



Mission Statement and Student Learning Outcomes (SLOs)

Review Year 2023	Support Area: Student Services	Department: Workforce Development and Career Pathways
Contact Person Conley, Michael	Date Submitted 6/14/2023	Date Reviewed 6/14/2023

Mission Statement

An equitable system of resources providing career development skills, classroom instruction, and work-based learning activities for students and alumni, and a pipeline of highly-qualified and aligned workforce talent for regional businesses and employers. Through these activities, Workforce Development and Career Pathways seeks to create a more fulsome experience for SWIC students and serve as an enrollment driver for the institution.

Co-Curricular Map

Learning Outcomes	Learning Experience/Activity/ Program	Learning Experience/Activity/ Program	Learning Experience/Activity/ Program	Comments
1 Increase awareness of workforce development and career pathways and services.	Conduct internal marketing activities utilizing SWIC email, social media, flyers, and posters. 2024 Deliverable: Continued evaluation of departmental resources, increase in social media followers, development of generalized Career Services materials.	Engage students through series of on-campus presentations on topics including services offered, resume writing, interviewing, and soft skill development. 2024 Deliverable: Six presentations engaging at least 72 students.	Systematically engage faculty, program coordinators, and other stakeholders for one-to-one conversations about workforce development and career services. 2024 Deliverable: Six (6) in-person or virtual meetings with program coordinators.	Developing greater awareness and understanding among internal SWIC sources will lead to greater external visibility.
2 Expand apprenticeship opportunities for SWIC students and prospects.	Engage local businesses and employers in educational initiative promoting the value of apprenticeships. 2024 Deliverable: Leverage Talent Partnership employer group and other outreach methods to promote the use of registered apprenticeship as a workforce development tool in non-traditional occupations.	Coordinate with enrollment/student recruitment to offer apprenticeship opportunities to current SWIC students, high school recruits, and adult learners and displaced workers. 2024 Deliverable: Distribute campus-wide inventory of existing apprenticeship opportunities; develop marketing materials for recruiters.	Develop communication channels with Adult Education/GED department to create bridges from high school equivalency to postsecondary career training. 2024 Deliverable: Regular meetings with Adult Ed to explore partnership opportunities.	Apprenticeships can be utilized as a high-quality barrier reduction (persistence) tool for existing students and in the recruitment of potential students.
3 Increase number of non-traditional, underrepresented populations in career training programs.	Intentional recruitment of targeted populations, including economically disadvantaged, racial minorities, women in non-traditional roles, persons with disabilities, and others. 2024 Deliverables: Use of women, disabled, and race minorities in flyers, posters, social media graphics, and other outreach media.	Utilize state and federal grants and short-term workforce training programs to promote equity in the workforce 2024 Deliverables: Improve implementation of Illinois Works preapprenticeship program, particularly transitions to Registered Apprenticeship Programs. Launch Clean Energy Jobs Act (CEJA) preapprenticeship training program. Train 80 persons from underrepresented populations for registered apprenticeships	Develop soft skills curriculum and career preparation activities designed to establish foundational skills needed to be successful in the workforce. 2024 Deliverables: Utilize ICCB Essential Employability Skills Framework in Illinois Works and CEJA	Efforts must recognize the importance of non-specific "human" attributes in the workplace, in addition to technical skills.
4 Assess and optimize post-graduation job placement and career pathways.	Encourage use of College Central Network (CCN) career-resume matching web site for current and past students. 2024 Deliverables: Determine solubility of "batch" upload privacy concerns; improve internal outreach processes and consistency; incorporate uploading of student resumes into normal processes.	Evaluate existing and emerging technologies and analytics and their efficacy in identifying and measuring outcomes. 2024 Deliverables: Convene interdepartmental partners to determine stakeholder interest in workforce and demographic data. Develop and distribute alumni survey.	Gather qualitative data from businesses and employers about their experiences with the recruitment and work performance of SWIC graduates. 2024 Deliverables: Develop business/employer contact database, engage for open-ended interviews, summarize and track results.	Determine if and how to track SWIC alumni for use in future employer engagement.
5 Promote value of career-based education where skills and competencies are prioritized.	Begin awareness activities, aptitude testing, and hands-on activities for middle school students. 2024 Deliverables: Attend Junior High Day at Granite City campus. Design printed and web-based materials for use by college recruiters; develop active social media campaigns for reaching students to stress value of CTE.	Implement "signing" days for STEM or Career Tech students, similar to those staged for athletic recruits. 2024 Deliverables: Pilot 'career signing' events at 3 to 5 regional high schools.	Develop fact sheets or statistical analyses for guidance counselors to elevate the profile of CTE education and career pathway flexibility. 2024 Deliverables: Programs of Study for CTE careers; map stackable progression from short-term certificates to associate's, bachelor's, and advanced degrees. Disseminate income data for various CTE occupations.	Build on grant-funded short-term training activities such as Illinois Works and CEJA preapprenticeship programs.