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NACElink Future Directions Survey Compilation
March 20, 2008

1. What do you identify as the 2-3 top challenges you currently face in delivering career center services?

Budget/Resource Constraints (Staff, Budget, etc.) - 66

Engaging Students - 39

Use of/keeping current with Technology - 20

High Constituent Expectations (Parent, Student and Employer) - 15

Employer Development (including International) - 7

Engaging Academic Departments - 7

Changing Economy - 5

Duplicate/De-Centralized Services on Campus - 5

Managing Increased Student Expectation/Engagement - 4

Reporting Outcomes - 4

Keeping Current - 3

Providing Diverse service hours to Students - 2

Competition between Schools - 2

Differentiating Career Services vs. Internet Job Boards - 2

2. What do you identify as the 2-3 top opportunities you have in delivering career center services?

Implementing Technology/Streamlining Services (including Web 2.0) - 52

Faculty Engagement - 15

Employer Engagement - 14

Student Engagement - 13

Alumni Engagement - 12

Engaging other Campus Constituents - 9

Quality Career Center Staff - 9

Student Need - 7

Global/International Opportunities - 4

Creative Programming - 4

Marketing Initiatives - 4

Sponsorship/Volunteer Engagement - 3

Experiential Education Program - 2

Professional Development Opportunities - 2

Parent Support of Services - 2

Career Center Appreciation/Reputation - 2

3. What would you identify as the strongest value a career center delivers from a student perspective?

Job/Employer Access - 26

Advising Services/Tools for Job Search - 24

Lifelong Skills/Tools for the Future - 7

Events/Workshops - 2

4. What would you identify as the greatest weakness of a career center from a student perspective?

Services are too “generic”, not specialized to majors - 16

Do not provide direct job placement to students - 12

Not enough/diverse jobs - 9

Not enough staff/have to wait for services - 8

Not enough diverse employers - 7

Not aware of career services - 5

Services are too “traditional” (not as edgy as what they are used to) - 4

5. What would you identify as the strongest value a career center delivers from an employer perspective?

Access to Talent/Students - 38

Quality Programming (OCR, Career Fairs, Consulting, etc.) - 11

Recruiting Tools/Technology - 8

Access to Faculty - 5

Free/Low-Cost Services - 2

6. What would you identify as the greatest weakness of a career center from an employer perspective?

Lack of (Qualified) Candidate Response - 28

Can Not “Hand-pick” or “Pre-screen” Applicants - 13

Different Technology Programs and Processes at Different Schools - 4

Student Attitude, Professionalism, Preparedness - 4

Not Enough Career Center Staff Attention - 2

7. What would you identify as the strongest value a career center delivers from a college/university administrator’s perspective?

Added Value to Education System through Services Offered - 18

Creating Satisfied Alumni/Donors - 12

Placement Opportunities - 12

Placement/Outcomes Data - 9

8. What would you identify as the greatest weakness of a career center from a college/university administrator’s perspective?

Lack of Placement/Outcomes Data

Drain of Funds

Not Enough Specialized Services for Employers and Students