What makes Career Services relevant and influential within a university?

With Results

Let's learn from each other's experiences.

GENERAL DISCUSSION

Where are we today?

Where would you position your Career Service within your university today?

Operational service provider

Strategic partner

What makes you say that?

What makes the difference?

CSNCH
Career Service

Network Schweiz
Network Suisse
Network Svizzera
Network Switzerland

What strengthens – or weakens – our position?

+ STRENGTHENS

What has helped your Career Service gain relevance, visibility or influence?

– WEAKENS

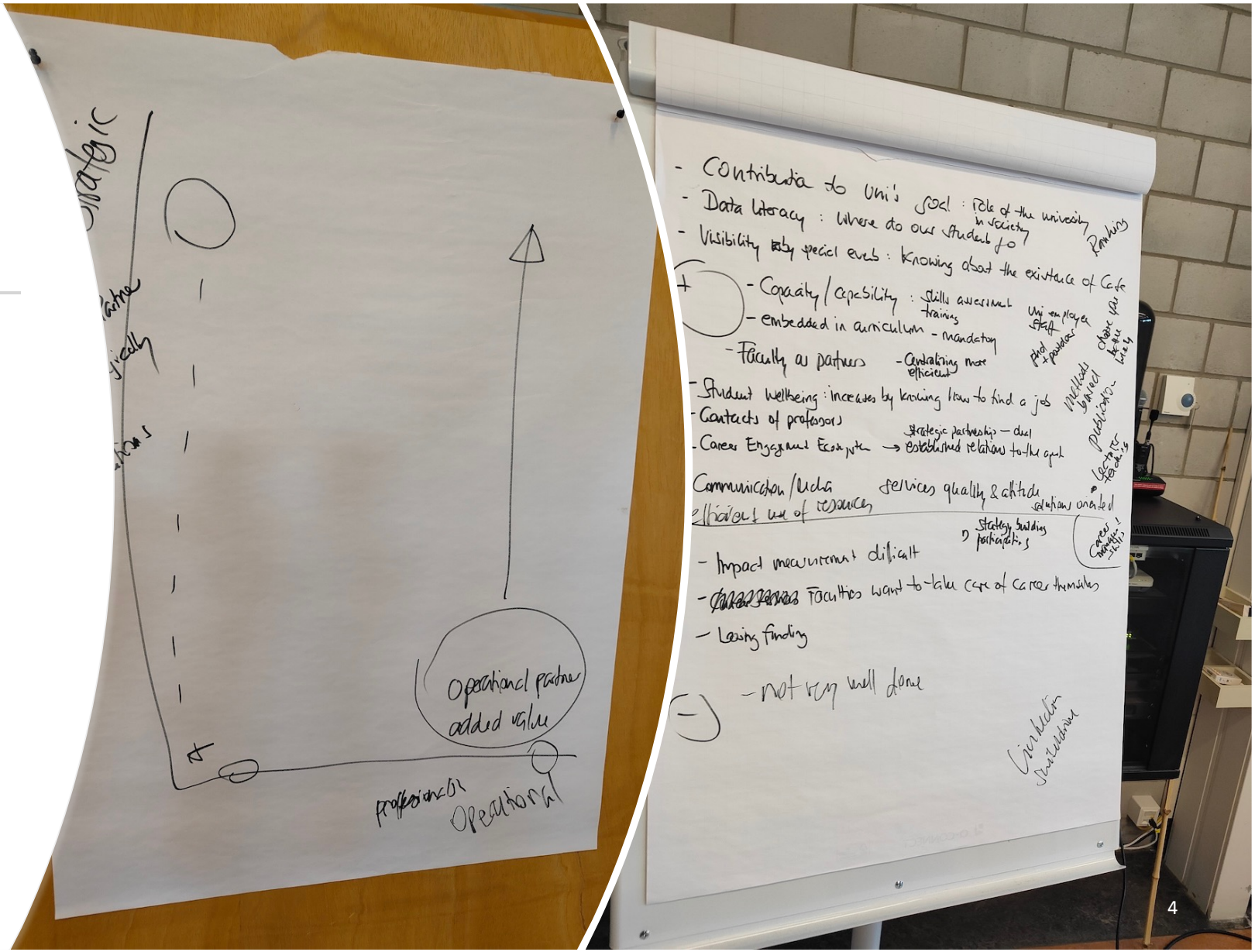
What makes it difficult?

Think about concrete experiences from your university.

Workshop Strengthening the CASE I

A strong position does not result from strategy alone. Career Services can strengthen their position through both strategic positioning and operational excellence – ideally by combining the two.

Results on the next slides



Workshop Strengthening the CASE I

CSNCH Career Service Network Schweiz Network Suisse Network Svizzera Network Switzerland

1. Strategic Positioning
Strengthening the position through institutional influence
- Participating in university strategy development processes
- Contribution to university goals
- Career Engagement Ecosystem / strategic partnerships
- Faculty partnerships
- Embedded in the curriculum
- Ranking
- Choose your battles wisely

2. Professional Excellence
Strengthening the position through excellent operational work
- Methods-based approaches
- Solutions-oriented
- High-quality services and professional attitude
- Skills assessment and training
- Developing career management skills
- Efficient use of resources
- Become lecturer / teacher

3. Evidence & Impact
Making the contribution of Career Services visible and credible
- Data literacy: Where do our students go?
- Impact measurement
- Student wellbeing
- Publications

4. Visibility & Recognition
Making Career Services and their expertise visible
- Communication / media
- Special events
- Publications
- Visibility within the university

5. Institutional Challenges
Factors that can weaken the position
- Losing funding
- Impact measurement is challenging
- Faculties want to take care of career topics themselves
- Activities / services that are not very well done

Strengthening the position of Career Services is not only about having a seat at the strategic table. It is also about earning that position through professional, relevant and high-quality operational work.