

WVU PROJECT 168

(with MAJOR MAPPING)

What's an ADVISOR to do?



Retention Critical Path Courses **Project 168** **Assessment**
Student Organizations **Curriculum Map** iServe
Career Services **Curriculum Map** OIP
Adventure WV Student Success Markers WellWV
DegreeWorks Study Abroad **Recruitment** SSC Campus

Front Line Professionals Meeting

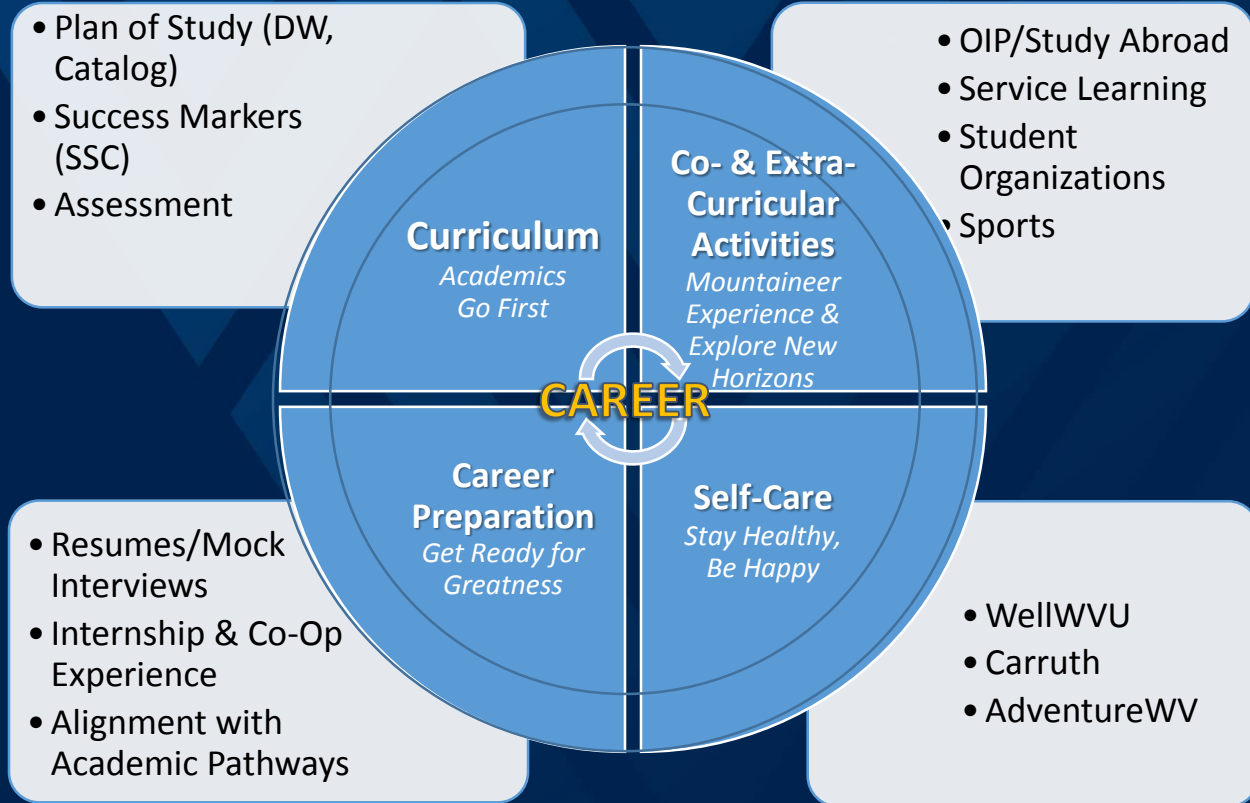
Wednesday,
February 15 2017

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2016-2017 Academic
Leadership Fellow

Project 168

Integrate elements of a WVU education to develop individuals prepared for a career and a meaningful life

Technology makes information easily accessible to students




Recruitment/Retention Impact

Practice #4: Major-Career Interest Matching

Putting Career Exploration First, Not Last

Pre-Application Survey Links Career Interests to Majors


Nestled Amid Application Requirements



Which of these types of activities interests you the most?

- Leading a team
- Working in an office
- Working in health care

Individualized Scoring of Major Fit

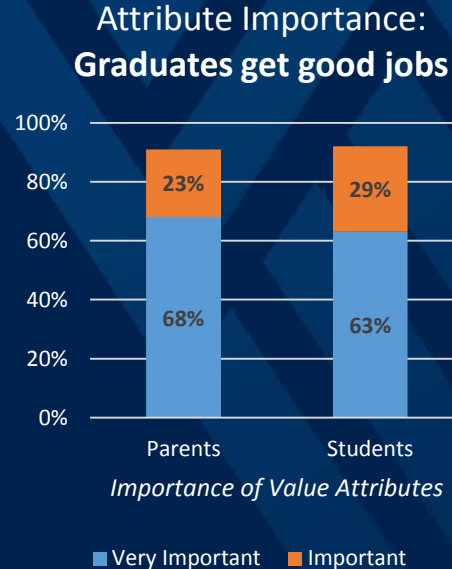


My Survey Results: Top Interest Clusters for Alexa

Management	90%
Marketing	75%
Education/Training	60%

- 16 career clusters matching Occupational Information Network categories
- Each FIU major is mapped to a cluster
- Students can click to view course catalog

Sources: Jerry Trautv, "Study of Outcomes Associated with Use of the Kuder® Career Search with Person Match at a Public Research University in Greater Miami, Florida," Kuder, Inc., June 27, 2014. <http://www.kuder.com/wp-content/uploads/2014/07/Outcomes-Associated-with-Use-of-KSC-21.pdf>. ESR interview post-analysis

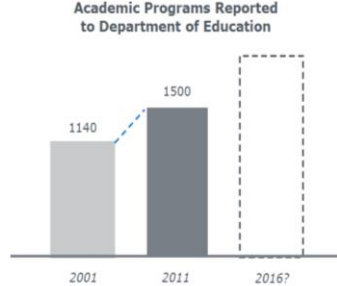


The Paradox of Choice

Proliferation of Offerings Inducing Student Anxiety

Surge in Institutions' Programs...

Academic Programs Reported to Department of Education



2001: 1140
2011: 1500
2016?: [dashed line]


24% increase since 2001

...Leaves Students Questioning Major Choice

160+ available majors at Penn State

↓

80% declared students at Penn State uncertain of choice



Priorities: *Job Outcomes are more important than cost or financial aid across all segments*

Benefits for Students

- Encourages students to *MINDFULLY* use their time, energy, and resources to focus on academic, personal, and professional growth at WVU
- Equips students with a *roadmap/guide* to maximize their 4 years at WVU. The map:
 - Facilitates a personalized, goal-oriented college experience
 - Articulates course sequence, plan of study, & academic benchmarks
 - Identifies success markers for students
 - Communicates, clearly & visually, the holistic path to graduation and future career



Benefits for Colleges & WVU

Increase:

- Recruitment success
- Retention
- Graduation rates
- Job placement
- *Database standardization; efficiency; communication*

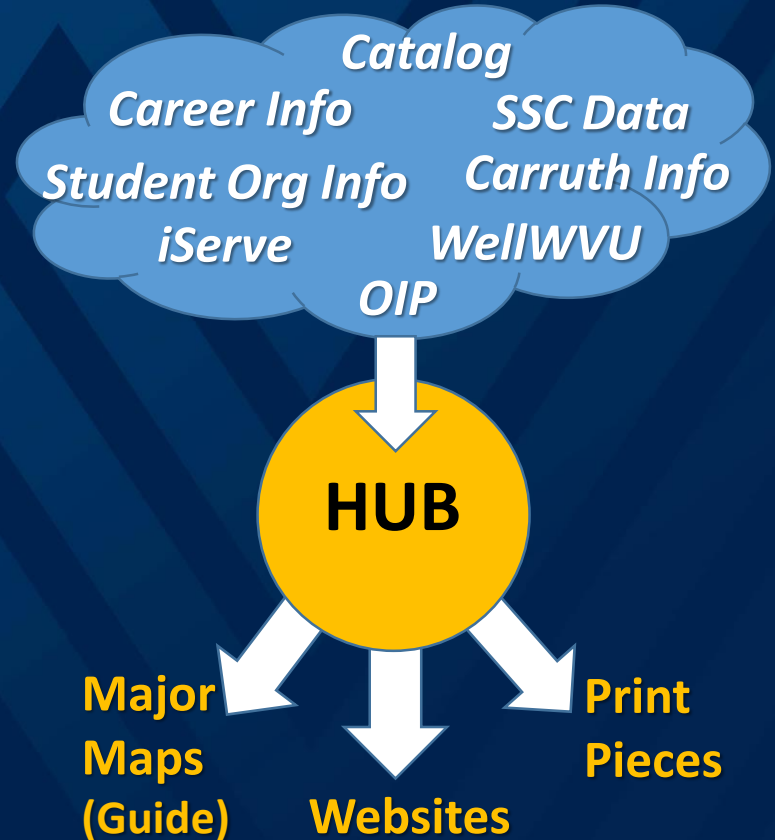
Decrease:

- Time to graduation
- Redundant, out-of-date, or inaccurate content on digital webpages
- Duplication of effort

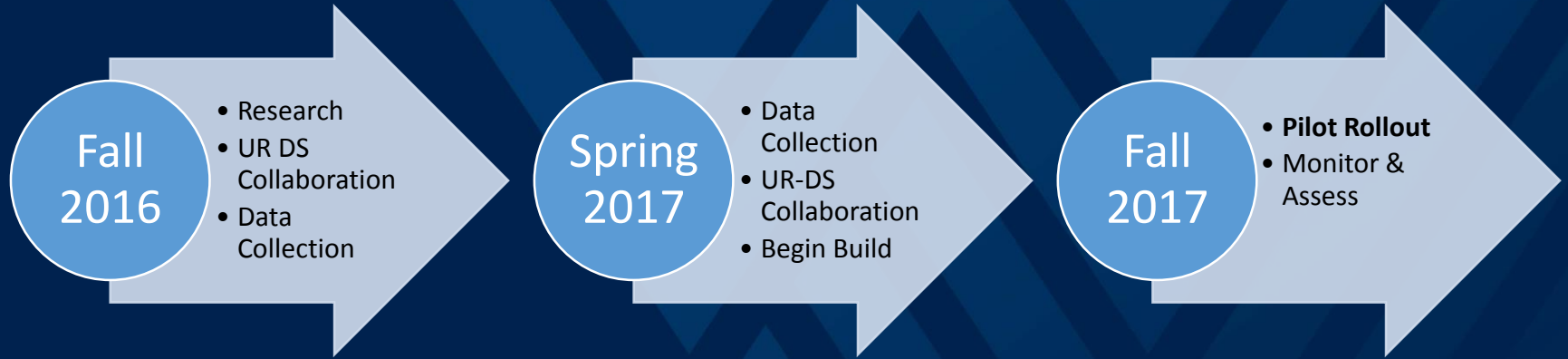
Consistent Messaging

Information HUB

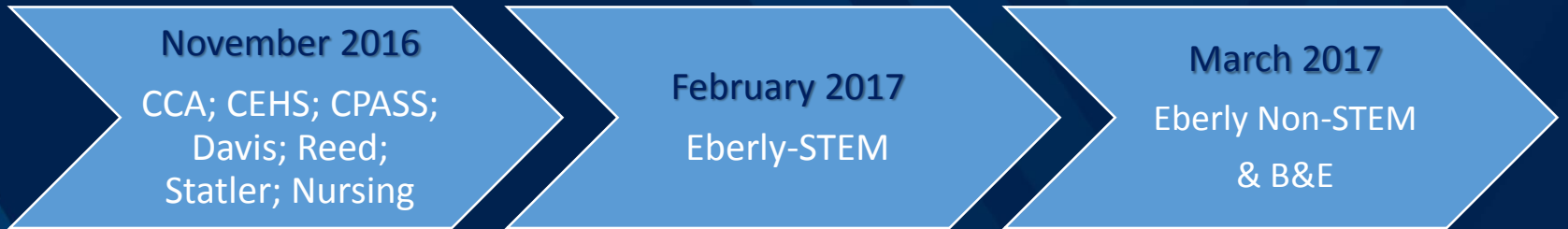
- Reads existing data from naturally maintained sites
- Uses information to create media presentations for multiple purposes



Timeline



DATA COLLECTION



Get on board with Project 168!

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Curriculum Map

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Adventure WV

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Caruth Center

iServe

SSC Campus

Student Success Markers

WellWVU

Study Abroad

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DegreeWorks

THANK YOU!

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