Careers Officer
2011-2012 Plan

July 27, 2011; Revised: September 21, 2011

Isidora Petrovic, Careers Officer
CAREERS OFFICER 2011-12 PLAN

Summary

Introduction: This is the first annual plan for the Careers Officer, which will serve as a benchmark for the next academic year. Based on the overall objectives and goals, during the first year, new programs, services, and resources will be developed and evaluated. At the end of the academic 2011-2012 year, the annual plan will be re-evaluated to determine the effectiveness of the proposed goals, programs, and services.

Objectives and Activities: Overall objectives for this role are: 1. to identify and create student job placement and career development opportunities, and 2. to coordinate and manage implementation of student practicum placement programs. The following are the planned activities for the academic year 2011-12. Each activity is described in detail and scheduled in the attached Careers Officer 2011-12 Plan.

- Workshops
- Events
- CareerCorner
- Career resources
- Career advising
- Employment survey
- Job Site
- Employer Showcase
- Employer partnerships
- Practicum courses placement

Assessment: In order to evaluate the effectiveness of the new programs and services, which would support the future programming, an assessment component will be included in specific goals.

Budget: Most of the activities will be developed by the Careers Officer and will not require any financial support. Proposed budget for events, conferences and employer outreach is $4250.

Timeline: Each month from September to April, there will be one career theme supported by two events: a workshop and a career event with professionals or peers. Employment survey will be conducted in April with the graduating class. Other services, such as career advising, CareerCorner, career resources, Job Site, employer partnerships, and practicum placements are ongoing services offered throughout the year.
CAREERS OFFICER 2011-12 PLAN

Introduction
This is the first annual plan for the Careers Officer, which will serve as a benchmark for the next academic year. Based on the overall objectives and goals, during the first year, new programs, services, and resources will be developed and evaluated. At the end of the academic 2011-2012 year, the annual plan will be re-evaluated to determine the effectiveness of the proposed activities, programs, and services.

Overall Objectives
I. To identify and create student job placement and career development opportunities
II. To coordinate and manage implementation of student practicum placement programs

Activities 2011 – 2012
Each of the following ten activities is clarified by main action points, timeframe as well as rationale.

1. Workshops: To develop workshops for current students on key career topics
   - Select a eight topics to correlate directly with the main steps in career development process
   - Develop eight workshops to match the topics and run them independently
   - Timeframe: once a month, from September to April
     - Rationale: workshops will provide students with the basic theory and concrete examples for each career development topic during the eight months, when most of the students are on campus

2. Events: To organize career events with professionals in a variety of industries
   - Organize panels, networking events and practice or mock events, such as mock interviews, with alumni and professionals working in the information fields and variety of organizations
   - Timeframe: once a month, from September to April
     - Rationale: this will provide students with an opportunity to connect with peers and potential employers, build their professional network, as well as learn from them directly

3. CareerCorner: To create opportunity for peer to peer learning and networking
   - Set-up an area in the Inforum, where students could come to discuss various career topics and share their experience with each other
• Encourage collaboration and create an informal learning environment

  • **Timeframe:** one to two hours once a week; ongoing
    - **Rationale:** this will be an informal way of sharing knowledge and experiences related to job search, each week for two hours, in order to encourage students to engage further in their personal career development

4. **Career resources:** To develop 3 types of career resources: web page, blog or Twitter, and “tipsheets” for students to access at any time, from anywhere

  • Create a web page and upload information about workshops, events, and other career related resources
  
  • Create a blog, or Twitter account and post up-to-date information about career events, industry trends, news, and similar, in compliance with the iSchool procedures
  
  • Create “tipsheets”, 2-page documents, on key career related topics
  
  • **Timeframe:** creation of all resources by May 2012; ongoing updates
    - **Rationale:** 1. new career web page would provide students with comprehensive information on career development; 2. a blog or Twitter account would inform students of the up-to-date news, trends, events and similar; 3. “tipsheets” can be given to students during one-on-one advising and workshops, and/or posted online

5. **Career advising:** To provide career advice in order to assist graduates in identifying employment opportunities

  • Schedule one-on-one advising by appointment
  
  • **Timeframe:** ongoing
    - **Rationale:** to provide in-depth tailored career advice to students who prefer and want individual consultations

6. **Employment survey:** To collect student placement and salary data

  • Conduct a short employment survey with the graduating class in April
  
  • Assemble salary information from various published and unpublished sources, such as associations
  
  • **Timeframe:** student survey: April – May; salary information: by December 2011
    - **Rationale:** 1. the survey will generate employment information, which will be useful for student recruitment, future programming, building relationships with employers, etc.; 2. the salary information will show the current salary rates according to the industry experts

7. **Job Site:** To manage Job Site on the iSchool website

  • Encourage employers to post jobs on the website
  
  • Post jobs received via email
• Create a database, or similar, which would be connected to the online job form and will store job archives and contact information
  • *Timeframe:* ongoing; database, or similar, creation by May 2012
    • *Rationale:* many information professionals use Job Site to post work opportunities, however, this site can be further utilized for establishing and growing stronger relationships with employers

8. **Employer Showcase:** To assist the Master of Information (MI) Student Council with running the annual Employer Showcase held in January
   • Assist students with organizing the event
   • *Timeframe:* November to January
     • *Rationale:* provide help to increase the number of organizations participating and assist with logistics or other activities

9. **Employer partnerships:** To establish partnerships and grow relationships with employers and professional institutions
   • Attend at least two conferences to network with employers
   • Create one database or similar, that would store contact information for (1) professionals who post jobs on the Job Site, (2) new employers who are interested in posting jobs and participating in career events at the iSchool, and (3) the professionals who participate in practicum placements
   • *Timeframe:* ongoing; conference dates TBD; database, or similar, creation by May 2012
     • *Rationale:* the database can be used as a resource for enhancing relationships with employers as well as cross-promotion – note: this database should be the same as the one proposed for the practicum placements, to avoid duplication

10. **Practicum placements:** To coordinate placements for practicum courses INF2173, INF2158, MLS3000
    • Connect with previous participants and potential hosts to inform them of the practicum opportunities
    • Provide hosts with complete practicum information
    • Create a web page with practicum placement information for hosts
    • Collect practicum proposals and forward to instructors on time
    • Create a database which would store all practicum information, current and previous
    • *Timeframe:* ongoing, or as per course calendar; database creation by May 2012
        • *Rationale:* serve as a resource for all hosts and as a go-to-person for all questions related to practicum placements. Creation of a database will assist with collecting, storing, tracking and sharing information with all current and future instructors and coordinators of practicum placements
Assessment

In order to evaluate the effectiveness of the new programs and services, which would support the future programming, an assessment component should be included for specific goals. A feedback form or an online survey should be developed for each workshop, one-on-one advising, and career event.

Budget

Most of the new programs and services will be developed in-house and will not require any financial support. For each career event, the proposed budget is $200, which would be used for refreshments and logistics. For employer partnerships and attending conferences, the main cost will be the registration fee. The budget for the creation of a database should be separate, due to the large size of the project, which could potentially require external services, the price of which cannot be determined at the moment.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost per Item</th>
<th>Number of Items</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events (panels, networking, etc.)</td>
<td>$200</td>
<td>6-7</td>
<td>$2000</td>
</tr>
<tr>
<td>Conferences:</td>
<td>Registration</td>
<td></td>
<td>Estimate :</td>
</tr>
<tr>
<td>1. OLA Super Conference</td>
<td>TBD</td>
<td>2</td>
<td>$1500</td>
</tr>
<tr>
<td>2. iConference</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outreach and employer engagement</td>
<td>n/a</td>
<td>n/a</td>
<td>$750</td>
</tr>
</tbody>
</table>

Budget total $4250

Timeline

Each month from September to April, there will be one career theme supported by two events: a workshop and a career event with professionals or peers. The themes are arranged in a typical career development sequence, from exploring career options to interviewing. The first two tables show the plan for the workshops and events by month and theme. The third table shows other projects and services, which are mostly ongoing, or provide opportunities for other topics to be discussed regardless of the month’s theme.
Table 1: Workshops and events, September to December 2011

<table>
<thead>
<tr>
<th>2011</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Theme</strong></td>
<td>Exploring careers</td>
<td>Getting experience</td>
<td>Networking</td>
<td>Job search strategies</td>
</tr>
<tr>
<td><strong>Workshop &amp; Date</strong></td>
<td>Competencies &amp; career options Sept. 27 12:30 – 1:30pm</td>
<td>How to get work experience Oct. 18 12:30 – 1:30pm</td>
<td>How do you network? Nov. 15 12:30 – 1:30pm</td>
<td>Job search strategies Dec. 6 12:30 – 1:30pm</td>
</tr>
<tr>
<td><strong>Event &amp; Date</strong></td>
<td>Panel: Career opportunities in libraries today Oct. 12, 4-6pm</td>
<td>Panel: Endless possibilities for new career directions Nov. 2, 4-6pm</td>
<td>Networking event: Associations as your gateway to networking Nov. 23, 4-6pm</td>
<td>n/a (as students will not have time due to exams and holidays; alternatively, another networking event on Nov. 30 could be organized)</td>
</tr>
</tbody>
</table>

Table 2: Workshops and events, January to May 2012

<table>
<thead>
<tr>
<th>2012</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Theme</strong></td>
<td>Resume &amp; cover letter</td>
<td>Online job applications &amp; your presence</td>
<td>Interviewing</td>
<td>Business etiquette</td>
<td>All in one</td>
</tr>
<tr>
<td><strong>Workshop &amp; Date</strong></td>
<td>Effective resumes &amp; cover letters TBD</td>
<td>LinkedIn &amp; your online presence TBD</td>
<td>Interviews are fun! TBD</td>
<td>Business etiquette TBD</td>
<td>Careers: Quick and dirty in 4 hours TBD</td>
</tr>
<tr>
<td><strong>Event &amp; Date</strong></td>
<td>Employer Showcase TBD</td>
<td>Resume clinic day TBD</td>
<td>Mock interviews TBD</td>
<td>Networking event TBD</td>
<td>n/a</td>
</tr>
</tbody>
</table>

Table 3: Timeline for services and projects excluding workshops and career events

<table>
<thead>
<tr>
<th>Services &amp; projects</th>
<th>Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career advising</td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>CareerCorner</strong></td>
<td>Ongoing</td>
</tr>
<tr>
<td>------------------------</td>
<td>-------------------------------</td>
</tr>
<tr>
<td><strong>Career resources</strong></td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Employment survey</strong></td>
<td>April – May</td>
</tr>
<tr>
<td><strong>Job Site</strong></td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Employer partnerships</strong></td>
<td>Ongoing</td>
</tr>
<tr>
<td><strong>Practicum INF2173</strong></td>
<td>1-2 months prior to 1st class: July – August for Fall term, November – December for Winter term, March – April for Summer term</td>
</tr>
<tr>
<td><strong>Practicum INF2158</strong></td>
<td>TBD; 1 month prior to 1st class; November – December for Winter term</td>
</tr>
<tr>
<td><strong>Practicum MLS3000</strong></td>
<td>TBD; 1-2 months prior to 1st class; November – December for Winter term</td>
</tr>
</tbody>
</table>

**Conclusion**

As this is going to be the first year for this new role, the proposed ten goals and the annual plan should be evaluated at the end of the year in May 2012. Based on the first year’s results, the next year’s plan should be developed accordingly.