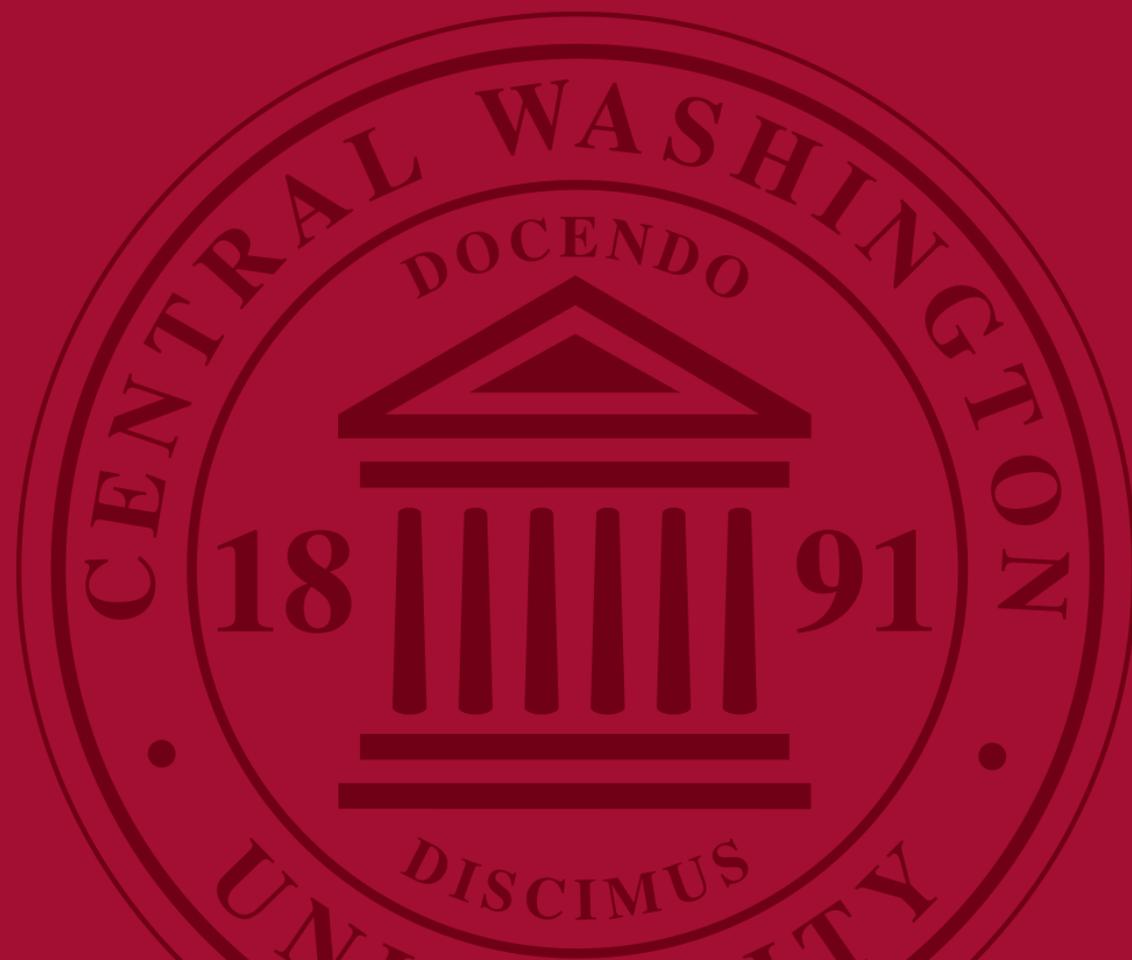


'STATE *of the*
UNIVERSITY



INNOVATION: the ART of ACCESS

Supporting students on their journey, every step of the way

Career Services

Presented by: Katrina Whitney, Director

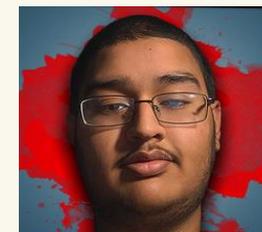
Kristen Paton, Event Manager

Aaron Woods, Career Counselor CAH and COTS



PURPOSE & FOCUS

- Meeting goal #1 of our strategic plan
 - How we embrace innovation & creativity
 - Share some ways we have approached increasing access.
-



MISSION

Empower our diverse students with the skills, knowledge, and experiences necessary to thrive in today's demanding global job market.

Strategic Plan Goal #1

Develop clear pathways into and through the university to ensure equitable access to career development.

Student Success: unifying value



CONNECTION



University Goal #1:

Develop clear pathways into and through the university to ensure equitable access to higher education, enhance student engagement and success, and improve retention and graduation rates.

The various pathways Career Services has created to increase access from the Virtual Career Center to the Professional Clothing Closet aligns with Goal #1.

THE EVOLUTION OF ACCESS

How do we open doors for students to discover our support, develop their potential, and take confident steps toward their future careers?

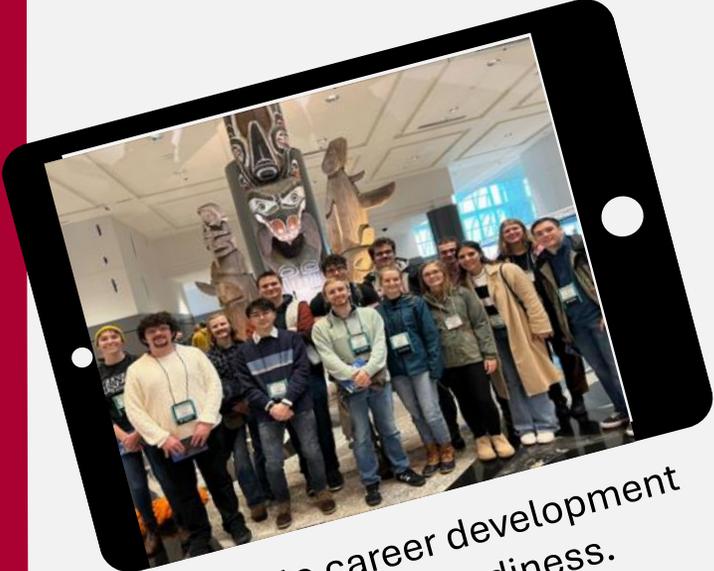
- Identify gaps
- Embrace change
- Engage with campus partners
- Bring every idea to the table
- Give students a voice
- HAVE FUN!

“Students don’t know what they don’t know.”



CAREER PROGRAMMING & SERVICES

Staying up to date with the latest data and trends.



Access to career development and career readiness.



Say YES to new ideas

VIRTUAL CAREER CENTER

The VCC is an innovative, student-focused platform designed to enhance career readiness and accessibility to career services.

Latest Research



Job Outlook 2025

Spring Update

NACE report on college graduate hiring.



Internship & Co-op Report

NACE Insights- More than 70% of organizations expect to increase or maintain intern hiring despite overall dip in hiring.



Employers use skills-based hiring

NACE Job Market trends- Almost two-thirds of employers use skills-based hiring to help identify job candidates.

Pull out your phones and google CWU Career Services

101,451 Page Views

40,338 Distinct Users

40,223 Active Users

64,753 Sessions
33,723 Engaged Sessions

52% Engagement Rate



PROFESSIONAL CLOTHING CLOSET

- Free Access to Professional attire
 - Supports equity and career readiness
 - Welcoming, accessible space for all students.
- Dress for Success events in the SURC
 - PCC is open 8-5 pm every day.
 - Creating a shopping experience



STRATEGIC PARTNERSHIPS



Academic Affairs

College of Business- EDGE
College Pages on the VCC
Class Presentations
Professional Doc. Review
First Destination Survey

Student Engagement & Success

Orientation
WoW “Spin to Win”
SLICE Leadership Conference
Publicity Center
CAMP
Student Groups/Orgs

Campus & Local Community

Wildcat Pantry
ANCHOR Program
Lalley Fellows Program
Ellensburg Downtown Assoc.
Bite of the Burg

So here's our ask: if you have ideas, let's talk.

If you see opportunities for your area to connect with ours, we want to build that bridge.

Together, we can make sure every student feels seen, supported, and set up for success.

PEACE AND GRATITUDE

FONTS

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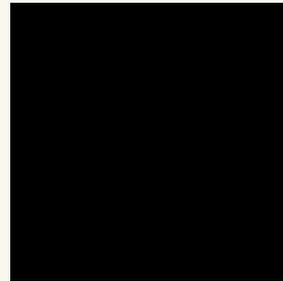
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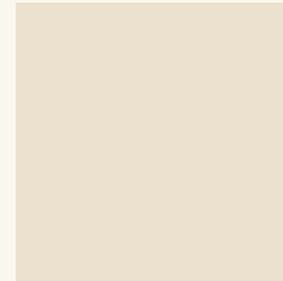
COLORS



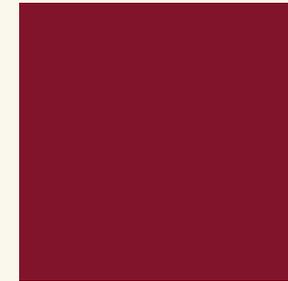
Crimson



Black



Stone



Dark Crimson

ACCENTS



The Summit may be used as a bullet or directional marker to help guide the viewer's eye and create rhythm.