

Four Lead Initiatives



Four Lead Initiatives



To make these initiatives happen, we need to invest \$1.2MM in 2014-15

Necessary Investment in Career Services



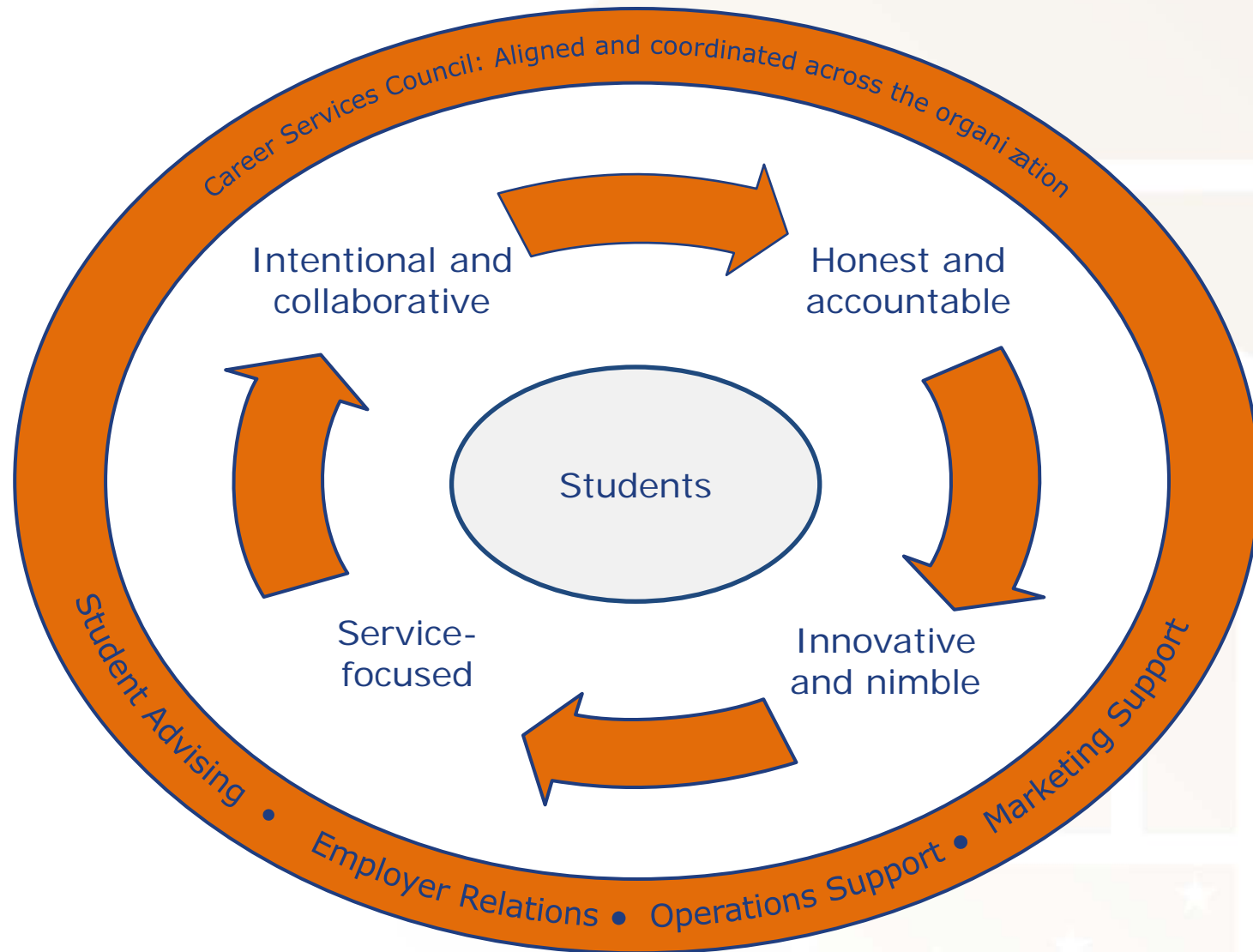
- Central leadership of Career Services
- Four incremental counselor-types and admin support
- Launch e-Portfolio with pilots
- Expand Career Peer Educator Program

- Website overhaul
- Two supporting mobile apps
- "Marketing/Webmaster" for ongoing maintenance

- Internship position

- One employer services position
- Redefined employer services director position

The result will be career services with an organizational concept that transcends schools and focuses on students and employers.



With this investment Career Advising will be a strong part of the Total Advising concept.

