

2023-2026 STRATEGIC PLAN

COLLEGE OF HUMANITIES & SOCIAL SCIENCES
CENTER FOR PROFESSIONAL SUCCESS

CHARTING A SHARED VISION FOR ALL STUDENTS

Following the establishment of the College of Humanities & Social Sciences Center for Professional Success in fall 2019, much work has been done to broaden exposure to career development and experiential. Yet, more work remains. The issues facing today's college students continue to evolve, as does the workforce that awaits them. The priorities of three years ago have shifted, and colleges and universities face increasing accountability for students' career outcomes. So, as Rowan University celebrates its centennial with an invigorated outlook on the future, the Center for Professional Success is also planning for the coming years. In the spirit of collaboration and shared accountability, we invite stakeholders of our work to read further about the priorities of the coming year and share in our ambitious plan.

Throughout the report, you will also meet a few of the 2023 CHSS Seniors of Distinction--students who embody the outcomes toward which we strive for all students.

STRATEGIC PRIORITIES

The 2023-2026 strategic plan outlines four key strategic priorities that will serve as the centers guiding principles. Further elaboration on each priority can be found in the subsequent pages for a more comprehensive understanding.

01

Early Access

Enhance access and early exposure to career development and experiential learning opportunities.

02

In-Demand Competencies

Equip students with in-demand competencies to be competitive in an evolving workforce.

03

Partnerships

Establish and strengthen internal and external stakeholder partnerships.

04

Accountability & Transparency

Ensure accountability and transparency of student outcomes.



Reece was a dedicated and independent scholar, ranking among the top five students in the political science program. His ambitious senior project analyzed lobbying in Congress, specifically how lobbying differs across different sectors. He was involved with Fresh for All, Rowan's weekly produce food drive and interned for the 5th Legislative District. Reece plans to continue serving the public as a permanent advocate for the district.

REECE JONES

B '23, POLITICAL SCIENCE

STRATEGIC PRIORITY 1



Enhance access and early exposure to career development and experiential learning opportunities.

Goal	
Enhance awareness and partnerships to increase engagement with underserved student populations.	
Outcome	Strategies
Enhance engagement with historically underserved student populations (including racial/ethnic minorities and first-generation students) by achieving a 100% increase in their participation with the center’s services.	<ul style="list-style-type: none">• Actively collaborate with ASCEND and Flying First to identify and intentionally engage CHSS majors within these populations.• Proactively foster engagement among CHSS majors, specifically targeting those with higher percentages of underserved populations within their ranks.• Coordinate and facilitate assessments (needs assessment, focus groups, etc.) to identify the core career-related challenges faced by underrepresented students.
Develop a comprehensive plan for discontinuing the CHSS Match Internship Program and reallocating its resources to establish a service that offers funding for internship or research opportunities specifically designed for Pell grant eligible recipients.	<ul style="list-style-type: none">• Transition employers away from the CHSS Match program's current partnership strategy and explore alternative methods of engagement.• Intentionally collaborate with CHSS stakeholders (students, staff, faculty, and employers) to establish the framework for a new program designed for Pell grant eligible recipients.• Ensure adequate funding for the new program by exploring various funding sources and securing necessary financial support.• Successfully implement and assess the first cohort of the new program to measure its effectiveness and outcomes.

Goal

Promote early exposure to career development and experiential learning opportunities for all CHSS students.

Outcome

Strategies

Increase integration of the Self-Directed Learning Modules among 300-400 level CHSS courses.

- Increase communication and engagement of the Self-Directed Learning Modules with CHSS adjunct faculty members.
- Evaluate the potential for the development of specialized Self-Directed Learning Modules for specific CHSS departments and majors.

Increase first-year and sophomore student appointments by 200%.

- Actively promote the Center for Professional Success in all CHSS Rowan Seminars predominantly attended by CHSS majors.
- Direct public relation efforts for first-year and sophomore level students, as well as recreate the center's website to be more accessible for these populations.
- Investigate the utilization of innovative communication methods, such as text communications and other channels, to enhance student engagement effectively.



Goal

Harness the potential of Artificial Intelligence (AI) and other cutting-edge technologies to expand the accessibility of career development resources for a wider range of students.

Outcome

Proactively investigate emerging career-related software programs that can be seamlessly integrated as a versatile service for all CHSS majors.

Strategies

- Elevate awareness and utilization of Big Interview as an additional resource for comprehensive interview preparation.
- Collaborate with the Office of Career Advancement to explore and purchase new AI-generated software to critique students' application requirements.
- Leverage ChatGPT to enrich services for all center appointments, including resume and cover letter critiques, mock interviewing, and more.
- Create and organize a workshop series with a focus on LinkedIn, enabling students to create LinkedIn accounts and promoting awareness of LinkedIn Learning opportunities.

Goal

Empower juniors and seniors with the essential knowledge and resources to actively pursue their career objectives upon graduation.

Outcome

Elevate junior and senior-level student engagement by achieving a targeted 60% increase in appointment participation.

Strategies

- Create the "Prof to Professional" workshop, offering it both in-person and asynchronously. The workshop will concentrate on crucial aspects such as resumes, job search strategies utilizing ProfsJobs and Career Shift, and optimizing LinkedIn profiles for junior and senior level students.
- Engage in proactive collaboration with all CHSS department chairs and program coordinators to identify suitable classes where the "Prof to Professional" workshop can be showcased.



Millie--a first-generation college student--earned the academic honor of President's Scholar of Excellence during her time at Rowan. In addition, she served as an active member of both the Pre-Law Society and Philosophy Club. Millie aspires to serve as a role model for Latinx students and hopes to aid the Spanish-speaking community by guiding them through the intricacies of the law. She interned at Rebel Brown Law Group, LLC, and Cumberland County Prosecutor's Office. Millie plans to attend Rutgers Law School in Camden and hopes to become a prosecutor.

MILLIE MARTINEZ SOSA

**B '23, LAW & JUSTICE
STUDIES**

STRATEGIC PRIORITY 2

Equip students with in-demand competencies to be competitive in an evolving workforce.

Goal

Promote the value and acquisition of technological skills among students.

Outcome

Ensure students are well-informed about the various tools available to develop valuable workplace technological skills.

Strategies

- Actively promote the awareness and enrollment in the 6 credit Global Tech Experience program
- Revamp the Center for Professional Success website, to highlight in-demand technological skills and provide information on platforms like Coursera, LinkedIn Learning, etc., where students can acquire these skills.

Goal


Provide comprehensive support to students in effectively articulating their academic knowledge and experiences into the language of practical skills.

Outcome

Create a platform (such as a website or syllabus statement) to aid students in comprehending the correlation between in-demand skills and the outcomes of their CHSS courses.

Strategies

- Collaborate with departments and programs to incorporate language skills into the syllabi of all core CHSS courses through integrated hyperlinks.
- Develop a website where students can explore the interface between the competencies they are taught in their core academic classes and how these skills translate into the world of work.

A portrait of a young man with dark hair and round glasses, wearing a brown turtleneck sweater. He is smiling slightly and looking towards the camera. The background is white. To the right of the portrait, there is a block of text. Below the text, there are three vertical lines of different colors (brown, yellow, yellow) and a yellow rectangular box containing the name and major of the subject.

Lance, who also pursued minors in Strategic Communication and Creative Writing, consistently crafted perceptive and innovative essays during his tenure at Rowan University. His academic journey included a transformative semester abroad at the University of Kent in Canterbury, England. Since then, he has been dedicated to forging a career in Trade Book publishing, currently gaining invaluable experience as an intern at Writer's House, a prominent literary agency. Concurrently, Lance is nearing completion of the second draft of his original work—an enthralling queer YA Contemporary Fantasy/Horror novel.

LANCE SERAFICA

B '23, ENGLISH

STRATEGIC PRIORITY 3

Establish and strengthen internal and external stakeholder partnerships.

Goal	
Enhance dialogue around workforce trends and employer needs.	
Outcome	Strategies
Facilitate targeted opportunities for CHSS faculty and staff to engage with employers.	<ul style="list-style-type: none">• Assemble a diverse Employer Advisory Board that represents common destinations of our graduates.• Organize a bi-annual meeting between career advisory board, chairs and academic advisors.• Develop an incentive structure to support employer engagement.

Goal	
Increase financial support of career and experiential learning initiatives from outside entities.	
Outcome	Strategies
Secure at least \$5,000 in revenue from outside entities.	<ul style="list-style-type: none">• Promote program and student sponsorships among public and private employers, organizations, government entities, community organizations, and colleges in mutually beneficial partnerships that benefit CHSS students.• Identify and apply for grants from state and local entities, as well as professional organizations (NEH, NJ Council for the Humanities, NACE, etc.).• Develop and distribute an informational funding campaign directed at parents and families.• Partner with University Advancement on Day of Giving and other opportunities for giving.



As part of her Liberal Studies degree, Catie focused on History and Art History and minored in Anthropology and American Studies. She was a member of the Martinson Honors College and supported her fellow students as a Writing Center tutor and Community Assistant. Catie interned for the McNeil Center for Early American Studies in Philadelphia, the Museum of American Glass at WheatonArts, and the Singularity Press as an editing intern. Catie intends to work at her hometown library and pursue graduate education, with the aim of transitioning to museum work.

CATIE GUILIANI

B '23, LIBERAL STUDIES

STRATEGIC PRIORITY 4

Ensure accountability and transparency of student outcomes.

Goal	
Intentionally collect and share student employment data.	
Outcome	Strategies
Achieve 80% knowledge rate of students' post-college outcomes.	<ul style="list-style-type: none">• Incentivize participation in the First Destination Survey (FDS) through ongoing email communication.• Collaborate with Senior Seminars and other capstone courses in CHSS to raise awareness of the FDS and allocate dedicated time for its completion.• Actively recruit FDS completion at Commencement• Partner with other sources (faculty, advisors, employers, etc.) to further gather information about students' outcomes.
Systematically share major-specific employment data with internal and external stakeholders.	<ul style="list-style-type: none">• Draft annual summary reports of employment data for each department.• Include employment data on websites and other front-facing materials for current and prospective students and parents.



Goal

Recognize achievements in career readiness support and experiential learning outcomes.

Outcome

Identify at least one mechanism to recognize student, faculty, and staff achievements.

Strategies

- Recognize faculty achievements in career readiness support for students through the Career Champion Award.
- Nominate staff stakeholders for Professional of the Month award.
- Identify one student per month to highlight via social media and the CPS website for an accomplishment in career readiness or experiential learning.
- Include recognition of students, faculty, and staff in annual report.





2020-2023: NOTABLE ACHIEVEMENTS

KEY ACCOMPLISHMENTS OF THE 2020-2023 STRATEGIC PLAN INCLUDE:

- Collaboration with the Office of Career Advancement to coordinate activities and prevent any duplication of services.
- Development of processes to facilitate the recruitment, screening, and instruction of the Experiential Learning in the Humanities & Social Sciences and Interdisciplinary Case Studies in the Liberal Arts classes.
- Engagement of a committee of CHSS faculty and staff, to draft a course proposal for CHSS majors focused on connecting their major to a career and preparing for the world of work.
- Establishment of an experiential learning fair to showcase the value of experiential learning, as well as promote opportunities for experiential learning including study abroad, service-learning, undergraduate research, and internships.
- Partnership with the Law & Justice Studies department to combine efforts and provide a large-scale career fair for all humanities & sciences majors.
- Redevelopment of the Internship in Applied Liberal Arts course.
- Synthesis of feedback from the Career Development Committee to introduce a career development exercise for incoming first-year and transfer students during all summer orientation sessions.



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Center for Professional Success

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