

**2024-2025**  
**Unit Annual Report**  
**Division of Academic Affairs**  
**Unit: Career Services and Advising**

*Please submit by June 1<sup>st</sup> to the AVP for Institutional Research & Planning*

**I Mission and Goal/Outcomes Statement:**

*Provide overall Mission/Goal Statement for your unit.*

**MISSION**

The Career Services and Advising Center's mission is to guide and support students in identifying academic and career goals, developing a plan, and implementing action steps to achieve success, however they define this. In collaboration with on and off campus partners, we aim to create an environment where students can actively engage with career exploration, take part in experiential learning, and connect their academic experiences with life after Fitchburg State.

**Goals and Strategies**

Career Services and Advising Center's vision is to lead the Fitchburg State University community around academic advising and career development. To achieve this, we have 5 primary goals supported by strategies to achieve this:

**Goal 1:** Facilitate and support academic exploration for undecided students and major deciding students; aligning student interests, strengths, and experiences with career paths.

- Provide intentional, proactive advising for premajor students around self-assessment and major exploration
- Collaborate with academic departments to support students that are removed from their chosen major to assess options and alternative paths to their career goals
- Serve as a resource for major exploration for any undergraduate student that is deciding on major fit

**Goal 2:** Serve as leader for the campus community on academic and career advising.

- Provide faculty and staff training and tools that support their ability to advise students effectively
- Provide workshops, presentations, and technical support to academic departments and student activities to integrate career advising into the overall university experience
- Provide individualized career advising to undergraduate, graduate, and recent alumni
- Represent Fitchburg State University in the greater community as related to workforce and career development

**Goal 3:** Promote experiential learning opportunities for undergraduate students

- Work toward 100% undergraduate participation in internships, research, or practicum
- Provide financial support to students to remove barriers of unpaid internships
- Provide technical assistance and expertise to academic department internship programs

**Goal 4:** Leverage relationships with employers, alumni, and community partners to expand opportunities for career exploration and experiential learning

- Hold recruiting events accessible to all students
- Continue to grow and promote corporate, community and alumni connections including panels and networking opportunities
- Support employers with their expectations and opportunities around student engagement with their organization

**Goal 5:** Promote an inclusive environment and create access to career development opportunities for all students

- Provide resources to students/alumni that address the unique concerns around career in regard to particular identities
- All programming materials, events, and tools provided by the office are examined with a DEIB lens, to be inclusive in their language and reflect the experience and identity of the students we serve
- Develop strategic partnerships with campus departments and student groups to bring career development to students focusing on the intersection of career and identity
- Dedicate resources specifically to career development for students that hold marginalized identities

## **II Personnel:**

*List all staff and note all personnel changes that occurred during 23-24.*

<u>Name</u>	<u>Position</u>
Lindsay Carpenter-Connors	Director
Susan Beddes	Associate Director, Internship Coordination & Employer Relations
Danibel Peralta	Academic and Career Advisor
Michelle Giordano	Academic and Career Advisor (July 1-Dec 20, 2024)
Eriberto Mora Carrera	Academic and Career Advisor (April 14-June 30, 2025)
Diane Maynard	Administrative Assistant

## **III Facilities/Equipment:**

*List any new facilities/equipment/software etc. acquired during 24-25.*

Career Services and advising purchased a new software, CareerShift. This was a planned purchase we completed with our allocated funds from SGOCE. This platform, while accessible for all current students, was primarily purchased for the use of our SGOCE students, particularly our graduate students that need a broader job search geographically and need to rely on research/network skills to navigate their career transitions.

#### **IV Budget Expenditure Analysis:**

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

Our budget expenditures were as anticipated

#### **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.*

Below are the services and programs CSA participated in during AY 24-25, more detail and statistics on these events is provided within the Assessment Report discussion notes in section below.

#### **Direct Student Academic and Career Advising**

Premajor Advising

Transfer Student Advising/Registration

Summer Advising (re-admits, continuing unregistered students, transfers)

Career Advising (one-on-one)

Drop-In Hours

Dual Enrollment registration support

#### **Group/Cohort Programs**

CSA Workshops

Internship Search Advising Tracking List

Peer Career Assistants

#### **Events**

Career Fairs

Internship Fair

Major Minor Fair

Graduate Education Fair

Reverse Career Fair (LE)

Pop-Up and Passive programming

Employer Round Tables

Life Sciences Networking Event

Alumni and Professional Panels

Employer Resume Review Events

#### **Communication/Marketing**

Instagram

Monthly Newsletters

Online Resources

#### **Student Funding**

Fitchburg Internship Fund

Career Development Grant

**Institutional Support**

Admissions Support (Open House, Future Falcon Day, Monthly Transfer Info Sessions, Reverse Open Houses)  
Summer First Year Orientation and Fall Orientation  
Summer Transfer Orientation  
Winter Undergraduate Orientation  
International Orientation (Fall and Spring)  
First Destination Survey  
Internship Tracking (Credit and non-credit)  
Four-Year Plans of Study Coordination  
College Scheduler Support First Year Orientation

**Faculty/Academic Department Support**

Career Champions  
Semesterly Newsletter and periodic email updates on events (Career Fair, FDS)  
Career Action Plan Development and Utilization  
Alumni and Professional Panels  
Internship/Career Development policy and practice support (AIF project grants, internship coordination, events)  
New Faculty Academy  
CTL Teaching and Learning Hours  
In-Class Presentations and Workshops  
Integration of CSA in-class assignments (virtual interview, resume review etc)

**Employer Relations**

Employer Introductions and Outreach  
On Campus/Virtual Recruiting (fairs, info tables)  
Internship Initiation and Support  
Semesterly Newsletter  
DEI and Policy Enforcement and Support

**Handshake**

Employer and Job Approvals  
Student Resume Approvals  
Events: Internal Event Management and External Event Approval  
Job Highlights and Signal boosting  
Employer Collections

**Community Presentations and Event Participation**

North Central MA Chamber of Commerce Hiring Events  
Nashoba Valley Chamber of Commerce Hiring Events  
Upward Bound  
Future Educators Academy

## **Professional Development**

### Lindsay Carpenter Connors

NCM Chamber of Commerce Community Leadership Institute (ended April 2024)

Eastern ACE conference, June

Intermediate Spanish II (FSU Fall 2024)

Enhancing MBA Student Engagement – How KU School of Business is Building Community Online (Webinar)

Campus Safety Overview (UPD) October 3

Elements of SBH (Through Title IX) January 7

"Coaching Students through a Difficult Job Market," on February 24, virtual

First Destination: Level up Your Outcomes! (Handshake Webinar)

Research Roundtables put on by Institutional Research (Monthly)

Chamber of Commerce Business After Hours February

WCVB-TV Staff & Faculty Connect (Engineering, IT, Production) January

GET UP! Radical Acceptance & Sparkly Everything, October 2024, Fitchburg State

### Susan Beddes

Presented at EACE 2024 Conference, June 2024, Philadelphia, PA

Participated in NACE Management Leadership Institute, July 2024 (and quarterly meetings throughout 2024-2025 academic year), Chicago, IL

GET UP! Radical Acceptance & Sparkly Everything, October 2024, Fitchburg State

Served on EACE Webinar Committee, August 2024-present, including planning virtual panel discussion

"Coaching Students through a Difficult Job Market," on February 24, virtual

Participated as a mentee in EACE Mentor Match Program, February 2025-present, virtual

Career Forge ERM Cafe event, April 2025, virtual

Career Counselors' Consortium Employer Panel: Best Practices, May 2025, virtual

### Danibel Peralta

ACSN Conference June 2024

Career Counselors Consortium - AI Workshop December

NACE - HSI Group (Monthly)

Career Counselors' Consortium Employer Panel: Best Practices, May 2025, virtual

### Eriberto Mora Carrera

Career Counselors' Consortium Employer Panel: Best Practices, May 2025, virtual

### All Staff

Navigating Mass Careers by the Executive Office of Veterans Services (All Staff)

CareerShift Training (All Staff)

## **Committee/Campus Work**

Transfer Student Taskforce ( Lindsay)

Student Success Task Force (Lindsay)

Corporate and Community Engagement Work Group (Lindsay, Susan-Ended May 2024)  
 Social Media Advisory Committee (Michelle/Danibel)  
 Office of Student Development Search Committee (Danibel)  
 Career Services and Advising Center Search Committee (Susan-chair, Danibel)

## VI Action Plan for 2024-25:

Planned Initiatives for 2024-2025	Associated Strategic Plan Goal & Strategy	Indicate if a DEI Initiative
Facilitate and support academic exploration for undecided students and major deciding students; aligning student interests, strengths, and experiences with career paths.		
Provide intentional, proactive advising for premajor students around self-assessment and major exploration including pre-advising and registration (summer before first-semester), small group advising, and one-on-one advising meetings during the semester.	Goal 2, Strategy 1, 2, & 4 Goal 5, Strategy 1	
Collaborate with academic departments to support students that are removed from their chosen major to assess options and alternative paths to their career goals	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4, & 6 Goal 5, Strategy 6	
Serve as a resource for major exploration for any undergraduate student that is deciding on major fit by providing major change advising	Goal 2, Strategy 1, 2, 4	
Facilitate the STRONG Interest Inventory for students individually and in group settings	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4	
Host a Major and Minor Discovery Fair in collaboration with the Academic Schools	Goal 2, Strategy 1, 2, 4 Goal 5, Strategy 1	x
Serve as leader for the campus community on academic and career advising.		
Provide faculty and staff training and tools that support their ability to advise students effectively through collaboration with CTL, New Faculty Academy, and other professional development opportunities	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4, 5 Goal 4, Strategy 3, 4 Goal 5, Strategy 1	x

Collaborate with Academic Departments to provide workshops, presentations, and career event support.	Goal 1, Strategy 2 Goal 2, Strategy 2, 5 Goal 4, Strategy 3, 4	x
Facilitate the Career Champions programs (2x per year) to any faculty/staff member	Goal 2, Strategy 1, 3, 5 Goal 4, Strategy 3, 4 Goal 5, Strategy 1	x
Provide individualized career advising to undergraduate, graduate, and recent alumni	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4 Goal 5, Strategy 1	
Represent Fitchburg State University in the greater community as related to workforce and career development.	Goal 3, Strategy 1, 3 Goal 5, Strategy 6	
Seek out professional development opportunities to expand our knowledge on inclusive practices that better support students from marginalized identities around academic & career support	Goal 2, Strategy 1, 2, 4	X
Administer First Destination Survey in collaboration with Institutional Research	Goal 1, Strategy 2 Goal 4, Strategy 7 Goal 5, Strategy 4	
Maintain Peer Career Assistant program and ensure PCAs develop strong career advising skills	Goal 1, Strategy 2 Goal 2, Strategy 1 Goal 5, Strategy 1	X
Develop assessment for career advising	Goal 2, Strategy 2, 4	
Continue to promote Handshake and increase student use on the platform	Goal 4, Strategy 7	
Coordinate Faculty-Led Transfer Advising, training faculty, providing faculty support, and assessing the program	Goal 2, Strategy 2, 3, 4, 6 Goal 4, Strategy 3, 4 Goal 5, Strategy 1, 6	
Continue engaging with Dual Enrollment to provide Academic Advising to new and returning students	Goal 2, Strategy 1, 2, 6	

Work with Deans and Chairs on Career Action Plans for those programs not included in Davis Educational Foundation Grant	Goal 1, Strategy 2 Goal 2, Strategy 5 Goal 5, Strategy 6	
Collaborate with Student Development, clubs/organizations, research, and residence life to connect co-curricular experiences to career	Goal 1, Strategy 2 Goal 2, Strategy 1	x
Participate in Summer, Winter, and Transfer Orientations to share Career Services and Advising resources with incoming students	Goal 2, Strategy 4, 6 Goal 5, Strategy 1	
Support and coordinate the update and posting of the Four Year Plans of Study	Goal 2, Strategy 4 Goal 4, Strategy 4	
Promote experiential learning opportunities (internships, practicum, research) for undergraduate students		
Support internship application and completion through one-on-one and group advising, and academic department level programming	Goal 1, Strategy 2 Goal 2, Strategy 2,5	x
Provide financial support to students to remove barriers of unpaid internships through Inclusive Pathways and Internship Opportunity Fund	Goal 2, Strategy 2 Goal 5, Strategy 1	x
Provide technical assistance and expertise to academic departments for internship promotion	Goal 1, Strategy 2 Goal 5, Strategy 1	
Hold passive programming each semester to promote CSA Services and available resources	Goal 1, Strategy 2	
Leverage relationships with employers, alumni, and community partners to expand opportunities for career exploration and experiential learning		
Hold the following career development Events: Internship Fair, Graduate Education Fair, Law Enforcement Reverse Career Fair, three Career Cluster Career Fairs	Goal 1, Strategy 2 Goal 3, Strategy 3, 6 Goal 4, Strategy 7 Goal 5, Strategy 6	
Facilitate in-person recruitment tables or virtual info sessions for employers	Goal 1, Strategy 2 Goal 3, Strategy 3	



Continue to grow and promote corporate, community, and alumni connections including panels and networking opportunities	Goal 2, Strategy 5 Goal 3, Strategy 3 Goal 5, Strategy 4	
Support employers with their expectations and opportunities around student engagement with their organization through meetings with Associate Director	Goal 3, Strategy 3 Goal 5, Strategy 1, 4	x
Send out semesterly newsletters for employer partners	Goal 3, Strategy 3, 4 Goal 4, Strategy 7 Goal 5, Strategy 6	
Provide resources to employers on diversity, equity and inclusion in hiring practices.	Goal 3, Strategy 3, 4 Goal 5, Strategy 1	x
Continue to vet employers/jobs on Handshake and promote opportunities to students through targeted newsletters and employer collections	Goal 1, Strategy 2 Goal 3, Strategy 3 Goal 4, Strategy 7	
Collaborate with academic departments to support internship completion and tracking	Goal 1, Strategy 2 Goal 2, Strategy 5 Goal 5, Strategy 6	
Promote an inclusive environment and create access to career development opportunities for all students		
Provide resources to students/alumni that address the unique concerns around the intersection of career and identity	Goal 5, Strategy 1	x
Provide financial resources for career development for students that hold marginalized identities and have financial need through the Career Development Grant	Goal 5, Strategy 1 Goal 2, Strategy 1	x
Support Institution/Admissions initiatives in order to communicate career and academic exploration support available to students (Open House, Future Falcon Day, Monthly Transfer Info Sessions)	Goal 2, Strategy 6 Goal 5, Strategy 3, 6	

Update and maintain online resources to make CSA resources accessible to students from anywhere	Goal 5, Strategy 1, 6	x
Provide focused and collaborative programming for International Students	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 3 Goal 5, Strategy 1	x

## VII Assessment Report for 2024-25

Note: Stats are from May 1, 2024-April 30, 2025

Planned Initiatives for 2024-2025	Associated Strategic Plan Goal & Strategy	Indicate if a DEI Initiative	Was Action Item Completed?
Facilitate and support academic exploration for undecided students and major deciding students; aligning student interests, strengths, and experiences with career paths.			
Provide intentional, proactive advising for premajor students around self-assessment and major exploration including pre-advising and registration (summer before first-semester), small group advising, and one-on-one advising meetings during the semester.	Goal 2, Strategy 1, 2, & 4 Goal 5, Strategy 1		Yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>● Revised Premajor Advising Workbook</li> <li>● New premajor students received one-on-one advising pre-orientation (or at orientation if they did not schedule) to create their fall course schedules in line with their goals</li> <li>● Utilized the New Student Advising Handbook the first week of classes to start group advising, go over resources and start individual reflections utilizing the workbook. Also, introduced the STRONG Interest Inventory in this meeting to have students complete and review results in group advising meetings later in September. 19 of the 33 new Premajor students attended this group advising session</li> <li>● Held 2 small group advising sessions in Fall with 14 attendees</li> <li>● 169 Premajor Advising Appointments were held with 84 distinct students</li> </ul>			

Collaborate with academic departments to support students that are removed from their chosen major to assess options and alternative paths to their career goals	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4, & 6 Goal 5, Strategy 6		yes
Discussion: <ul style="list-style-type: none"> <li>Workflows were created to support students removed from Nursing, Biology, and Exercise and Sports Science. This included collaboration with the pre-health advisors as well.</li> <li>CSAC advisors supported 18 nursing, 2 Exercise Science and 3 biology major drops AY 2025</li> </ul>			
Serve as a resource for major exploration for any undergraduate student that is deciding on major fit by providing major change advising	Goal 2, Strategy 1, 2, 4		yes
Discussion: <ul style="list-style-type: none"> <li>77 Major change meetings were held with 70 distinct students</li> </ul>			
Facilitate the STRONG Interest Inventory for students individually and in group settings	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4		yes
Discussion: <ul style="list-style-type: none"> <li>STRONG Interest Inventory was administered to all premajor first year students, 14 attended the group advising session</li> <li>Two FYE courses administered the assessment to their classes, 29 students total</li> <li>7 individual STRONG assessments were administered</li> </ul>			
Host a Major and Minor Discovery Fair in collaboration with the Academic Schools	Goal 2, Strategy 1, 2, 4 Goal 5, Strategy 1	x	yes
Discussion: <ul style="list-style-type: none"> <li>With collaboration between Academic Deans, Department Chairs, Program Coordinators, FYE Coordinator, Gen Ed Coordinator, and CTL, we held the first Major and Minor Exploration Fair on October 16th with 79 students attending</li> </ul>			
Serve as leader for the campus community on academic and career advising.			
Provide faculty and staff training and tools that support their ability to advise students effectively through collaboration with CTL, New Faculty	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4, 5 Goal 4, Strategy 3, 4	x	yes

Academy, and other professional development opportunities	Goal 5, Strategy 1		
<p>Discussion:</p> <ul style="list-style-type: none"> <li>● Maintain Faculty advising resources on Career Services and Advising website</li> <li>● Participated in New Faculty Orientation to provide training and resources on Academic and Career Advising</li> <li>● Provide additional training for New Faculty in a Session on Advising on 10/22</li> <li>● Facilitated a CTL session on “Beyond Course Registration: Advising the Whole Student for Academic and Career Success “ with 4 participants</li> <li>● Consulted with faculty Karina Bautista, Will Cortezia, and Rala Diakite on labor market and career outlook for a proposed Latino Studies Major (AIF Grant)</li> <li>● Developed a “Computer Science/Computer Information Systems Job and Internship Search” Guide. The guide was approved by the department chair, posted to the website, and distributed by faculty in classes.</li> </ul>			
Collaborate with Academic Departments to provide workshops, presentations, and career event support.	Goal 1, Strategy 2 Goal 2, Strategy 2, 5 Goal 4, Strategy 3, 4	x	yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>● Provided 39 workshops on career development topics in conjunction with Academic departments in class or sponsored by the department outside of class time.</li> <li>● Facilitated 4 employer panels in Human Services classes</li> <li>● Facilitated Engineering Technology Employer Roundtable: Four employers attended and 31 students checked in (though there were approximately 45-50 students in attendance). We had strong faculty engagement in bringing their classes to the event. We held this event in both fall and spring semesters last year. Moving forward, I plan to hold this event in fall semester only, as the Business and Technology Career Fair will be held in Spring. Employers: Elite Construction and Design, Lorigan Architects, Micron Solutions, Walsh Brothers Construction</li> <li>● Participated in Engineering Technology Industry Advisory Board annual meeting</li> <li>● Supported the Biology Department’s Life Sciences Networking Event: there were 80 attendees: 72 Fitchburg State Students, 4 Mount Wachusett students and 4 high school students.</li> <li>● Provided orientation to Hammond 3rd floor offices for all FYE classes during their Library/Student Support Services tours</li> <li>● Collaborated with Photography Capstone to provide professional portrait sessions for students, 2 in fall (40 students) and 2 in spring (approx 50 students) in conjunction with career fairs. This collaboration in addition to providing the general student population with quality free professional portraits, was also a professional development opportunity for the photography students. Their faculty J Flynn supported them in learning how to set up a</li> </ul>			

photoshoot, both in studio and in a remote location. Students were treated as independent contractors completing a W-9 and submitting an invoice to be paid.																																	
Facilitate the Career Champions programs (2x per year) to any faculty/staff member	Goal 2, Strategy 1, 3, 5 Goal 4, Strategy 3, 4 Goal 5, Strategy 1	x	partially																														
Discussion: <ul style="list-style-type: none"><li>Facilitated Career Champions program in Summer with updated curriculum to 5 participants. Made the decision to not hold Career Champions Session in Winter due to historic low attendance and office capacity</li></ul>																																	
Provide individualized career advising to undergraduate, graduate, and recent alumni	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4 Goal 5, Strategy 1		yes																														
Discussion: <ul style="list-style-type: none"><li>We saw 579 unique students for one-on-one career advising. A break down of the type of career advising is below:</li></ul>																																	
<h3>Attendances by Reason</h3> <table><thead><tr><th>Reason/Student Serv</th><th>Total Attendances</th><th>Distinct Students</th></tr></thead><tbody><tr><td>Alumni Career Advis</td><td>34</td><td>32</td></tr><tr><td>Career Advising</td><td>177</td><td>141</td></tr><tr><td>Career Assessment</td><td>7</td><td>7</td></tr><tr><td>Career Exploration</td><td>17</td><td>16</td></tr><tr><td>Graduate School Ad</td><td>20</td><td>16</td></tr><tr><td>Internship/Job Search</td><td>139</td><td>116</td></tr><tr><td>Interview Prep</td><td>24</td><td>18</td></tr><tr><td>Resume/Cover Letter</td><td>475</td><td>361</td></tr><tr><td>Sum</td><td>893</td><td>—</td></tr></tbody></table>				Reason/Student Serv	Total Attendances	Distinct Students	Alumni Career Advis	34	32	Career Advising	177	141	Career Assessment	7	7	Career Exploration	17	16	Graduate School Ad	20	16	Internship/Job Search	139	116	Interview Prep	24	18	Resume/Cover Letter	475	361	Sum	893	—
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Represent Fitchburg State University in the greater community as related to workforce and career development.	Goal 3, Strategy 1, 3 Goal 5, Strategy 6		yes																														

<p>Discussion:</p> <ul style="list-style-type: none"> <li>• Participated in 2 MassAbility Employer panels for their participants</li> <li>• Participated in North Central MA Chamber and Nashoba Valley Chamber Hiring and Networking Events</li> <li>• Conducted two workshops for the Future Educator Academy (December and April) on career exploration (25 total students attended)</li> </ul>			
Seek out professional development opportunities to expand our knowledge on inclusive practices that better support students from marginalized identities around academic & career support	Goal 2, Strategy 1, 2, 4	X	partially
<p>Discussion:</p> <ul style="list-style-type: none"> <li>• All PD listed above, there is always room for growth in this area.</li> </ul>			
Administer First Destination Survey in collaboration with Institutional Research	Goal 1, Strategy 2 Goal 4, Strategy 7 Goal 5, Strategy 4		yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>• FDS for 2022-2023 was completed and results distributed to campus a Faculty Development Day</li> <li>• Our response rate of 52.1% represents students who completed the survey. We learned the outcomes of an additional group of students through LinkedIn research. As a result, we had a total knowledge rate of 65.9% with known outcomes (453/657 graduates). This exceeds the national average of 56.7%. <ul style="list-style-type: none"> <li>○ 86% Working or Continuing Education</li> <li>○ 49% of respondents completed an internship (290 of 453 students responded to this question group)</li> <li>○ Median salary: \$60,000</li> </ul> </li> <li>• FDS for 2023-2024 was completed and is currently being prepared for distribution</li> <li>• Our response rate of 53% represents students who completed the survey. Knowledge rate of 62.8% with known outcomes (425 of 677 graduates). <ul style="list-style-type: none"> <li>○ 75% Working or Continuing Education</li> </ul> </li> <li>• FDS for 2024-2025 is currently underway as planned</li> <li>• With IR we are now looking at correlations between students that have had an interaction with CSAC and their career outcomes. Preliminary Data can be seen here: <div> <span>X</span> Appointments &amp; Outcomes from FDS 23&amp;24.xlsx </div> It looks like students that had 2-3 interactions with CSAC were more likely to be working than their peers that did not interact with our office. Important consideration include there are students that do not interact with our office simply because they have outside career support and personal/professional </li> </ul>			

<p>networks. It's also important to note that while it may look like students that have 4+ interactions are less likely to be working this is likely not causation, but a self-selecting group. There are students that face significant barriers to employment and are taking advantage of the services available, often with multiple visits as they work through the employment process. They need significantly more support and also face additional challenges to employment for a variety of reasons that are not always solved with career advising.</p>			
Maintain Peer Career Assistant program and ensure PCAs develop strong career advising skills	Goal 1, Strategy 2 Goal 2, Strategy 1 Goal 5, Strategy 1	X	yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>We maintained 4 PCA positions throughout the academic year and continue to work on their personal career development and building their career competencies. We created PCA google classroom with resources for PCAs to learn from and use and held monthly PCA staff meetings focusing on the NACE core competencies (professionalism, communication, and technology) and reflecting on how they use them in their role and ways to develop skills further.</li> </ul>			
Develop assessment for career advising	Goal 2, Strategy 2, 4		yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>We worked with Institutional Research to develop a kiosk model for a feedback survey that includes a short satisfaction question and then an open response option. We implemented this survey in August 2024. We printed cards with the QR code (attached to candy) and posted signs on doors. We also have used this streamlined survey for our large events as well as one-on-one meetings. We have been consistent using it at our events, but can improve on encouraging students to complete the survey after one-on-one meetings. We have had 200 students fill out the feedback survey since August 1st 2024. <b>80% (160 students) responded that they were Satisfied</b> with their experience with Career Services and Advising, 16% (32 students) were Neutral, and 4% (8 students) were Unsatisfied. The 8 that reported they were unsatisfied were in regard to the selection of employers present at the Career Fairs (one in response to the refreshments provided at the career fair).</li> </ul>			
Continue to promote Handshake and increase student use on the platform	Goal 4, Strategy 7		yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li><b>Account Activations:</b> Measure of the number of students who have activated their Handshake accounts. There was a 25.62% increase in account activations from May 2024 to April 2025. <ul style="list-style-type: none"> <li>May 2024: 4,325</li> <li>April 2024: 5,433</li> </ul> </li> </ul>			

- **Unique Logins:** Measure of unique students who logged in during the month. User engagement has increased significantly in spring semester, with average monthly engagement in doubling the average from last spring semester.
  - May 2024: 188
  - June 2024: 131
  - July 2024: 261
  - August 2024: 144
  - September 2024: 183
  - October 2024: 187
  - November 2024: 121
  - December: 104
  - January 2025: 406
  - February 2025: 401
  - March 2025: 502
    - April 2025: 450
  
- **Handshake App engagement:** Measure of number of activated users (and percentage of total activated users) who have logged into the Handshake App. Spring semester was the first semester tracking this information consistently. While overall engagement with Handshake has increased, the app engagement has not, which tells us that many students are using the web version of Handshake, rather than the app.
  - As of April 30, 2025: 917/ 32.3% of activated users (6% less than peer institutions)
  
- **Applications:** This measure is extremely important as it tells us whether students are finding relevant jobs and applying to them via Handshake. Going back the past couple of years, March is the highest month and this year's data is consistent with that trend.
  - May 2024: 795
  - June 2024: 504
  - July 2024: 346
  - August 2024: 522
  - September 2024: 850
  - October 2024: 1,137
  - November 2024: 564
  - December: 564
  - January 2025: 880
  - February 2025: 978
  - March 2025: 1,143
  - April 2025: 769

Coordinate Faculty-Led Transfer Advising, training faculty, providing faculty support, and assessing the program	Goal 2, Strategy 2, 3, 4, 6 Goal 4, Strategy 3, 4		
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	Goal 5, Strategy 1, 6		
<p>Discussion:</p> <ul style="list-style-type: none"> <li>● Piloted Faculty-Led Transfer Advising for Summer 2024 with three departments: Education (Dustin Halterman), Communications Media (Mary Baker), and Exercise and Sports Science (Jason Talanian). The advisors continued through winter 2024/2025 and were paid a stipend through CSAC's budget. In AY 2025, Comm saw 40 transfer students, Education saw 41 students, EXSS saw 20 students.</li> <li>● With IR, we sent a survey to transfer students to gauge their satisfaction with their Advising and Registration Process and it was very positive (see full report here: <a href="#">NewTransferSurvey_DataUpdate.9.09.24_final.pdf</a> )</li> <li>● Through Innovation funding, CSAC expanded the Faculty-Led Transfer Advising program to 7 departments for Summer 2025: Biology/Chemistry (Billy Samulak), Communications Media/Game Design/DMI (Mary Baker), Computer Science (Nadimpalli Mahadev), Behavioral Sciences (Richard Wiebe), Education (Dustin Halterman), Exercise and Sports Science (Jason Talanian) and Psychological Sciences (Laura Garofoli). Through collaboration with Admissions, new students are directed to directly contact their faculty transfer advisor. CSAC maintains a list for each advisor of deposited students and their contact information and supports advisors with any questions or concerns that arise.</li> <li>● Having transfer students receive their initial academic advising from their academic department is beneficial for the student, academically and socially. When transfer students come in, often they are entering upper level classes that require the expertise of their academic department to navigate and ensure all gateway courses are complete, taking stacking prerequisites and course rotations into account. Transfer students also can have a variety of transfer credits that may need substitution requests or prerequisite overrides that can only be approved by their academic department. Having academic advising done by faculty within the student's department will increase accuracy and efficiency for these students. The benefits for students will also be social. Having a strong, early connection to their academic department builds a sense of belonging and gives students a trusted point of contact within their major from the start of the FSU career.</li> <li>● An added benefit to this program, in addition to improved advising for our Transfer students, is increased capacity for CSAC Advisors over the summer months to focus on career support for recent graduates and departmental projects.</li> </ul>			
Continue engaging with Dual Enrollment to provide academic advising to new and returning students	Goal 2, Strategy 1, 2, 6		yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>● Trained Admissions coordinator on College Scheduler to better support student registration.</li> <li>● Two advisors supported fall semester advising and registration event, helping students to navigate College Scheduler.</li> </ul>			

Work with Deans and Chairs on Career Action Plans for those programs not included in Davis Educational Foundation Grant	Goal 1, Strategy 2 Goal 2, Strategy 5 Goal 5, Strategy 6		in progress
Discussion: <ul style="list-style-type: none"> <li>We have met with the Dean of Arts and Sciences as well as representatives from Human Services, Digital Media Innovation, and Exercise and Sports Science majors about needed steps to complete an Action Plan. We are waiting on content from the departments in order to move forward</li> </ul>			
Collaborate with Student Development, clubs/organizations, research, and residence life to connect co-curricular experiences to career	Goal 1, Strategy 2 Goal 2, Strategy 1	x	yes
Discussion: <ul style="list-style-type: none"> <li>In collaboration with Athletics, we created and distributed a poster for Student Athletes about Career Services and Advising. We also held two workshops for the Student Athlete Study Hall on Job/Internship Search and Resume (14 students in each workshop)</li> <li>Provided training on General Education requirements and advising process for new Athletics Academic Success Advisor</li> <li>Co-sponsored a Latinx Alumni Panel for Hispanic Heritage Month with CDI (3 alumni panelists and 10 student attendees)</li> <li>Provided workshops on leveraging transferable skills (skills learned in their current roles) in the job and internship search for RAs (29 students) the E-boards of Student Clubs and Organizations (24 students) and student workers in the Hammond Building (19 students)</li> </ul>			
Participate in Summer, Winter, and Transfer Orientations to share Career Services and Advising resources with incoming students	Goal 2, Strategy 4, 6 Goal 5, Strategy 1		yes
Discussion: <ul style="list-style-type: none"> <li>Participated in 5 Summer and 1 winter new-student orientations where we advised unregistered pre-major and unregistered transfer students. Provided planning and coordination support with Registrar and Academic Deans for all orientations including the new College Scheduler first year registration component, in addition to participation in panels and support with the CSI administration.</li> </ul>			
Support and Coordinate the update and posting of the Four Year Plans of Study	Goal 2, Strategy 4 Goal 4, Strategy 4		yes
Discussion:			

<ul style="list-style-type: none"> <li>• Worked with Marketing and Integrated Communications to alter the process to allow department chairs/admin to post their own updated plans directly to the website to streamline the process.</li> <li>• Currently working with Deans on preparing for format and process changes needed to be in compliance with ADA Accessibility laws for April 2026</li> </ul>			
Promote experiential learning opportunities (internships, practicum, research) for undergraduate students			
Support internship application and completion through one-on-one and group advising, and academic department level programing	Goal 1, Strategy 2 Goal 2, Strategy 2,5	x	Yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>• Collaborated with STEM Internship Coordinator, Chris Cratsley, to run a series of 4 workshops specifically for Health Science and STEM students on internship preparation and application</li> <li>• Held a Health Sciences Resume Review with Emerson Hospital on campus prior to the Health and Life Sciences Fair.</li> <li>• Attended/Collaborated with the following departments in regard to their departmental internship preparation meetings: Psychological Sciences, Business Administration, Human Services</li> <li>• Maintained a database of students actively seeking internships and followed up with specific opportunities and invitations to relevant events on campus</li> <li>• Held 2 Internship Search Workshops open to all campus</li> </ul>			
Provide financial support to students to remove barriers of unpaid internships through Inclusive Pathways and Internship Opportunity Fund	Goal 2, Strategy 2 Goal 5, Strategy 1	x	yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>• Transitioned both funding sources into one Fitchburg Internship Fund that is now administered through Financial Aid. We combined the application for FIF and SUIIP to streamline the process for students and have one application to be considered for multiple funding sources. This has allowed us to be more agile and apply funding to more students depending on their eligibility for each pool of money. With this combined approach we had 98 students apply for funding, 89 received funding (59 received SUIIP, 30 received FIF) for a total of \$317,096 being awarded AY25).</li> </ul>			
Provide technical assistance and expertise to academic departments for internship promotion	Goal 1, Strategy 2 Goal 5, Strategy 1		yes
Discussion:			

<ul style="list-style-type: none"> <li>Worked collaboratively with internship coordinators in departments to share specific internship opportunities and provide customized workshops for their student populations. There are still areas to continue to grow these collaborations.</li> </ul>			
Hold passive programming each semester to promote CSA Services and available resources	Goal 1, Strategy 2		yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>Rock the Block: social media push to have students follow IG page. (about 200 students came by our table)</li> <li>Pumpkin Spice Up Your Resume: gave away free coffee, handed out our resume guide and invited students to submit their resume for review to win a prize basket. (12 resume submissions)</li> <li>Let's Taco 'bout Your Career: students stop by the table to create a career goal based on our office's career action plans and collect a free taco. (about 70 students engaged).</li> <li>Sophomore Soft Launch Social media campaign to encourage sophomores to consider summer opportunities and "soft launch" their relationship with Career Services and Advising</li> </ul>			
Leverage relationships with employers, alumni, and community partners to expand opportunities for career exploration and experiential learning			
Hold the following career development Events: Internship Fair, Graduate Education Fair, Law Enforcement Reverse Career Fair, three Career Cluster Career Fairs	Goal 1, Strategy 2 Goal 3, Strategy 3, 6 Goal 4, Strategy 7 Goal 5, Strategy 6		yes
<ul style="list-style-type: none"> <li><b>Internship Fair, October 1st:</b> This event was extremely successful. 28 employers attended and 210 students attended, which was our highest fair attendance to date.</li> <li><b>Police Program Reverse Career Fair, November 19th:</b> This was our second time holding this event and students seemed more prepared than the last event with the incorporation of a workshop to practice their pitch. 13 Police Departments attended and 18 students participated. Feedback was positive, but employer engagement was lower than our previous event.</li> <li><b>Graduate Education Fair, October 23:</b> 24 graduate schools/programs participated and 43 students attended.</li> <li><b>Health and Life Sciences Career Fair, February 27th:</b> 24 employers participated and 126 students attended. Smaller numbers this year were due to fewer nursing students attending the event.</li> </ul>			

- **Business and Technology Career Fair, March 25:** This was our first time holding this event and it turned out very well in terms of student attendance and employer feedback. 23 employers participated and 106 students attended the event
- **Creative and Common Good Career Fair, April 1:** This was also our first time hosting this event. We received excellent feedback from employers and though student attendance was lower than our other fairs, it represents an increase in participation in career fairs for students in these majors. 25 employers participated and 96 students attended the event.
- **Overall Career Fair Statistics (Three Industry Focused Fairs)**
  - **280** Unique Students Attended Career Fairs in Spring semester
    - 3.7% increase over Spring 2024
    - The 2 fairs which replaced the Campus-Wide fair showed 74% increase in combined participation
  - **65** Employers Participated
    - 14% increase over spring 2024

#### **Fitchburg State Student Attendees**

##### **Class Years**

Undergraduate: 239

Seniors: 163

Juniors: 26

Second Year: 25

First Year: 26

Graduate: 41

- For all of these events, there were opportunities for faculty and staff to volunteer to support the office and engage with students supporting them to make connections with employers. We had the following volunteers: Becca Buonocore, Amanda Sapienza, Lori Steckervetz, Olivia Rossetti, Karina Calvo, Ola Wysocki, Emily Stark, Bill Boyle, Rebekka Farquharson, Nate Obin, Tony Trodella, Lynese Wiafe, Rhonda Burgess, Tanya Crowley Stacey Luster, Eileen Kirk, Cate Kaluzny. This was a great opportunity to showcase what CSAC does and for students to see a variety of staff/faculty that they know at these events to make them more comfortable. We have had an outstanding response from staff to these opportunities to get involved. We are hoping to get more faculty involved in the office in creative ways next year.

Facilitate in-person recruitment tables or virtual info sessions for employers	Goal 1, Strategy 2 Goal 3, Strategy 3		yes
Discussion: <ul style="list-style-type: none"> <li>● In Fall semester, we hosted 8 organizations for employer tabling events. Employers:</li> </ul>			

- Boston Medical Center
  - Executive Office of Veterans Services
  - Fitchburg Public Schools
  - Key Program, Inc
  - LUK, Inc.
  - MA Air National Guard
  - MassDOT
  - Power Surge Bar Arcade
- In Spring semester, we hosted 6 organizations for employer tabling events. Employers:
    - LUK, Inc.
    - MA Air National Guard
    - MA Army National Guard
    - MA Department of Transportation
    - Scotts Miracle Gro
    - TaraVista Behavioral Health
  - Feedback from employers was mixed, with some employers happy with engagement and others feeling it wasn't worth their time. This has not been a main focus this year as we've had other priorities, but we are hoping to revamp this opportunity for next year. to engage more students

Continue to grow and promote corporate, community, and alumni connections including panels and networking opportunities	Goal 2, Strategy 5 Goal 3, Strategy 3 Goal 5, Strategy 4		yes
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Discussion:

- We coordinated and facilitated employer panels in two sections of Intro to Human Services, including both HR representatives and direct service professionals from partner organizations.
- In fall, we Organized an Employer Round Table with 4 employers for Engineering Technology, a Latinex Alumni Panel with three alumni for Hispanic Heritage Month, and in spring, we had three employers visit to sponsor Employer Resume Review opportunities prior to our Spring Career Fairs.
- We continue to explore opportunities to engage employers and alumni on campus beyond recruitment but to invest time and resources into the development of our students. A great example of this is Enterprise Mobility. This employer attended our Internship and Business and Technology Career Fair, but also hosted a Resume Review event and donated \$5,000 to fund the Career Development Grant for students. We are actively trying to cultivate more meaningful relationships with key employers.

Support employers with their expectations and opportunities around student engagement with their organization through meetings with Associate Director	Goal 3, Strategy 3 Goal 5, Strategy 1, 4	x	yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>           Susan Beddes, Associate Director, focused heavily during the summer and fall on holding consultation meetings with existing employer partners, as well as outreach to new potential partners through participation in networking events. She held consultations with 41 employers.           <ul style="list-style-type: none"> <li><b>Employers:</b></li> <li>Catania Oils</li> <li>Columbia</li> <li>Commonwealth of Massachusetts Department of Correction</li> <li>Department of Mental Health</li> <li>Einstein's Solutions</li> <li>Enterprise Mobility</li> <li>Focus Technology Services</li> <li>GSK</li> <li>Moore</li> <li>Mount Prospect Academy</li> <li>Nashoba Valley Chamber of Commerce</li> <li>Pace Analytical Services</li> <li>Rank Really High</li> <li>Red Dog Roofing</li> <li>Rollstone Bank and Trust</li> <li>Seven Hills Foundation</li> <li>Sevita</li> <li>Solid Benefits Group</li> <li>Spanish American Center</li> <li>Tenet Healthcare (St. Vincent Hospital)</li> <li>Work Opportunities Unlimited</li> <li>Central Mass Grown</li> <li>Concord Art</li> <li>Fitchburg Heroes Football Team</li> <li>Guidelight Health</li> <li>J. Jill</li> </ul> </li> </ul>			

<ul style="list-style-type: none"> <li>○ Leonardo DRS</li> <li>○ MA Clean Energy Center</li> <li>○ MA Trial Courts</li> <li>○ North County Land Trust</li> <li>○ Open Sky Community Services</li> <li>○ Red Dog Roofing</li> <li>○ Resourcesoft</li> <li>○ Sitka Creations</li> <li>○ Wayfair</li> <li>○ Withum</li> <li>○ Worcester Center for Crafts</li> <li>○ Workers Credit Union</li> <li>● Susan also tracks types of engagement in our Employer Relationship Management software.</li> </ul>			
Send out semesterly newsletters for employer partners	Goal 3, Strategy 3, 4 Goal 4, Strategy 7 Goal 5, Strategy 6		yes
Discussion: <ul style="list-style-type: none"> <li>● Employer Newsletters were sent out at the start of Fall, Spring, and Summer to share event dates and information on engaging with Fitchburg State for internships and career.</li> </ul>			
Provide resources to employers on diversity, equity and inclusion in hiring practices.	Goal 3, Strategy 3, 4 Goal 5, Strategy 1	x	yes
Discussion: <ul style="list-style-type: none"> <li>● We continue to keep an eye on employers that invest in DEIB and include these employers in our career center collections. We also have robust Employer Diversity, Equity and Inclusion Resources available on our webpage and are offered through employer relationship meetings. We continue to inform and guide employers in choosing equity-promoting practices in their internship and early career practices.</li> </ul>			
Continue to vet employers/jobs on Handshake and promote opportunities to students through targeted newsletters and employer collections	Goal 1, Strategy 2 Goal 3, Strategy 3 Goal 4, Strategy 7		yes
<ul style="list-style-type: none"> <li>● We have adjusted settings in Handshake to auto-approve many employers/job opportunities if they meet certain criteria. However, any first time job postings and any employer posting an</li> </ul>			



internship has to be manually approved. This can be a heavy lift with 30 or more job postings daily. We have utilized Peer Career Assistants to assist with preliminary vetting and the final approval being done by staff.

- There are an average of 1,227 Active Employers on Handshake per month. This measure looks at how many approved employers have active jobs and internships. This is consistent with last year's data
- We maintain employer collections in Handshake, curated lists of companies that are actively recruiting students, categorized for easier browsing. These collections help students discover relevant employers. Our collections include: Close to Campus, Great for Business and Technology, Great for Health and Life Science, Great for Creative and Common Good, Great for Internships, Hidden Gems, Hires from our School, Invests in Diversity, Popular with Alumni.
- **Monthly Newsletter Engagement:** This year, we shifted from one newsletter to individualized newsletters for each of the career clusters (Business and Technology, Creative and Common Good and Health and Life Sciences). In September and October, the newsletters were titled with the career cluster and received extremely low engagement (average of 0.5% open rate, compared to average of 9.68% last September and October). While engagement is always significantly lower in September and October, these numbers were concerning. In November, we kept the customized content, but titled the newsletters Career Services and Advising Newsletter and received much better engagement, consistent with previous years (average of 32.09% open rate for November and December, versus 33.29% last year). Newsletters also resulted in 65 new Handshake activations throughout the fall semester.
- Since November, newsletter engagement has been more consistent (average of 33.14% open rate for January through April). Newsletters also resulted in 10 new Handshake activations throughout the spring semester.

Collaborate with academic departments to support internship completion and tracking	Goal 1, Strategy 2 Goal 2, Strategy 5 Goal 5, Strategy 6		yes
<ul style="list-style-type: none"> <li>• As there is no centralized system for collecting credit-bearing internship information, we continue to manually reach out to each academic department to collect information about their students on internship, including the internship site, location, if the position is paid, and if the student received internship funding. Most departments readily prepare and share this information each semester, but we continue to have pushback from some departments on sharing this information, even when assured that we are not collecting this to reach out to their contacts.</li> </ul>			

- **Fall semester:** 58 students participated in credit-bearing internships in Fall semester, which represents a significant increase over last fall (44 students). The students interned at 40 host organizations. Of these, 9 organizations are engaged with Career Services and Advising

**Fall 2024 Engaged Internship Hosts:**

Aging Services of North Central Massachusetts  
 Commonwealth of Massachusetts Department of Correction  
 Emerson Hospital  
 Fitchburg Police Department  
 Fitchburg Public Schools  
 L.U.K. Inc.  
 Making Opportunities Count, Inc.  
 Nashua, NH Police Department  
 Pepperell Police Department

- **Spring:** 112 students participated in credit-bearing internships in Spring semester, a 2.3% increase from Spring 2024. From information that we had available, 33.9% of internships were paid. In addition, 33 students were awarded funding. The students interned at 40 host organizations. Of these, 11 organizations are engaged with Career Services and Advising

**Spring 2025 Engaged Internship Hosts:**

Emerson Hospital  
 Fitchburg Public Schools  
 Leominster Public Schools  
 L.U.K. Inc.  
 Lunenburg Police Department  
 MA State Police  
 Making Opportunities Count, Inc.  
 Spinelli CPAs, Inc.  
 Sterilite Corporation  
 Stow Police Department  
 Worcester County District Attorney's Office

Promote an inclusive environment and create access to career development opportunities for all students			
Provide resources to students/alumni that address the unique concerns around the intersection of career and identity	Goal 5, Strategy 1	x	in progress
Discussion:			

<ul style="list-style-type: none"> <li>• We maintain career related resources for student identity groups on our webpage.</li> <li>• We also carried out social media campaigns for National Disability Employment Awareness Month and Pride Month with Career Tips for LGBTQ+ Students.</li> <li>• We held a Latinx Alumni Panel for Hispanic Heritage month.</li> </ul>			
Provide financial resources for career development for students that hold marginalized identities and have financial need through the Career Development Grant	Goal 5, Strategy 1 Goal 2, Strategy 1	x	yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>• We awarded \$4,665 to 28 individual students this year via the Career Development Grant. We funded professional clothing, commuter rail tickets for transportation to an internship, technology needs, professional conferences, ACSM Exam and DAT Exam fees, and more.</li> <li>• We also purchased 20 tickets (\$1,480) for the PAX East Conference for Game Design and related Comm Students to attend the conference. This was the second year we sponsored students to go to PAX, but we knew we would run out of funding before they could ask individually for tickets so we prioritized this experience for our Game Design students and purchased in bulk prior. This is a strategic move as our Game Design students need to rely heavily on networking to break into their chosen field and we find that Game design alumni take longer to find employment in their field and seek services from our office as early alumni. We collaborated with the Communications Media department to select students for the tickets and students were required to attend a pre conference session networking and how to prepare for the conference in order to receive their ticket.</li> <li>• Right now the Career Development Grant is completely funded by donations from Enterprise Mobility. We are hopeful that more funds will be awarded for AY 26, but we ran out of funding this year by February. This is a potential area for other funders or corporate sponsorship.</li> </ul>			
Support Institution/Admissions initiatives in order to communicate career and academic exploration support available to students (Open House, Future Falcon Day, Monthly Transfer Info Sessions)	Goal 2, Strategy 6 Goal 5, Strategy 3, 6		yes
<p>Discussion:</p> <ul style="list-style-type: none"> <li>• Support Admissions Monthly Transfer Info Sessions and the Reverse Open House event at Quinsigamond Community College to answer advising and career questions for transfer students.</li> <li>• Participated in both the Academic Department Panel for Arts and Sciences and the student support component of two admissions open houses and 2 Future Falcon Days</li> </ul>			

<ul style="list-style-type: none"> <li>Participated in 3 summer and 2 winter Falcon Express events where we supported unregistered students as well as answered questions about CSAC general services.</li> </ul>			
Update and maintain online resources to make CSA resources accessible to students from anywhere	Goal 5, Strategy 1, 6	x	yes
Discussion: <ul style="list-style-type: none"> <li>We update and maintain online resources for undergraduate, graduate, alumni, and faculty on our CSAC website. These are routinely checked and updated.</li> </ul>			
Provide focused and collaborative programming for International Students	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 3 Goal 5, Strategy 1	x	
Discussion: <ul style="list-style-type: none"> <li>CSAC collaborated with the Office of International Education to hold a joint workshop each semester for international students on Job and Internship Search and CPT/OPT regulations (26 students in Fall and 104 in Spring) . We participate in OIEs International Student Orientation each semester.</li> </ul>			

For all of these events there were opportunities for faculty and staff to volunteer to support the office and engage with students supporting them to make connections with employers. We had the following volunteers: Becca Buonocore, Amanda Sapienza, Lori Steckervetz, Olivia Rossetti, Karina Calvo, Ola Wysocki, Emily Stark, Bill Boyle, Rebekka Farquharson, Nate Obin, Tony Trodella, Lynese Wiafe, Rhonda Burgess, Tanya Crowley Stacey Luster, Eileen Kirk, Cate Kaluzny.

FDS Stuff From Becca

## VIII Other Accomplishments:

*List accomplishments not already captured above.*

Over **1,559** unduplicated students and alumni interacted with our office through one-on-one advising, workshops, or events. This is up from last year's **1,398 students**

## Attendances by Reason

Reason/Student Service Name	Total Attendances	Distinct Students	S
Add/Drop Classes	147	116	
Alumni Career Advising	34	32	
Career Advising	177	141	
Career Assessment	7	7	
Career Development Workshop	774	659	
Career Event	654	526	
Career Exploration	17	16	
Career Panel	51	51	
Drop-In Hours	145	126	
Falcon Internship Program	12	12	
General Academic Advising	111	89	
Graduate School Advising	20	16	
Internship/Job Search	139	116	
Interview Prep	24	18	
LinkedIn Headshot Session	11	11	
Major Change	79	70	
New Transfer Student Advising	159	130	
Premajor Advising	199	84	
Re-admit Advising	36	32	
Resume/Cover Letter Support	475	361	
Sum	3,271	—	

### One-on-One Advising Meetings

**CSA held 1,580** Total Academic and Career Advising Meetings with **922** unduplicated students.  
 (AY24 **CSA held 1,519** Total Academic and Career Advising Meetings with **864** unduplicated students.)

This included:

**655 Academic Advising Meetings with 375 unduplicated students** (AY 24: 712 Academic Advising Meetings with 407 unduplicated students)

Meeting Type	Number of Meetings AY25	Unduplicated students AY25	Number of Meetings AY24	Unduplicated students AY25
Premajor Advising	199	84	205	96

Transfer Advising	159	130	192	172
Re-Admit Advising	36	32	31	30
Major Change	79	70	53	50
Add/Drop and Other General Advising Meetings	258	187	230	156

There was an overall drop in both the number of student meetings and number of unique students that we saw for Academic Advising. The main reason for this was the transition of three departments to Faculty-Led Transfer Advising. While we saw 42 fewer transfer students, we did see a rise in students coming to the office for support with a major change and general add/drop and advising questions.

**848 Career Advising Meetings were scheduled with 576 Unduplicated students** (AY 24: 808 Career Advising Meetings with 499 Unduplicated students)

Of 411 the students that met for a career advising meeting

	Career Meetings	Unique Students
Undergraduate Students	489	341
Graduate Students	92	64
Alumni*	9	6

Note that if an alum met in the same AY that they graduated they were counted as a current undergraduate student. We see many recent grads in the first 6 months after graduation, but they are still counted as current undergraduate students based on their categories in SSC/Navigate

**Career Services Provided in one-on-one meetings (UG, Grad, Alumni):**

Meeting Type	AY25	AY24
Resume/Cover Letter	475	354
Internship/Job Search	139	217
Career Advising/Exploration	194	186
Interview Prep	24	22
Graduate School Advising	20	14
Career Assessment	7	10

LinkedIn Headshot Session	11	4
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Majors/Programs of the 411 Students that met for one-on-one Career Advising:

Applied Communication:Social Media: 1

Biology: 28

Business Administration: 1

Business Administration:Accounting: 15

Business Administration:Business Analytics Mgmt: 2

Business Administration:Entrepreneurship: 6

Business Administration:Finance: 2

Business Administration:Healthcare Management: 5

Business Administration:Human Resources Management: 5

Business Administration:Info Systems Management: 3

Business Administration:Management Track MBA: 5

Business Administration:Management UG: 19

Business Administration:Marketing: 16

Business Administration:Supply Chain Management: 2

Chemistry:Biochemistry: 1

Communications Media:Film and Video: 17

Communications Media:Graphic Design: 4

Communications Media:Photography: 4

Communications Media:PR, Social Media & Advertising: 2

Communications Media:Technical Theater: 1

Communications Media:Theater: 2

Comp Info Systems: 11

Computer Science: 29

Construction Management: 7

Counseling:Clinical Mental Health Counsel: 4

Counseling:School Couns Pk-8 Init Lic: 3

Creative Arts Therapies:Music,Exercise and Sports Science: 1

Creative Arts Therapies:Visual Art: 1

Criminal Justice: 18

Criminal Justice:Community Justice: 1

Criminal Justice:Police Program: 20

Curriculum and Teaching:Non-Licensure: 1

Digital Media Innovation: 1

Early Childhood Education:PreK-2: 1

Economics: 1

Economics:Intl Business and Economics: 2

Education 5-12:English 5-12 Init Licensure: 1

Educational Studies: 5

Elementary Education 1-6: 5

Engineering Technology:Architecture: 6

Engineering Technology:Electronics Engineering Tech: 4  
 Engineering Technology:Manufacturing Engineering Tech: 3  
 English Studies: 4  
 English Studies:English Initial License (5-12),Communications Media: 1  
 Environmental & Earth Science: 1  
 Exercise and Sports Science: 12  
 Game Design: 9  
 Geographic Sci & Technology: 1  
 History: 7  
 History:History 5-12 Initial Licensure: 1  
 Human Resources Management: 1  
 Human Services: 3  
 Interdisciplinary Studies: 4  
 Interdisciplinary Studies:Humanities: 1  
 Interdisciplinary Studies:Pre-Law: 5  
 Mathematics: 11  
 Mathematics:Math Sec Ed w Init Lic 8-12: 1  
 Mathematics:Middle Level Initial Lic 5-8: 2  
 Nursing - BS: 30  
 Nursing, LPN to BS: 14  
 Pedagogy & Learning:Non-Licensure: 1  
 Political Science:International Politics: 1  
 Pre-Major: 4  
 Psychological Science: 21  
 Public Health Science: 9  
 Special Education:Guided Studies App Beh Analysis: 1  
 Special Education:Mod SPED, PreK-8: 1  
 Special Education:Severe Dis All Lev Init Lic: 1  
 Teaching ESL: 1

Of the 499 Students that Attended Career Advising Meetings

132 First Generation Students

51 Hispanic

36.1% Transfer Students 86 Transfer Students

Of the Students that Attended Career Advising Meetings

56.7% were First Generation Students (26.5% AY24)

18.7% Hispanic (10.2% AY24)

36.1% of the undergraduate students were Transfer Students (27.9% AY24)

## **IX Action Plan 2024-2025:**



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

Planned Initiatives for 2024-2025	Associated Strategic Plan Goal & Strategy	Indicate if a DEI Initiative
Facilitate and support academic exploration for undecided students and major deciding students; aligning student interests, strengths, and experiences with career paths.		
Provide intentional, proactive advising for premajor students around self-assessment and major exploration including pre-advising and registration (summer before first-semester), small group advising, and one-on-one advising meetings during the semester.	Goal 2, Strategy 1, 2, & 4 Goal 5, Strategy 1	
Collaborate with academic departments to support students that are removed from their chosen major to assess options and alternative paths to their career goals	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4, & 6 Goal 5, Strategy 6	
Serve as a resource for major exploration for any undergraduate student that is deciding on major fit by providing major change advising	Goal 2, Strategy 1, 2, 4	
Facilitate the STRONG Interest Inventory for students individually and in group settings	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4	
Host a Major and Minor Discovery Fair in collaboration with the Academic Schools	Goal 2, Strategy 1, 2, 4 Goal 5, Strategy 1	x
Serve as leader for the campus community on academic and career advising.		
Provide faculty and staff training and tools that support their ability to advise students effectively through collaboration with CTL, New Faculty Academy, and other professional development opportunities	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4, 5 Goal 4, Strategy 3, 4 Goal 5, Strategy 1	x
Collaborate with Academic Departments to provide workshops, presentations, and career event support.	Goal 1, Strategy 2 Goal 2, Strategy 2, 5 Goal 4, Strategy 3, 4	x

Facilitate the Career Champions programs for faculty/staff members	Goal 2, Strategy 1, 3, 5 Goal 4, Strategy 3, 4 Goal 5, Strategy 1	x
Provide individualized career advising to undergraduate, graduate, and recent alumni	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 4 Goal 5, Strategy 1	
Represent Fitchburg State University in the greater community as related to workforce and career development.	Goal 3, Strategy 1, 3 Goal 5, Strategy 6	
Seek out professional development opportunities to expand our knowledge on inclusive practices that better support students from marginalized identities around academic & career support	Goal 2, Strategy 1, 2, 4	X
Administer First Destination Survey in collaboration with Institutional Research	Goal 1, Strategy 2 Goal 4, Strategy 7 Goal 5, Strategy 4	
Maintain Peer Career Assistant program and ensure PCAs develop strong career advising and personal career development skills	Goal 1, Strategy 2 Goal 2, Strategy 1 Goal 5, Strategy 1	X
Continue assessment for career advising	Goal 2, Strategy 2, 4	
Continue to promote Handshake and increase student use on the platform	Goal 4, Strategy 7	
Coordinate Faculty-Led Transfer Advising, training faculty, providing faculty support, and assessing the program	Goal 2, Strategy 2, 3, 4, 6 Goal 4, Strategy 3, 4 Goal 5, Strategy 1, 6	
Continue engaging with Dual Enrollment to provide Academic Advising to new and returning students	Goal 2, Strategy 1, 2, 6	
Work with Deans and Chairs on Career Action Plans for those programs not included in Davis Educational Foundation Grant	Goal 1, Strategy 2 Goal 2, Strategy 5 Goal 5, Strategy 6	
Collaborate with Student Development, clubs/organizations, research, and residence	Goal 1, Strategy 2 Goal 2, Strategy 1	x

life to connect co-curricular experiences to career		
Participate in Summer, Winter, and Transfer Orientations to share Career Services and Advising resources with incoming students	Goal 2, Strategy 4, 6 Goal 5, Strategy 1	
Support and Coordinate the update and posting of the Four Year Plans of Study and transition to Accessible format	Goal 2, Strategy 4 Goal 4, Strategy 4	
Promote experiential learning opportunities (internships, practicum, research) for undergraduate students		
Support internship application and completion through one-on-one and group advising, and academic department level programming	Goal 1, Strategy 2 Goal 2, Strategy 2,5	x
Continue collaboration with Financial Aid to promote Internship Funding sources and reporting to donor	Goal 2, Strategy 2 Goal 5, Strategy 1	x
Hold passive programming each semester to promote CSA Services and available resources	Goal 1, Strategy 2	
Leverage relationships with employers, alumni, and community partners to expand opportunities for career exploration and experiential learning		
Hold the following career development Events: Internship Fair, Graduate Education Fair, Law Enforcement Reverse Career Fair, three Career Cluster Career Fairs	Goal 1, Strategy 2 Goal 3, Strategy 3, 6 Goal 4, Strategy 7 Goal 5, Strategy 6	
Facilitate in-person recruitment tables or virtual info sessions for employers	Goal 1, Strategy 2 Goal 3, Strategy 3	
Continue to grow and promote corporate, community, and alumni connections including panels and networking opportunities	Goal 2, Strategy 5 Goal 3, Strategy 3 Goal 5, Strategy 4	
Support employers with their expectations and opportunities around student engagement with their organization through meetings with Associate Director	Goal 3, Strategy 3 Goal 5, Strategy 1, 4	x

Send out semesterly newsletters for employer partners	Goal 3, Strategy 3, 4 Goal 4, Strategy 7 Goal 5, Strategy 6	
Provide resources to employers on diversity, equity and inclusion in hiring practices.	Goal 3, Strategy 3, 4 Goal 5, Strategy 1	x
Continue to vet employers/jobs on Handshake and promote opportunities to students through targeted newsletters and employer collections	Goal 1, Strategy 2 Goal 3, Strategy 3 Goal 4, Strategy 7	
Collaborate with academic departments to support internship completion and tracking	Goal 1, Strategy 2 Goal 2, Strategy 5 Goal 5, Strategy 6	
<b>Promote an inclusive environment and create access to career development opportunities for all students</b>		
Provide resources to students/alumni that address the unique concerns around the intersection of career and identity	Goal 5, Strategy 1	x
Provide financial resources for career development for students that hold marginalized identities and have financial need through the Career Development Grant	Goal 5, Strategy 1 Goal 2, Strategy 1	x
Support Institution/Admissions initiatives in order to communicate career and academic exploration support available to students (Open House, Future Falcon Day, Monthly Transfer Info Sessions)	Goal 2, Strategy 6 Goal 5, Strategy 3, 6	
Update and maintain online resources to make CSA resources accessible to students from anywhere	Goal 5, Strategy 1, 6	x
Provide focused and collaborative programming for International Students	Goal 1, Strategy 2 Goal 2, Strategy 1, 2, 3 Goal 5, Strategy 1	x

**X Reflection:**

The 2024–2025 Academic Year was a year of maintenance, strategic alignment, and intentional support for student academics and career development. Central to our work was a holistic and proactive approach to academic and career advising, particularly for pre-majors, transfer students and those exploring major options. The office has expanded its efforts to ensure premajor students receive tailored guidance through tools like the STRONG Interest Inventory, a comprehensive premajor workbook and structured curriculum, small group sessions, and one-on-one advising. The addition of the Major and Minor Exploration fair expanded opportunities for major discovery and reflection to students outside of the premajor cohort as well. Plans are already underway for AY26 premajor first years and for integration of FYE into next year's Major and Minor Exploration Fair. Another notable development this year was the expansion of the Faculty-Led Transfer Advising initiative, which enhances support and connection for incoming transfer students. Not only has this been beneficial for students, academic departments are happier with the transfer advising process, and this has created capacity for our Academic and Career Advisors, freeing up time to spend on other student services.

The integration of academic and career planning remains a core focus, with CSAC working closely with academic departments to integrate career advising into their courses, advising, and overall curriculum. While the office has built and maintained strong and mutually beneficial relationships with several academic departments like Psychological Science, Behavioral Sciences, Biology and Chemistry, and to some extent Communications Media (Game Design and Photography) as we move forward we would like to focus on our relationship and building out regular programming with Computer Science and Business Administration. These are two areas we feel there is room to increase student internship participation.

Employer and alumni engagement continues to be a priority, with CSAC hosting career fairs, industry panels, and resume review sessions, while also cultivating long-term relationships with key partners. These efforts not only support student recruitment but also provide meaningful development opportunities, such as a corporate donation to fund career development grants and informal programs like panel where employers help students to understand the field.

Communication and outreach strategies have expanded to ensure the office remains visible and accessible. Social media campaigns, themed events, newsletters, and online resources support engagement across diverse student populations, including graduate and online learners. For AY26 we are working on increasing our website accessibility and on translating some career materials into Spanish.

Our greatest strength as a department is in our cross departmental collaboration with both academic and student affairs. We have numerous faculty and staff that engage with our office in a variety of ways and wholeheartedly enforce and support the office. These relationships make career development programming and resources more accessible and integrated into the students already existing university experience.

Challenges this semester included staffing. In the Fall semester one of our advisors was on a medical leave and then limited to remote work for a period of time, then we lost an Academic and Career Advisor at the end of December. We were able to fill the position in mid-April, but were essentially understaffed the entire AY. Comparing numbers to last year, we were just as busy and programming did not get neglected during this time, however many projects and plans for improvement had to be set aside. Our department is very productive for a small staff of 5, however since we are so high producing we do not have any flexibility. We all maintain very full schedules of programming and one-on-one meetings so when someone needs to be out for any reason there is not space to absorb previously planned programming. This was a cause of stress throughout the year.

Another challenge for the department remains a lack of capacity to meet all of the career needs of all of our student populations. With an institutional desire to have all students engage with an internship or research during their undergraduate career, we lack the resources and staff capacity to expand upon the existing internship support. This internship support includes the ability to support local organizations and business in creating internships, supporting students in preparing for and applying to opportunities, and in supporting academic departments in integrating this into their program of study. Managing internship programs both on the student application side and the employer side take time and resources. We have been creative and attempted to scale with the the people and economic resources we have, but I believe we have plateaued, or nearly plateaued in regard to our capacity around this issue.

Overall, I'm proud of the Career Services and Advising team, what we have accomplished and the impact we have had this past academic year. I'm excited about where we are and our plans for the next academic year. we had a lot of transition in AY25, but never wavered in our commitment to our mission and to keeping our students at the center of all that we do.