

# Career Services in Kentucky Summer Convening

## Career Services Everywhere

Building a culture without owning it all

Presented by Megan Boone

Director, Morehead State University



MOREHEAD STATE UNIVERSITY™  
**CENTER FOR CAREER DEVELOPMENT  
AND EXPERIENTIAL EDUCATION**  
CAREER SERVICES | EDUCATION ABROAD | INTERNSHIPS | RESEARCH | SERVICE LEARNING

# MSU by the numbers

- Founded 1887 as a “Normal School”
- 8,700 students from 41 states and 23 nations
- 3 regional locations
- 16 students in an average class
- 94% of undergrads receive financial aid
- 300+ faculty
- 100 student clubs and organizations



Center for Career Development and Experiential Education



# Career Services by the numbers

- 3 staff, including the Director
- 1 graduate assistant, 6 student employees
- Operating budget - \$8,660
- 2 all major career fairs with 100+ organizations
- 6 events a semester



Center for Career Development and Experiential Education



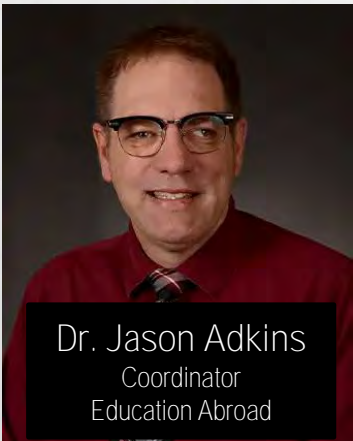


MOREHEAD STATE UNIVERSITY™

# CENTER FOR CAREER DEVELOPMENT AND EXPERIENTIAL EDUCATION

CAREER SERVICES | EDUCATION ABROAD | INTERNSHIPS | RESEARCH | SERVICE LEARNING

## THE TEAM



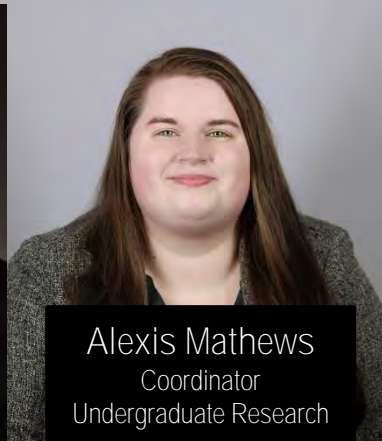
Dr. Jason Adkins  
Coordinator  
Education Abroad



Rebecca Wright  
Coordinator  
Internships



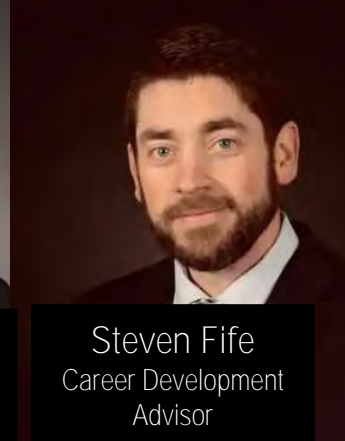
Andrew Sexton  
Coordinator  
Service Learning



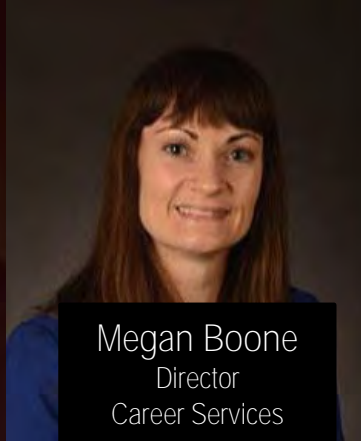
Alexis Mathews  
Coordinator  
Undergraduate Research



Gabria Sexton  
Career Development  
Coordinator



Steven Fife  
Career Development  
Advisor



Megan Boone  
Director  
Career Services



Explore. Connect. Experience. Succeed!



EXPLORE.  
CONNECT.  
EXPERIENCE.  
SUCCEED!

**MOREHEAD STATE**  
UNIVERSITY  
CAREER SERVICES

## **Vision**

Be the central resource for a career-centered campus culture that actively engages every student in achieving their personal and professional goals.

## **Mission:**

Guide and support all MSU students as they explore their strengths and passions, engage in career readiness activities, and participate in hands-on experiences to develop in-demand skills. Cultivate a network of faculty, staff, alumni, employers and community partners to facilitate connections and opportunities focused on the lifelong success of our students and alumni.

Center for Career Development and Experiential Education



Ignite the spark  
And let the fire  
burn!

Career readiness shouldn't be  
just a program, it's a culture.

Career Services is the spark!



# Understand the Strategic Plan

## ACADE

### **GOAL 3: Provide coo learning opportunitie**

#### **Strategies**

1. Create a Center for
2. Evaluate the poss
3. Develop a robust
4. Ensure that facult
5. Ensure that depar

### **GOAL 2: RETENTION/PERSISTENCE & DEGREE COMPLETION - Support the overall success and retention of a diverse student body**

#### **Strategies**

1. Provide support structures from recruitment to degree completion focused on under-represented minority students.
2. Use predictive analytics to proactively identify “at risk” students to aid in retention.
3. Evaluate the effectiveness of and provide sustained support for services and courses provided to underprepared students in English and mathematics.
4. Utilize comprehensive tools that focus on student success by providing the opportunity for coordinated case management.
5. Implement High Impact Learning Practices (internships/practicums, clinical experiences, student research projects, study abroad, service learning, mentorships), with a goal of all undergraduate students participating in at least one High Impact activity.
6. Provide opportunities for career exploration and planning with a means for students to illustrate academic, engagement, and leadership experiences throughout their educational career.
7. Create a first year experience that includes meaningful academic experiences, cohort-building, leadership and civic opportunities, diversity training, career planning and financial literacy.



# Recognize the higher ed landscape

## High Impact Practices to career skills



### Internships

#### Gain Experience

- Engage in real world, professional opportunities
- Work with employers in your field
- Build your resume
- Develop lifelong career skills valued by employers
- Grow your network
- Explore different career paths and workplace cultures



#### Contact



#### Rebecca Wright

Coordinator of Internships

internships@moreheadstate.edu

www.moreheadstate.edu/career

606-783-2619



CENTER FOR CAREER DEVELOPMENT  
AND EXPERIENTIAL EDUCATION



### ARE YOU CAREER READY? Top 8 Skills that PROVE IT.

#### CRITICAL THINKING

Identify relevant information, analyze issues and data to make decisions  
Develop and test solutions to problems  
Demonstrate originality and inventiveness



#### LEADERSHIP

Manage projects from beginning to end  
Organize, prioritize, and delegate work  
Coach others and leverage their strengths to reach common goals



#### COMMUNICATION (ORAL AND WRITTEN)

Articulate ideas clearly and accurately when speaking and writing  
Adjust communications based on audience needs  
Write and edit memos, letters, and complex reports



#### PROFESSIONALISM/WORK ETHIC

Demonstrate integrity and ethical behavior  
Be accountable through effective work habits like time management, punctuality and learning from mistakes  
Have a professional work image



#### TEAMWORK

Reach consensus on processes and solutions within a team structure  
Work together to identify and utilize the strengths of each member  
Build collaborative relationships with people of diverse races, ages, genders, lifestyles and viewpoints



#### CAREER & SELF-DEVELOPMENT

Identify your strengths and weaknesses to develop a personal and professional growth plan  
Practice continual learning and engage in career development opportunities  
Build relationships and leverage your network of professionals to progress towards your future career goals



#### TECHNOLOGY

Demonstrate adaptability to new and emerging technologies  
Use technology ethically and efficiently to solve problems and accomplish goals  
Be proficient with computer software programs



#### EQUITY & INCLUSION

Understand your own biases and actively challenge individual and systematic racism  
Participate in local and global cross-cultural interactions and experiences  
Engage in equitable practices leading to the advancement of historically marginalized communities



National Association of Colleges and Employers (NACE) Career Competencies | www.naceweb.org



@MSUCareer



@MSU\_careerctr



MSU Career Development & Experiential Education  
linkedin.com/groups/4510010

www.moreheadstate.edu/career | (606) 783-2233 | careerservices@moreheadstate.edu

Find us in the Camden-Carroll Library. Our entrance is behind Fields Hall.

### Are you career ready?



MOREHEAD STATE UNIVERSITY  
CAREER SERVICES

EXPLORE. CONNECT. EXPERIENCE. SUCCEED!

#### Step 1: Skills Inventory

##### CRITICAL THINKING

I Have...

- ☐ researched and planned an event
- ☐ participated in group projects
- ☐ worked at an internship
- ☐ written a research paper
- ☐ analyzed data to predict trends
- ☐ conducted independent research

##### LEADERSHIP

I Have...

- ☐ led a group project
- ☐ influenced peers and created shared tasks
- ☐ guided or coached populations/customers
- ☐ trained new employees or assisted coworkers
- ☐ took initiative to coordinate a project
- ☐ held a leadership position

##### COMMUNICATION (ORAL AND WRITTEN)

I Have...

- ☐ composed a professional email to a professor
- ☐ edited and critiqued a peer's paper
- ☐ prepared a written summary of research findings
- ☐ given a presentation to a large audience
- ☐ led a discussion or moderated a debate
- ☐ effectively counseled or mentored a peer

##### PROFESSIONALISM/WORK ETHIC

I Have...

- ☐ demonstrated good time management skills
- ☐ successfully completed an internship
- ☐ demonstrated attention to detail on projects
- ☐ prioritized tasks
- ☐ sought out and accepted critiques of work
- ☐ communicated effectively and professionally

##### TEAMWORK

I Have...

- ☐ engaged in course field work
- ☐ participated in class research teams
- ☐ resolved conflict among others
- ☐ gathered input from others
- ☐ utilized strengths of team members
- ☐ sacrificed for the good of a team

##### CAREER & SELF-DEVELOPMENT

I Have...

- ☐ completed TypeFocus career assessments
- ☐ prepared a resume and cover letter
- ☐ attended the career and internship fair
- ☐ met with a career counselor
- ☐ built a relationship with a professor
- ☐ completed an internship

##### TECHNOLOGY

I Have...

- ☐ posted online discussion boards
- ☐ used discipline specific software (i.e. SPSS)
- ☐ gained proficiency with Microsoft Word, PowerPoint, Excel, etc.
- ☐ used technology ethically to solve problems
- ☐ maintained a good online presence
- ☐ demonstrated the ability to adapt to changes in technology

##### EQUITY & INCLUSION

I Have...

- ☐ participated in an education abroad program
- ☐ improved my social awareness through service learning opportunities
- ☐ worked well with diverse communities
- ☐ recognized other practices, beliefs, and worldviews
- ☐ worked to overcome language barriers
- ☐ developed materials and programs with an inclusive lens

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www.moreheadstate.edu/career

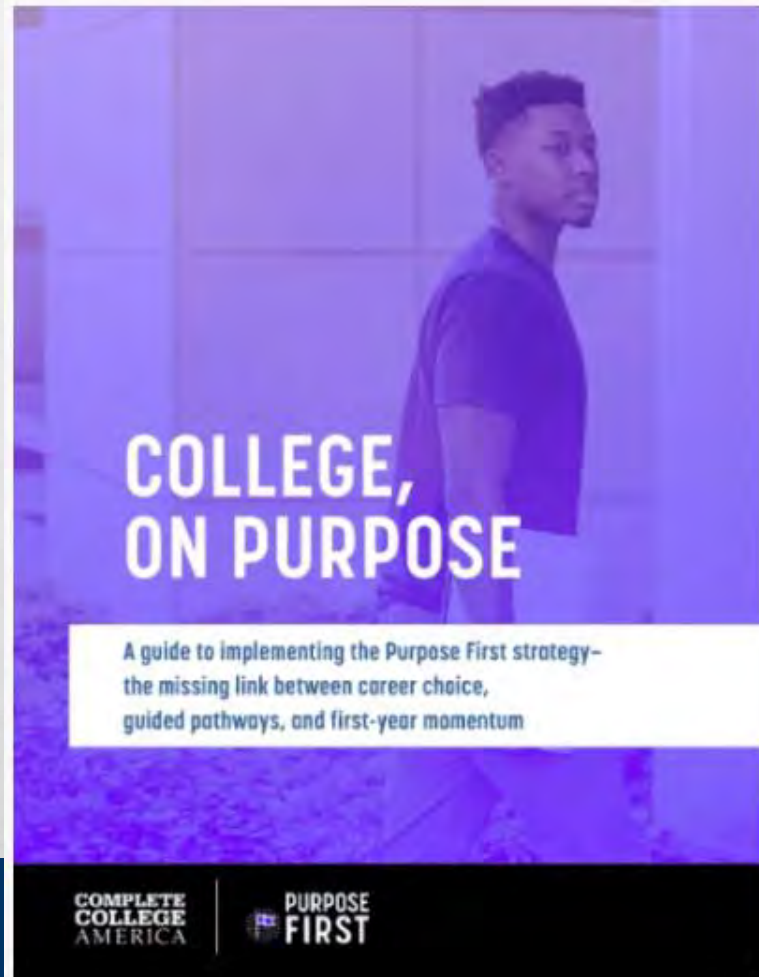
150 University Blvd., Morehead, KY 40351  
careerservices@moreheadstate.edu

606.783.2233  
f t i y



# Expose students early

Career exploration, hands-on experiences & skills, oh my!



## The Process of Career Exploration



**FYS 101**

# Build it into the curriculum

## Guarantee students receive it

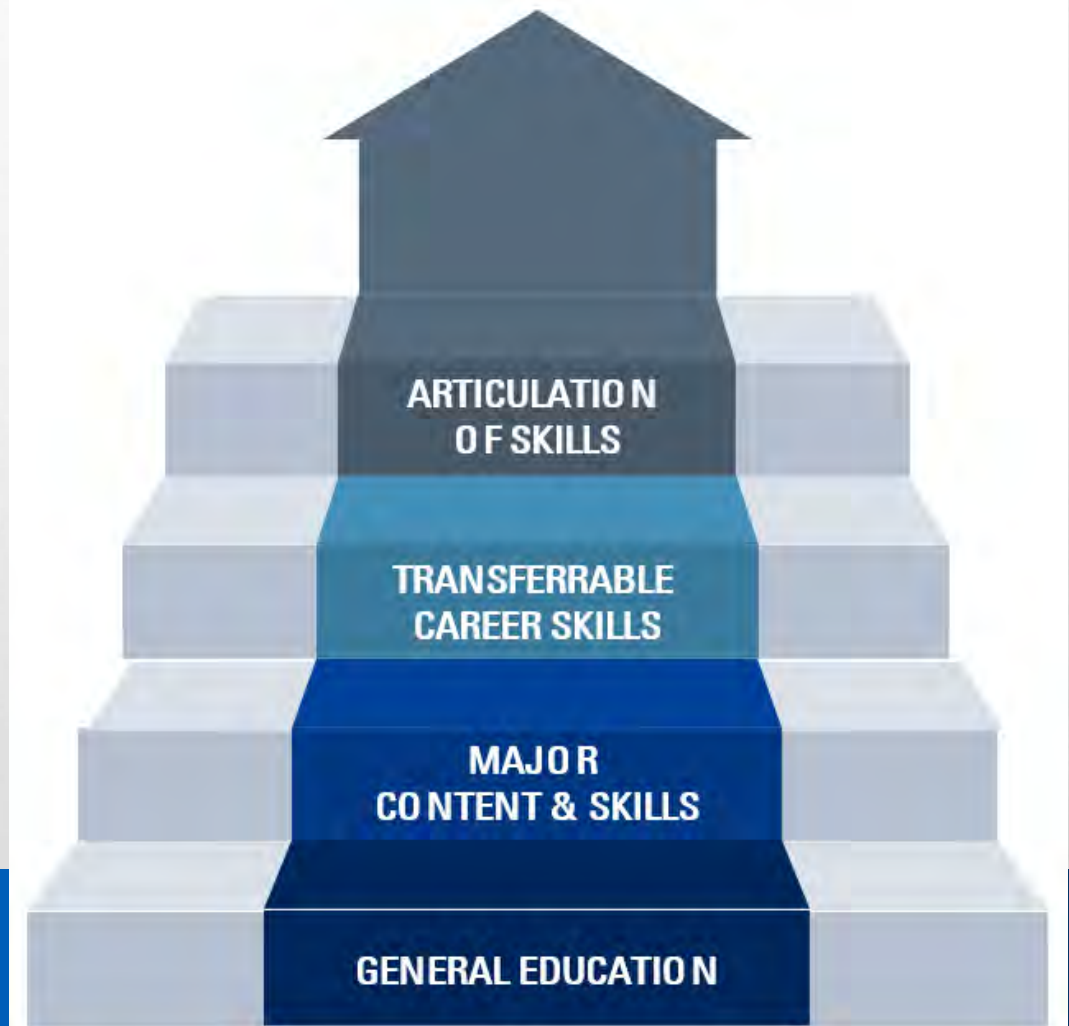
# LevelUP

*EXPERIENCE YOUR FUTURE*

**Learn It** –  
Content  
within your  
Major

**Experience It**  
– Develop  
Career Skills  
Through  
Hands On  
Experiences

**Show It** – Use  
the STAR  
Method to  
provide  
examples of  
the career  
skills in action





Kentucky 10 Essential Skills	QA Commons Essential Employability Qualities	AAC&U Essential Learning Outcomes	NACE
Communications	Effective Communication	Oral Communication Written Communication	Oral Communication Written Communication
Critical Thinking	Critical Analysis	Critical Thinking	Critical Thinking
Quantitative Reasoning	Problem Solving	Quantitative Literacy Problem Solving	
Cultural Competency	Effective Communication*	Intercultural Knowledge and Competence Global Learning	Equity and Inclusion
Leadership and Adaptability	Learning and Adaptability	Creative Thinking	Career and Self Development
Professionalism	Professionalism and Responsibility	Foundations and Skills for Lifelong Learning	Professionalism Work Ethic - Career Management
Civic Engagement		Civic Engagement - Local and Global	
Teamwork	Teamwork	Teamwork	Teamwork/Collaboration
Applied and Integrated Learning	Problem Solving	Integrative and Applied Learning	Critical Thinking/Problem Solving
Information Literacy	Digital Literacy	Information Literacy Inquiry and Analysis	Digital Technology



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CAREER SERVICES / EDUCATION ABROAD / INTERNSHIPS / RESUME & NETWORKING

## EVENTS SPRING 2025

OPPORTUNITY	DATE/TIME	LOCATION
<b>RESUME LAB</b> Drop in and get customized help constructing a strong resume. Start from scratch or bring a draft in electronic form.	<b>Wednesday, Jan. 29</b> 2 p.m. – 4 p.m.	<b>Camden-Carroll Library</b> 1 <sup>st</sup> Floor Computer Lab
<b>INTERNSHIP BASICS WORKSHOP</b> Learn the basics of internships and co-ops: Why should you get one? Where do you begin searching? How do you receive academic credit for your work? Attend this workshop to learn all of this and much more.	<b>Wednesday, Feb. 5</b> 3:30 p.m. – 4:30 p.m.	<b>Camden-Carroll Library</b> 1 <sup>st</sup> Floor Computer Lab
<b>RESUME BLITZ</b> Ever wonder how strong your resume is? Take advantage of this event and receive instant feedback from professional employers on how to improve your resume.	<b>Wednesday, Feb. 12</b> 10 a.m. – 2 p.m. <b>Thursday, Feb. 13</b> 10 a.m. – 2 p.m.	<b>ADUC</b> 1 <sup>st</sup> Floor near Bookstore
<b>CAREER &amp; INTERNSHIP FAIR</b> Take advantage of the opportunity to connect with over 100 employers and graduate schools. In addition to full-time candidates, many organizations are seeking students for internships/co-ops and part-time positions. Free professional headshots available. Attend and set yourself up for success.  Dress professionally. Bring resumes. Be prepared to introduce yourself. See who's coming in Eagle CareerNet.	<b>Wednesday, Feb 26</b> 10 a.m. – 1 p.m.	<b>ADUC</b> 3 <sup>rd</sup> Floor Ballrooms
<b>FALL IN LOVE WITH YOUR MAJOR</b> Attend this lab and match your strengths and interests to possible majors and career paths.	<b>Wednesday, March 12</b> 2 p.m. – 4 p.m.	<b>Camden-Carroll Library</b> 1 <sup>st</sup> Floor Computer Lab
<b>CELEBRATION OF STUDENT SCHOLARSHIP</b> Present or explore at a showcase of scholarly student work involving research, scholarship, creative work, and performance arts.	<b>Wednesday, April 16</b> 9 a.m. – 3 p.m.	<b>ADUC</b> 3 <sup>rd</sup> Floor
<b>ETIQUETTE NETWORKING DINNER</b> Learn and practice dining etiquette while networking with employers in a professional setting. Preregister & pay \$10 fee.	<b>Tuesday, April 22</b> 4:30 p.m. – 7:00 p.m.	<b>ADUC</b> 3 <sup>rd</sup> Floor Ballroom C

MSU Center for Career Development and Experiential Education  
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606-783-2233



Find us in the Camden-Carroll Library. Our entrance is behind Fields Hall.

## SERVICES OFFERED:

### Eagle CareerNet

Eagle CareerNet is our exclusive career management system. It is a great resource to find full-time jobs, internships, seasonal employment and part-time positions. You can also use it to keep up with events and workshops hosted by the Center. Visit [www.moreheadstate.edu/careernet](http://www.moreheadstate.edu/careernet) to access your account.



### Choosing a Major & Planning a Career Path

With a few short assessments in TypeFocus, an online career exploration platform, you'll discover specific occupations and majors that best suit your individual strengths based on your personality, interests, values and skills. Complete the assessments and schedule an appointment with a career counselor to develop a plan for your career success.

### Internships, Research and Education Abroad

Candidates with career-related experience receive more interviews, multiple job offers and higher starting salaries than candidates without experience. Build professional skills by taking advantage of hands-on experiences while you are a student. Secure an internship and earn academic credit, immerse yourself in another culture, volunteer in the community and dig deeper through a research project.



### Polish Application Materials

How you appear on paper is just as important as how you appear in person. We will partner with you to construct strong professional documents and correspondence, such as resumes, cover letters, graduate school applications and personal statements that reflect your unique skills.

### Search Coaching

Our team will work with you to tailor a plan for your search. Learn tips and strategies to help you find your perfect job or internship, and learn how to evaluate employment and salary offers.



### Practice Interviews

Perfect using the STAR Method to shine in an interview. With our online interview system, you can practice, record and improve your answers to common interview questions. Invite peers, professors or career counselors to review your performance. Appointments for mock practice interviews are also available to help you prepare for a specific interview plus we'll customized questions for you.

### Connect with Employers

Employers, community partners and graduate programs come to campus to meet and connect with you. Be sure to keep up-to-date on events like career and internship fairs, information sessions, on-campus interviews and career workshops. Call today to reserve our private interview room for your personal job, internship and/or graduate school interviews.



### Suit Bank

Do you need professional clothing for a job interview, career fair or networking event? We may have something for you in our free Suit Bank. Various sizes and styles are available. If you find something that you like, it is yours to keep at no charge to you.

### Presentations

Customized presentations are available upon request for student organizations, residence halls and special programs. Possible topics include: resumes, interviewing, internships, choosing a major, career fair, job search, navigating Eagle CareerNet, leveraging LinkedIn, careers for specific major, education abroad, in demand career skills, volunteering, presenting research, salary negotiations, etiquette, graduate school applications.



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606-783-2233  
[careerservices@moreheadstate.edu](mailto:careerservices@moreheadstate.edu)



# Increase Visibility

Intentional Guidance to our location



Career Services  
is now on the  
ground floor of  
the library.



Center for Career Development and Experiential Education



# Career cues

Sign, sign, everywhere a sign





# What career & internship fair?

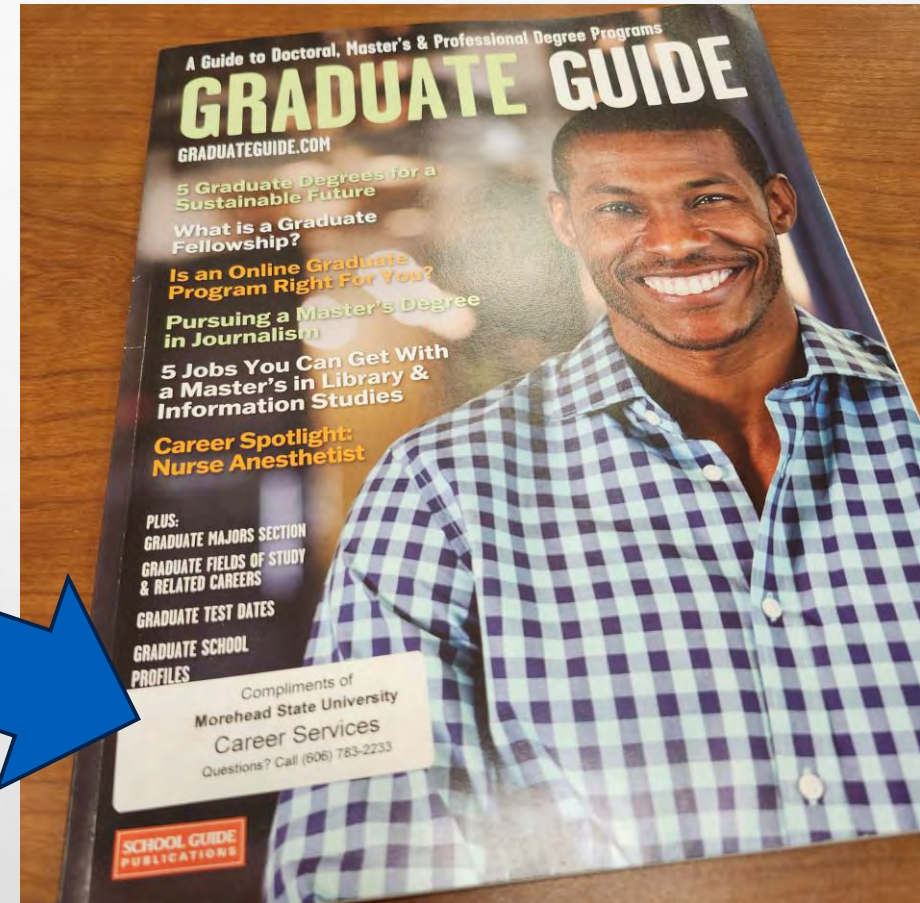
## Extra effort for signature events





# Brand everything

## Not just promo items





# Go where the students are

## Satellite locations





# Have fun

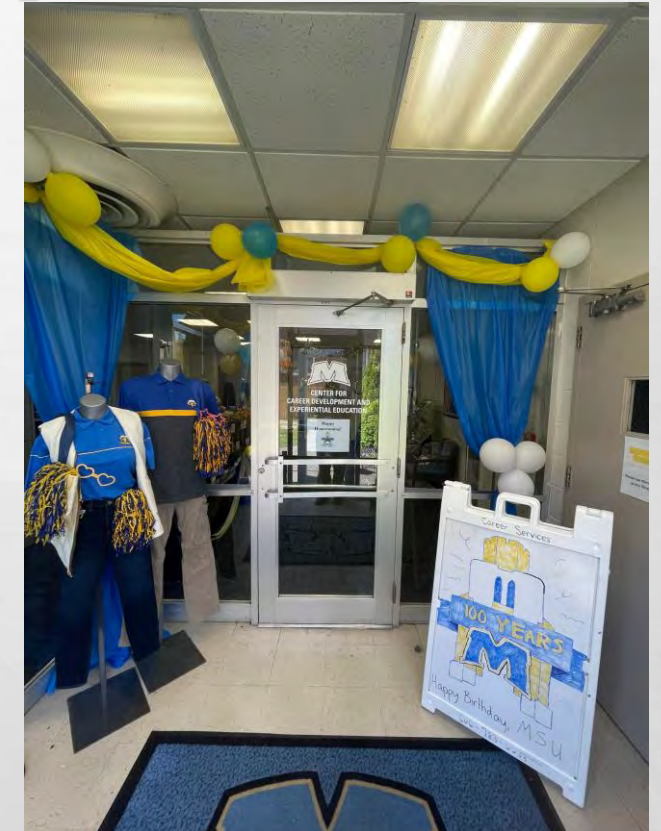
## Leverage student employees





# Partner with other staff

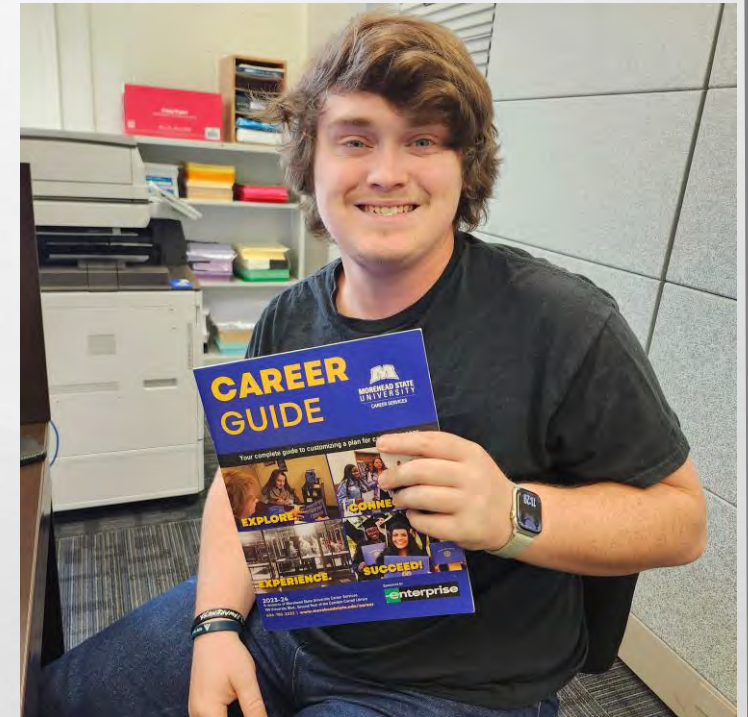
## Where can you create relationships?





# Solve problems you can control

## How can you fill a need?





# Partner with existing career work

## Where is career work being done?



### BUILDING YOUR NETWORK AND IDENTITY

#### FEATURING:

**MR. TYLER DAVIS, M.S.**  
**PRO CAMPS ACCOUNT COORDINATOR**

#### WHEN:

Wednesday, Sept 20, 2023;  
10-11 a.m. & 1:00 – 2:00 p.m.

#### WHERE:

**COMBS BUILDING ROOM 412 (MORNING)**  
**Eagle Athletic Center (Afternoon)**  
**Morehead State University**

#### ALL STUDENTS ARE WELCOME

##### SPONSORS


- COLLEGE OF BUSINESS AND TECHNOLOGY
- ATHLETICS
- OFFICE OF DIVERSITY AND INCLUSION
- CENTER FOR CAREER DEVELOPMENT & EXPERIENTIAL EDUCATION




##### Sneaker's Experience

- Resident Advisor, and Student Ambassador at MSU
- Assistant Coach, Director of Basketball Operation, and Player Development for Collegiate Women's Basketball
- Assistant AD of Interscholastic Athletics
- Basketball Scout
- Student-Athlete Experience Coordinator, Seton Hall University
- Participant of the USA Fame Program







## Workplace Expectations Panel with Regional Hiring Managers



FRIDAY, MARCH 28,  
2025  
10:00 A.M. TO 10:50 A.M.

SPONSORED BY:  
 **BETA GAMMA SIGMA**  
THE INTERNATIONAL BUSINESS HONOR SOCIETY

AND  
 **THE CENTER FOR CAREER DEVELOPMENT  
& EXPERIENTIAL EDUCATION**

Seating is limited  
All are welcome until capacity is reached

ADUC Room 325





# How are you partnering?

- Enrollment Services
  - Four-year plan for career success in new student packets
- Greek Life
  - Supporting career requirements
- Student Activities
  - Presenting at new student officer registration
- Residence Life
  - Resident Advisor hiring program
  - Bulletin board kits/Hall programs
- Student Government Association
  - Button campaign & free transcript waivers
- Athletics
- Alumni and Development
- Financial Aid
- Disability Services



# Champion faculty & staff

## Include and celebrate





# Communities of practice

## Inform others and trust them







## How are you partnering?

- Resume reviews
- Practice interview feedback
- Off the shelf assignments
- Tracking attendance at events
- Don't cancel class program
  - Capstone courses
  - Exploratory courses
- Honors Program resume development
- Specific events for specific classes
  - Judging engineering capstone projects
  - Mock interview day in business communication





# Tell a story through the students



**"I was paired with a classmate to design and run a social media campaign for a local business. We had to create interactive and informative content, pitch our ideas weekly, and adjust our strategies based on the client's feedback. What really stood out to me was how much this project improved my ability to communicate clearly and professionally,"** Garlitz said. **"I truly believe that experiences like these, offered through the Level UP program, help set students up for long-term success."**

- Amanda Garlitz, a senior strategic communication major from Alexandria

## Internship Student Spotlight

**Hunter Cook, Junior**  
Mechatronics Systems Engineering



**"This experience helped me in networking, collaborative projects, time management, creating and following multiple schedules, and many more. Some of the key Toyota philosophies that I have learned would be Toyota Production System (TPS), kaizen mindset, Respect for People, lean manufacturing, denwacho planning, and genchi genbutsu (go and see). I was challenged in many ways while at Toyota, and this will allow me to embrace challenges on my future endeavors."**

**"During my time at Toyota, I had to use AutoDesk Inventor to create functional and tolerance-specific parts to aid the Production team to run smoothly. I also had to use various softwares to respond to PLC breakdowns, Estic Gun faults, and implementing kaizens on various pieces of equipment. I learned the 8-step Toyota problem solving TBP method, and presented this work to the President and other executives of TMMWV."**



**I have had the opportunity to take several Level UP courses focusing on different career skills. The STAR Method has really prepared me for future interviews with school systems. It is an organized, sequential structure that allows me to tell my story."**

- Kayleigh Konrad, a junior elementary education major from Morehead





# Create efficiencies

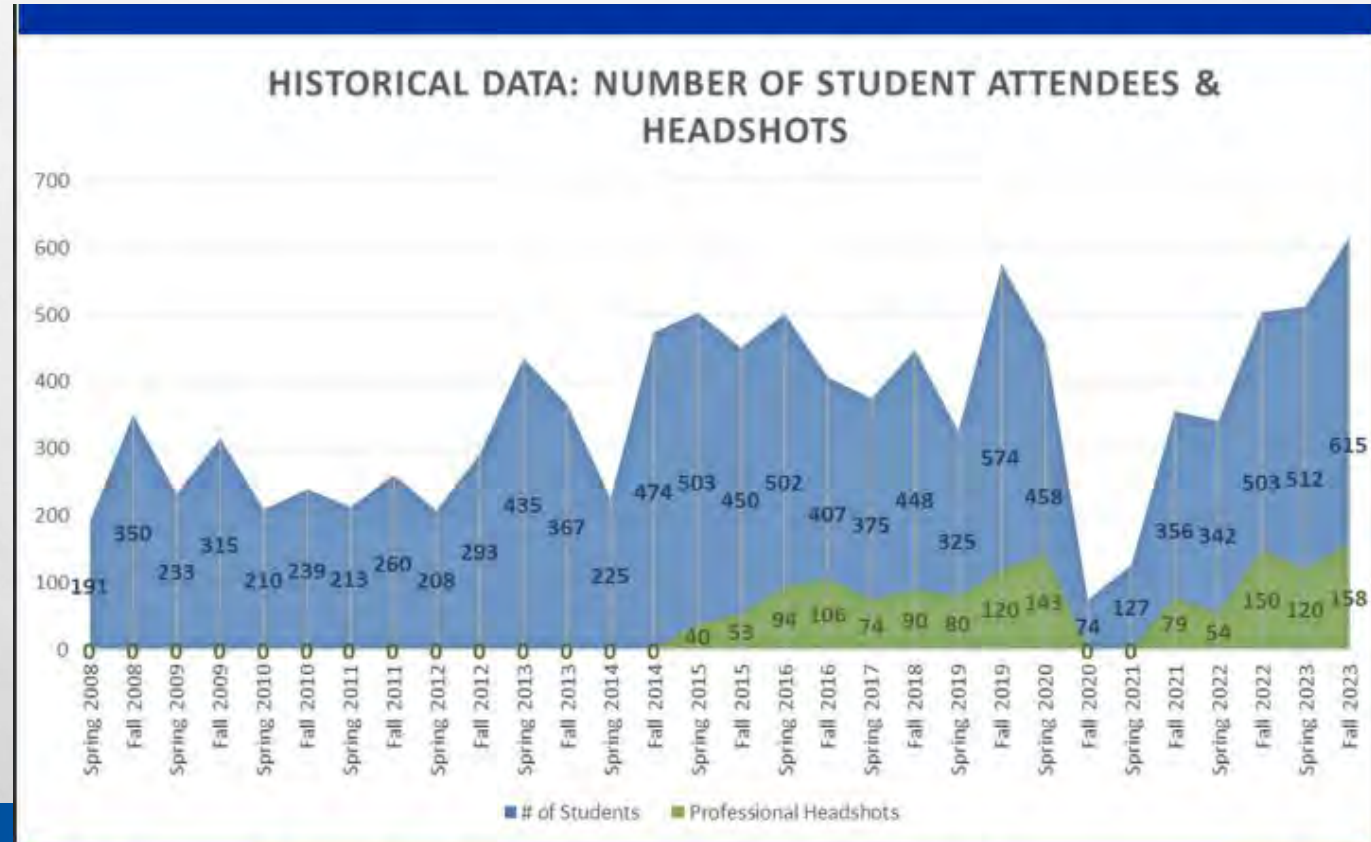
## Task lists, email templates, data informed improvements

	A	B	C	D	E	F
1	Column1	Task - When task is complete, click in Column A and place an "a" then add any necessary notes in Column C	Notes	Responsible	External	Due
92	✓	Print Resume Blitz Q&A Cards for assertive-promo		Steven	Printing	1/30/2025
93	✓	Email Career Fair Invitation to all employer contacts in CareerNet (2nd mailing with non-early bird rates)- removing those already registered from receiving the email		Steven		2/1/2025
94	✓	Put announcement/Slide Show Banner about Resume Blitz on CareerNet for Students		Steven		2/1/2025
95	✓	Schedule Career Fair on TV screens in ADUC/Digital Signage (Shannon Colvin). Send Career Fair Flyer with bullet points		Steven		2/1/2025
96	✓	Email all current students about Resume Blitz through Eagle CareerNet		Steven		2/1/2025
97		Enter Career Fair statistics to Excel spreadsheet		Andrew		2/28/2025
98		Review Employer Evaluations and do report		Andrew		2/28/2025
99	✓	Contact Enrollment Services regarding using her Eagles Guides as volunteers during the fair. 9-10 a.m. needed the most.	emailed A. Graham 01/28. Reply: will try to identify students to assist.	Gabria	Enrollment Services	1/8/2025



# Create efficiencies

Task lists, email templates, data informed improvements



\*The Fall 2020 & Spring 2021 fairs were held virtually, so headshots were not offered.





# Build the fire aka Key Takeaways

- Drop career cues
- Build partnerships with staff, faculty and student organizations
- Leverage student stories
- Invite yourself to the table
- Create sustainability in existing programming





# Career Services in Kentucky Summer Convening

## Thoughts? Questions?

Megan Boone

[m.boone@moreheadstate.edu](mailto:m.boone@moreheadstate.edu)

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