



# Bolder By Design

**Vision:** We foster purpose!

**Mission:**

MSU's Career Services Network will be the national model for engaging students in the pursuit of purpose and their transitioning with purpose through the connection of T-Shaped Professionals with employer partners worldwide.

**Achieving our Mission:**

- Playing with a PURPOSE
- Readyng PURPOSE
- Engaging PURPOSE
- Acting with PURPOSE

## Strategic Goals

### GOAL 1: ENHANCE STUDENT SUCCESS

Merge basic career education and advising, first with the Neighborhood Student Success Collaborative (NSSC) and pilot colleges, to achieve a blended academic and career advising approach which creates a student success model that combines traditional academic advising principles with Purpose, Leadership and T-Shaped Professional development, giving special attention to first generation, low income and at risk students.

Insure that students are "Spartan Ready" by engaging their Purpose (through co-curricular activities, professional education, and the integration of experiences) in order to Transition with Purpose.

### GOAL 2: ENRICH COMMUNITY & ECONOMIC LIFE

Position the MSU Career Services Network as the leader for connecting T-Shaped Professionals to employer partners worldwide by reconfiguring existing assets to expand outreach and increase employer awareness and engagement.

Shift to an intentional and proactive employer development strategy, particularly within the state of Michigan. Reconfigure staffing to improve service, establish robust communication channels, and build benchmarking standards with local and regional employer advocates.

### GOAL 3: EXPAND INTERNATIONAL REACH

Enhance MSU's global presence and reputation by (1) increasing international student access to employment opportunities in their home countries with international employers and U.S. industry doing business abroad and (2) leveraging our international alumni to serve as connectors to economic opportunities and mentors to young professionals returning to their home countries.

### GOAL 4: STRENGTHEN STEWARDSHIP & ADVANCE CULTURE OF HIGH PERFORMANCE

Build a comprehensive Career Services Solutions Center that provides leadership, consultancy and resources for all CSN and University entities interested in the assessment of and research on career education, experiential learning, and employer engagement by sharing our analytical and technical expertise.



Career Services Network  
MICHIGAN STATE UNIVERSITY