

Project Name:	Additional Advisors in L&S Career Services
MIU Round:	Round 2
Sponsor(s):	Office of the Vice Provost for Teaching and Learning, College of Letters and Science Dean's Office
Coordinator(s):	Leslie Kohlberg, Director of Career Services and Pam Garcia-Rivera, Assistant Director of Career Services
Partner(s):	L&S Student Academic Affairs; Devon Wilson (Center for Academic Excellence)
Report Date:	Year 1, July 2011

Project Specific Goal and Measures

Project Impact Measure(s)	<ul style="list-style-type: none"> • Increase the number of career counseling and advising appointments available to students by 35% (approximately 1,000 additional appointments). • Reach more students through career workshops. Goal is to increase the number of workshops by 45 for an expected coverage of 600 additional students. • Increase the number of cover letter and resume critiques that office staff provide by 30%. • Increase the office hours at satellite counseling sites. • Establish new campus partnerships and strengthen already existing partnerships. • Strategize about how best to reach liberal arts students earlier in their undergraduate experience.
Project Impact Data Source(s)	L&S Career Services
Baseline Measure(s)	Services and staff available to students before the addition of the additional career advisors (pre 2010-11 academic year).

General MIU Goals and Measures (applicable to project)

A	Increased access in bottleneck areas	Covered in project goals. Additional advisors will be able to serve more students in an area where demand exceeds resources.
F	Decreased achievement gaps	The addition of new staff, the efforts to introduce career planning earlier in students' undergraduate careers and strengthening partnerships with the Center for Academic Excellence will contribute to efforts to reduce the achievement gap.

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G	Attention to diversity in new hires	Advisor positions were broadly advertised in 10 different media, including five that are predominately minority-serving publications. The search committee prioritized applicants who stressed the importance of inclusivity and diversity.
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Progress Reports

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| Year 1 | <ul style="list-style-type: none">• Conducted a recruitment and hiring process for two new advisors. These positions were filled late in the 2010-11 year. Therefore, progress during Year 1 was limited.• In addition to traditional delivery of service to students, social media venues such as Facebook, Twitter, and blogs are being added in order to increase visibility in media students most typically use.• Worked to build visibility for L&S students in the Milwaukee area.• Hosted an open-house for L&S department advisors to learn about services provided and partnership opportunities.• Initiated efforts to promote the satellite advising office in H.C White Library. |
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