Career Clusters

Reinventing the Role of a Career Management Specialists
Overview

- Career Clusters – Quick Background
- Changing Landscape
- Deployment of the Clusters
- Closing Arguments
Career Clusters – Quick Background

- National Association of State Directors of Career Technical Education Consortium
- 16 Cluster Groups (e.g., Science, Technology, Engineering & Mathematics; Education & Training, etc.)
- Distinct grouping of occupations and industries based on the knowledge and skills they require
- Once a student understands their interests they then join a cluster group
Career Clusters – Quick Background

- Vanderbilt University redesigned their career services around career clusters.
- University of Miami utilizes a clusters approach to career advising. In the process of training peer educators to assist with this.
- Technical/vocational schools
Changing Service Delivery Landscape
Peer Career Educators

• Creation of a PCE program (5-13 trained students) to handle most of the resume critiques, drop-in hours, and low-level presentations
• 3,823 (43.98%) resume/cover letter AND walk-in appointments = 114,690 minutes
• Adding ~15 minutes/per for counseling notes = 57,345 minutes
• 172,035 minutes total = 2,867.25 hours total = 106.2 hours per week = **11.8 hours per CMS a week (over 27 weeks) saved**
Changing Service Delivery Landscape
Requested Programs

• Provide guidelines regarding the types of programs we will present (similar to the UF and Penn State model)
• Create a vault of presentations that any CMS (and PCE depending on the topic) can present regardless of requesting academic department
• Leads to a more equitable distribution of program presentation time
• More CMS in the presentation pool = less time on average for individual CMS to devote to presenting
Deployment of Clusters

• Focus on 4 Career Clusters
  – Agriculture, Environmental, Food & Natural Resources
  – Business, Arts, & Communications
  – Education and Public & Human Service
  – Science, Technology, Engineering & Mathematics
Deployment of Clusters

• Cluster Duty Dimensions
  – Academic Liaison
  – Programming
  – Recruiting Services (w/Employer Relations)
Deployment of Clusters
Academic Liaison

- **Academic Liaison Role Redefined**
  - Redefined as a communications link between the UCS staff and academic department chair
  - Redeploy CMS staff based on the number of department chairs versus number of students
    - Each cluster will have a certain amount of CMS based on the number of departments mapped to each cluster
  - CMS would meet twice a semester with assigned chair

- **Deployment of Staff**
  - Agriculture, Environmental, Food & Natural (2 CMS for 12 Dept.)
  - Business, Arts, & Communications (2 CMS for 15 Dept.)
  - Education and Public & Human Service (2 CMS for 15 Dept.)
  - Science, Technology, Engineering & Mathematics (3 CMS for 25 Dept.)
  - 25 departments without a cluster (liaison role occurs at a more senior level)
Deployment of Clusters
Student Programming

• CMS group for each cluster would be responsible for the following programs:
  – Two Industry Networking Series events per year (3 for STEM)
  – Two “How to find an internship in...” workshops per year (3 for STEM)
  – Coordinate, with the Assistant Director of Graduate & Alumni Programs and Assistant Director of Technology Applications, an e-mentor program as part of the Alumni Career Network
Deployment of Clusters
Employer Relations

• CMS group for each cluster would be responsible for the following:
  – Works with Experiential Education and Employer Relations to coordinator 2 “Career Coach” employer site visits w/students per year (3 for STEM)
  – Co-chair, with Employer Relations, 1 faculty/employer symposium event per year
  – Co-chair, with Employer Relations, 1 Industry Career & Internship Fair
  – Adopt 10 employers per year (15 for STEM)
    • Work with employer to gauge them in our recruiting enterprise (primarily: OCI and RICP; secondarily: volunteer programs and job postings)
Closing Arguments

• **Implications:**
  – Industry Approach: Moves from a majors approach to an industry approach (e.g., a CMS with Business industry expertise would also work with majors and departments outside of RBS)
  – Easier to Market: Tailored programs, events, workshops, and coaching based on clusters (easier to market)
  – Industry Experts: Groups at least 2 CMS and makes them industry experts that can speak across all of our primary constituencies (i.e., students, employers, and faculty)
  – Needed Direction: Provides an increased framework to our educational and recruiting services while also creating some synergy in the work our CMS staff do

• **New Primary CMS Duties:**
  – **Career Cluster Program** (including academic liaison work, programs, and employer relations items)
  – **Core/General Program Facilitation** (e.g., clinics, workshops, and other programs outside of cluster groups)
  – **Outreach/Requested Programs** (with assistance of PCEs)
  – **Counseling Appointments** (not including many resume or drop-in appointments)
  – **Administrative Items**
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