

**2021-2022**  
**Unit Annual Report**  
**Division of Academic Affairs**  
**Unit: Career Services and Advising**

**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 21-22.*

Name Position

Lindsay Carpenter-Connors Director

Susan Beddes Associate Director, Internship Coordination & Employer Relations

Danibel Peralta Academic and Career Advisor

Open Academic and Career Advisor

Diane Maynard Administrative Assistant

Staffing Changes: Melisa Alves was the Director at the start of 21-22 and left the position 4/8/22. Lindsay Carpenter Connors was the Associate Director during this time. Lindsay was appointed to the Director Position April 11, 22. Susan Beddes was Academic and

Career Advisor at the start of 21-22 and was appointed Associate Director April 11, 2022. Danibl Peralta began her position on September 13, 2022. We currently have an open Academic and Career Advisor position which closes May 19, 2022. I do not anticipate having this position filled before the end of 21-22.

### **III Facilities/Equipment:**

*List any new facilities/equipment/software etc. acquired during 21-22.*

A table for group advising was purchased (yet to arrive) for our current office space.

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

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

We didn't exhaust our entire budget this year. The majority of our money was in B's for travel. However, because of the circumstances with COVID the staff didn't do much traveling to conferences this year.

There were several budget adjustments to transfer money accordingly to cover costs for 4 Career Fairs this year. We offered many incentives for students to attend these career fairs; Dunkin Gift Cards, Amazon Gift Cards, iPad with pencil which weren't originally planned for. We also purchased a new table (hasn't arrived yet) and chairs for the office in order to make the space more student friendly and usable for meeting with small groups of students.

The past Director, Melisa Alves, was out for 5 months on leave from July through December which also impacted our spending.

### **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.*

**172** Premajor Advising Meetings held with **89** individual students

**100** Transfer Student Meetings held with **88** individual students

**43** Major Change Meetings held with **42** individual students

**778** Total Academic or Career Meetings **421** individual students

**4** Career Fairs with **389** Student/Alumni Attendees

**2** session of the Career Success Certificate (Fall and Spring) with **9** total participants

Career Champions- Building on the success of the Spring 2021 pilot, the second cohort was held in Spring 2022: 1 faculty member, 1 staff member and 1 administrator participated.

Staff participated in:

All Future Falcon Days and Admissions Open Houses

Summer and Fall Orientations

Member of Transfer Student Taskforce (Susan, Lindsay)

Corporate and Community Engagement Work Group (Lindsay, Susan, Melisa)

NECHE Accreditation, Standard 8 (Academic Assessment) Committee (Susan)

Taught FYE course with Career Exploration theme as an adjunct instructor (Susan)

Professional Development

- Strong Interest Inventory certification (Susan, Danibel, Lindsay) •
- Presented at and attended NACADA Region I conference (Susan) •
- EACE Region I conference (Susan, Danibel)
- NACADA Theory and Practice of Advising Tutorial (Danibel)
- Handshake Access Conference (Lindsay, Susan)

Programing

### **July**

Collaboration with Academic Departments/Faculty/Programs:

Nursing Resume and Cover Letter Workshop (also recorded and shared) STEM

Bridge Career Workshop

Summer Bridge Workshops

CSA Independent Programing:

Grad Workshop: Job Search and Networking

### **September**

Collaboration with Academic Departments/Faculty/Programs:

COUN 8210 Strong Inventory Workshop

CSA Independent Programing:

Grad Workshop: Tailoring Your Resume

### **October**

Collaboration with Academic Departments/Faculty/Programs:

CJ Internship Class

IDIS Class

Premajor FYE

Audrey Pereira FYE class

Using Language Skills on your Resume workshop

EXSS Career Class (section 1)

EXSS Career Class (section 2)

Megan Krell FYE class

Denise Simion FYE class

CSA Independent Programing:

Resume/Cover Letter Workshop  
Internship and Job Search Workshop

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Grad Workshop: Job Search and Networking  
Career Fairs/Recruiting Events:  
On Campus Recruiting: TTI (Tech Tronic Industries)  
Campus Wide Career Fair

### **November**

Collaboration with Academic Departments/Faculty/Programs:

Theater Student Headshots  
HMSV Class Presentation  
Ron Keriser's Genetics Class  
HMSV HR Panel Career Conversation  
Public History Career Conversation  
Billy Samulak FYE class

CSA Independent Programing:

Resume/Cover Letter Workshop  
Internship and Job Search Workshop  
LinkedIn Headshots

Career Fairs/Recruiting Events:

On Campus Recruiting: TTI (Tech Tronic Industries)  
On Campus Recruiting: MA Army National Guard

### **January**

CSA Independent Programing:

Life Sciences Virtual Internship Search Workshop Series  
Transfer Student Meet-Up

### **February**

Collaboration with Academic Departments/Faculty/Programs:

COUN 9085 class visit Megan Krell  
Counseling Practicum workshop  
Engt Resume Workshop  
Laura Baker's Class presentation: Leveraging your IDIS degree in your career  
Kori Ryan Case Management Class

CSA Independent Programing:

Resume/Cover Letter Workshop  
Internship/Job Search Workshop  
Virtual Grad Workshop: Tailoring Your Resume  
LinkedIn Headshots

Career Fairs/Recruiting Events:

Engineering Technology Career Fair

On Campus Recruiting: Community Therapists  
On Campus Recruiting: Teach Western Mass

## **March**

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Collaboration with Academic Departments/Faculty/Programs:

Monica Maldari EXSS class visit  
Ron Krieser Genetics class visit  
HMSV Virtual HR Panel  
Denise Sarget FYE  
Bio/Chem Resume workshop  
EXSS Alumni Panel  
Karina Bautista SPAN 2700 workshop: Language Skills and Career  
Development Resume/Cover Letter Workshop  
Karina Bautista SPAN 1100 11am workshop: Language Skills and Career

Development

Karina Bautista SPAN 1100 12:30 workshop: Language Skills and Career

Development

CSA Independent Programing:

Resume/Cover Letter Workshop  
Virtual Grad Workshop: Tailoring Your Resume  
LinkedIn Headshots

Career Fairs/Recruiting Events:

Law Enforcement Career Fair  
Campus Wide Career Fair

## **April**

Collaboration with Academic Departments/Faculty/Programs:

Graduate Fair Workshop  
BIOL 1001 Personal Statements workshop  
HMSV Virtual Alumni Panel

CSA Independent Programing:

Interview Prep Workshop  
Internship/Job Search Workshop  
LinkedIn Headshots

Career Fairs/Recruiting Events:

On Campus recruiting: CAPS Collaborative  
On Campus recruiting: Fitchburg Public Schools  
On Campus recruiting: MA Army National Guard

## **May**

Collaboration with Academic Departments/Faculty/Programs:

Resume workshop- BIOL 4500

**VI Action Plan for 2021-22:**

*(Insert your 21-22 Action Plan from last years report)*

***New initiatives are highlighted in blue***

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
<b>Monthly Targeted emails/newsletters for Career Communities/major cluster</b>	Goal 1, Strategy 2
<b>Create partnerships for Inclusive Pathways Internships</b>	Goal 6, Strategy 3
<b>Employer Partners Newsletter</b>	
<b>Launch initial Falcon Internship Program Cohort Fall 2021</b>	Goal 1, Strategy 2 Goal 2, Strategy 2
Continue Monthly Newsletters and align with	Goal 1, Strategy 2

Career Communities	
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 development and community engagement with the assistance of the CSA intern or graduate assistant.	Goal 1, Strategy 7 Goal 2, Strategy 6
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

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



Shadowing Program

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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	
<b>Utilize STRONG Inventory with Pre-Major students and students looking to change their major or connect their major to a career (<i>work with departments to promote this career assessment</i>)</b>	Goal 2, Strategy 5	
<b>Implement career community model</b>	Goal 1, Strategy 2 Goal 2, Strategy 2	

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

**New initiatives are highlighted in blue**

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Continue Career Success Certificate program, running program once per semester	Goal 1, Strategy 2 Goal 2, Strategy 5	yes CSC was held in both Fall 2021 and Spring 2022 (9 participants)
Career Fairs 3 per year (one fall, two spring)	Goal 1, Strategy 2	yes A total of 4 Career Fairs were held, 1 in Fall and 3 in Spring
Expand Career Conversation Events to include 2-3 more departments	Goal 1, Strategy 2 Goal 2, Strategy 5	Partial Career conversations held in HMSV, HIST, EXSS. Expanded to graduate school panel in HMSV
<b>Monthly Targeted emails/newsletters for Career Communities/major cluster</b>  <b>Create partnerships for Inclusive Pathways Internships</b>	Goal 1, Strategy 2  Goal 6, Strategy 3	no We have not launched Career Communities  yes The funder has changed the requirements of this fund and we have 4 interns selected for this summer.
<b>Employer Partners Newsletter</b>		no

<p><b>Launch initial Falcon Internship Program Cohort Fall 2021</b></p>	<p>Goal 1, Strategy 2 Goal 2, Strategy 2</p>	<p>no The Falcon Internship program has not launched due to competing needs and staffing shortage 21-22. Program will launch in Fall 22</p>
<p>Continue Monthly Newsletters and align with Career Communities</p>	<p>Goal 1, Strategy 2</p>	<p>partial Monthly newsletters continue to be sent through</p>

		<p>Handshake, not yet aligned to Career Communities</p>
<p>Complete Departmental Career Competency work and development of Action Plans for cohort 2</p>	<p>Goal 1, Strategy 2 Goal 2, Strategy 5</p>	<p>yes Cohort 2 materials have all been submitted to Davis Advertising</p>

<p>Collaborate with targeted departments/classes for career development events/programing/panels etc. Ex. Student Leaders Professional Development with ACT</p>	<p>Goal 1, Strategy 2</p>	<p>yes Collaborations with FYE, Human services Professional Issues class, EXSS department, Ron Kreiser in Biology, new, IDIS department, Karina Bautista in Humanities, Engineering Technology Department, and CJ Police Program. Associate Director has met with the following departments about collaborations/support (English Studies, Psychology, Biology/Chemistry, Business), Provided info session on services for tour guides, Training with ACT Peer Mentors, Provide workshops for Future Educators conference and upward bound.</p>
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<p>Continue and expand coordinating in-class/virtual career services presentations with faculty/staff. (Fall &amp; Spring)</p>	<p>Goal 1, Strategy 2</p>	<p>yes CSA held 28 in-class presentations</p>
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<p>Continue Career Champions program, running once per semester</p>	<p>Goal 2, Strategy 5</p>	<p>partial Career Champions was run once Spring 22 (Staff shortage and faculty time constraints in Fall 21)</p>
<p>Continue engaging with Early College Access or Dual Enrollment programs to promote career development and community engagement with the assistance of the CSA intern or graduate assistant.</p> <p>Collaborate with the Center for Teaching and Learning (CTL) to implement purposeful and holistic student career &amp; academic advising services grounded in best practices.</p>	<p>Goal 1, Strategy 7 Goal 2, Strategy 6</p> <p>Goal 2, Strategy 1&amp;2 Goal 4, Strategy 4</p>	<p>no We do not have a CSA Intern/Graduate Assistant</p> <p>no Currently working with CTL on advising guides for IDIS major changers and transfer advising guide for faculty</p>
<p><b>Provide support and resources to faculty around best practices in academic advising (including workshops)</b></p>	<p>Goal 2, Strategy 1</p>	<p>X yes Provided Training and Support for New faculty Academy both Fall and Spring</p>
<p>Continue to provide excellent transfer advising and facilitate transition to faculty advisors</p>	<p>Goal 2, Strategy 1 Goal 2, Strategy 4</p>	<p>yes See transfer numbers above, staff continue to participate in Transfer Student Taskforce and work toward improving the</p>

		transfer experience
<b>Launch Peer Career Assistant role and ensure PCAs develop strong career advising skills</b>	Goal 1, Strategy 2	yes We had 5 PCAs hired and trained to provide student support and project work in office
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	on going
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	yes/partial Transfer one-on-one no longer take place with Admissions, maintain strong relationship with interim transfer admissions counselor and pulled together transfer stakeholders meeting when interim took over, Director serves on Transfer Student Taskforce
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 no This effort did not occur after initial SP 21 series due to staff medical leaves and advisor turnover.

<p><b>Create assessment for current academic and career advising</b></p>	<p>Goal 2, Strategy 2</p>	<p>no Will complete 2022-23</p>
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<p><b>to improve student support services</b></p>		
<p><b>Alumni Engagement:</b> 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</p>	<p>Goal 3, Strategy 6</p>	<p>yes Alumni Job Shadowing is currently recruiting both alumni and students, Falcon Alumni Mentoring has been paused</p>
<p>Collaborate further with Student Involvement, clubs/organizations, research, and residence life to connect co-curricular experiences to career</p>	<p>Goal 1, Strategy 2</p>	<p>New 5-hour training for Multilingual Peer Mentors (ACT) on working with multilingual students as well as a workshop on Language skills and your Career Development, Collaborated with Rala Diakite to present "Using Language Skills in your Job Search" as part of Latinx/a/o Heritage Month celebration</p>

Director will continue to serve on Student Success Taskforce	Goal 2, Strategy 2	yes
Update CSA recorded workshops and add to website	Goal 1, Strategy 7	no Recorded workshops are utilized less frequently now that students are back in person

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Continue to build affinity based student resources and promote to students, faculty and staff	Goal 2, Strategy 1	yes Posted on website X and updated yearly
Provide support and resources to academic programs (faculty/staff) with integrated internship requirement for graduation	Goal 4, Strategy 4	yes Provide support to HMSV, ENGT, working with BSAD on Internship program
Continue to promote Handshake and increase student use on the platform	Goal 4, Strategy 7	yes Currently 2,348 profiles activated (40 Alumni, 600 Graduate, and 1,708 Undergraduate)
<b>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)</b>	Goal 2, Strategy 5	yes Three staff in department are trained to administer the STRONG Interest Inventory and 52 have been administered



<p><b>Implement career community model</b></p>	<p>Goal 1, Strategy 2 Goal 2, Strategy 2</p>	<p>no Has not yet been implemented</p>
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**VIII Other Accomplishments:**

*List accomplishments not already captured above.*

- Creation of Core Competencies and Action Plans with cohort 1 and 2 as part of the Davis Foundation Grant, Cohort 1 posted to website and ready for advisor utilization.
- Hiring a new Academic and Career Advisor (Danibel Peralta)
- We hired and utilized 5 Peer Career Assistant (student workers) this year which was a valuable experience for the PCAs (all returning what are not graduating

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SP22), is creating more accessibility for students with student approachability, as well as increasing office capacity.

- Launched Inclusive Pathways Internship Funding: Sponsoring 4 summer interns
- Creation and posting of employer policies
- Draft completion of internship handbook

**IX Action Plan 2022-2023:**

*New initiatives are highlighted in blue*

<p><b>Build partnerships across campus to support faculty and staff in providing excellent academic advising</b></p>		
<p><b>Provide purposeful and holistic support and resources to faculty around best practices in academic advising by collaborating with the</b></p>	<p>Goal 2, Strategy 1&amp;2  Goal 4, Strategy 4</p>	<p>X</p>

<b>Center for Teaching and Learning to offer training, workshops and resources.</b>		
<b>Create relationships with employers, alumni and Fitchburg community partners to create opportunities for career exploration and experiential learning</b>		
<b>Begin semesterly newsletter for employer partners</b>	Goal 3, Strategy 4	
<b>Launch Falcon Internship Program</b>	Goal 1, Strategy 2	x
	Goal 2, Strategy 2	
Organize four Career/Internship Fairs (one fall, three spring)	Goal 1, Strategy 2	
<b>Launch Alumni Job Shadowing Program</b>	Goal 3, Strategy 6	
<b>Build collaboration between departments to support internship completion and tracking</b>	Goal 1, Strategy 2	
	Goal 2, Strategy 2	
<b>Serve as the premier resource for career expertise on campus</b>		
Run Career Champions program, once per semester <b>(If UIF accepted: Expand Career Champions program, offering professional</b>		Goal 2, Strategy 5 x

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<b>development workshop to 15 faculty members each semester)</b>		
Continue DEB conversation to expand knowledge on inclusive practices that better support students from marginalized identities around academic & career support	Goal 2, Strategy 1	X
	Goal 2, Strategy 3	

Provide support and resources to academic programs (faculty/staff) on internship programs.	Goal 4, Strategy 4
<b>Assist students in developing an educational and career plan and in moving through benchmarks towards their career goals</b>	
Hire and train new Academic and Career Advisor	Goal 3, Strategy 6
Continue Career Success Certificate program, running program once per semester	Goal 1, Strategy 2 Goal 2, Strategy 5
Sponsor Inclusive Pathways Internships up to \$20,000 Summer 22 and Summer 23	Goal 6, Strategy 3 X
Maintain Peer Career Assistant role and ensure PCAs develop strong career advising skills	Goal 1, Strategy 2 X
<b>Create assessment for current academic and career advising to improve student support services</b>	Goal 2, Strategy 2
Continue to promote Handshake and increase student use on the platform	Goal 4, Strategy 7
Provide high quality academic advising to pre-major students including major exploration and transitioning to academic majors	Goal 2, Strategy 1, 2, & 4
Provide high quality academic advising to students removed from their chosen major including major exploration, transitioning to new academic majors, and career exploration	Goal 2, Strategy 1, 2, & 4

Utilize STRONG Inventory with Pre-Major students and students looking to change their major or connect their major to a career	Goal 2, Strategy 5
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Continue to provide excellent transfer advising and facilitate transition to faculty advisors	Goal 2, Strategy 1 Goal 2, Strategy 4
Continue Monthly Newsletters and Weekly Department Emails to students about opportunities through CSA	Goal 1, Strategy 2
Continue engaging with Dual Enrollment to provide Academic Advising to new and returning students	Goal 2, Strategy 1 & 2
Continue to build affinity based student resources and promote to students, faculty and staff	Goal 2, Strategy 1 x
<b>Communicate the value of a Liberal Arts education and its relevance to career goals through academic and career advising</b>	
Complete Departmental Career Competency work and development of Action Plans for cohort 3	Goal 1, Strategy 2 Goal 2, Strategy 5
Provide Professional Development on utilization for Cohorts 1 and 2 of Davis Educational Foundation Grant	Goal 1, Strategy 2 Goal 2, Strategy 5
Collaborate with academic departments/faculty for career development	Goal 1, Strategy 2

events/programming/panels/in class presentations etc.	
Collaborate with Student Involvement, clubs/organizations, research, and residence life to connect co-curricular experiences to career	Goal 1, 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.* 17

We have been building collaborations with academic departments and as we continue to build these relationships, new ideas for joint programming will continue to arise. Three departments have reached out about Innovation Funding projects that involve our office (Biology/Chem/EGS, Psychological Sciences, Engineering Technology). To be determined what these projects will look like/what will be funded, but more departments across campus are recognizing the work that is being done in CSA and are looking to connect and collaborate.

2.) *Anything else not captured in this report that you would like to share.*

Even with so many exciting initiatives and programs happening in the office and in collaboration with other offices and departments across campus, it will be imperative for our office to focus on providing our core services and engaging more students with the office. We will be onboarding a new Advisor at the start of 22-23 and we will need to be cognizant of our capacity while this individual gets trained and familiar with the institution.

