Executive Summary (maximum of 175 words)

The NDSU Career Center is a comprehensive employment resource center that connects students and alumni with employers. We have a strong history of implementing technology as a means to improve students’ access to employers and career related resources. Technology that the Career Center utilizes includes OptimalResume, CareerLink and a Career Fair Management System developed by NDSU ITS Enterprise Computing and Infrastructure.

CareerSpots delivers career related videos online for students to utilize in all aspects of their career search. The videos provide NDSU students with 24/7 access to answers for the questions they have pertaining to preparation for a career fair, how to avoid interview mistakes, benefits of utilizing a career center, drafting a resume or cover letter and many more. By subscribing to CareerSpots, NDSU Career Center staff will be able to utilize the videos in presentations made to classrooms, student organizations, residence halls and Greek chapter houses. (148 words)
II. Project Overview

1. How does this project meet student needs?

CareerSpots has 20 videos that address common questions that students have as part of their internship or career search. By subscribing to these videos, students will have access to information presented to them from a diverse range of employers and career specialists from throughout the United States. By presenting the information through the Career Center web site, all students will have access to videos, whenever it is convenient for them. Career Center staff will also use the videos in presentations made to classrooms, student organizations, residence halls and Greek chapter houses.

2. What audience does this project directly serve? What audience is indirectly served? How many students are affected?

This project serves all students, as all enrolled students have access to the software under the Career Center contract. Whether students are applying for scholarships, leadership positions, part-time jobs, internships/cooperative education experiences or full-time jobs, CareerSpots is a benefit to them.

Alumni also have access to the software by paying a fee which reduces the cost of the Career Center's contract for access to CareerSpots.

3. For projects that target a subset of NDSU's students, please describe the possibility for broader application in the future.

Not applicable.

4. Describe both the immediate and long term impact of this project.

The immediate impact is that students will have timely access to appropriate career related information presented by professionals from throughout the United States. CareerSpots will be promoted through CareerLink, Optimal Resume, Career Center presentations and one on one appointments with students.

The long term impact is that students will be better prepared for writing their resumes, interviews, career fairs and other career related activities.

5. Who will pay for ongoing expenses following the technology fee funded portion of this project (e.g., who will replace hardware or software after it has reached its end of life)?

The Career Center has included the subscription costs for CareerSpots into the Career Center Fee increase proposal submitted for the 2011-2012 academic year.

6. Describe how this project will follow best practices in information technology and who specifically in the Division of Information Technology, (which includes three departments: Information Technology Services, Enterprise Computing and Infrastructure, Telecommunications and Emergency Support Technologies) was consulted regarding this project?

The implementation of the CareerSpots video into the services that the Career Center provides increased access, timely customer service and does not duplicate services.

Kim Teske serves as the Career Center's Technology & Events Coordinator and is responsible for managing the Career Center’s web site. As a liaison to the Division of Information Technology, she has worked with the Help Desk & CMS Tech Support to ensure that the videos are compatible with TypeO3.

7. What service on campus is most similar to the one proposed here? How does this project differ?

The Career Center produced a video promoting the Internship and Cooperative Education program four years ago that is currently on the Career Center web site. CareerSpots is a more cost effective way of providing online career-related videos to students than producing our own.
III. Project Description

The NDSU Career Center continues to implement technology into practically every aspect of the services it provides to students. OptimalResume, CareerLink and the Career Fair Management System have proven to be beneficial based on a strong increase of student usage since implementing the programs through the Career Center.

The CareerSpots subscription will add to the Career Center’s ability to meet student needs, when the need arrives. While the videos will not replace the one on one appointment that allows students answers and guidance, they do provide increased access to the information for students.

The Career Center is in the process of requesting an increase of the Career Center student fee to go into affect at the beginning of the 2011 fall semester. This increase will cover the costs associated with leasing CareerSpots and marketing of the software to the student body.
List the date for each project milestone. These milestones should represent the *significant* accomplishments that will be associated with the action plan. For each milestone, please indicate its expected outcome and the means for assessing that outcome. (The table may be extended if the number of milestones exceed five.)

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
<th>Expected Outcomes</th>
<th>Means of Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>8/2011 Implementation of CareerSpot Videos</td>
<td>Students will have a good on-line career mechanics resource.</td>
<td>Yearly survey to students to find out about student satisfaction with CareerSpots.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Review number of hits on CareerSpot Videos to analyze productivity.</td>
</tr>
</tbody>
</table>
Career Center Testimonials

*Students love video which is why CareerSpots has been so successful for our career management center. They want fun, quick, job search and career management information and that’s exactly what they get in the three minute CareerSpots vignettes. We can’t say enough; we love them!*

Sharon Becker, Arkansas State University  
Director of Career Services Center

*CareerSpots videos reach the Millennials and students love them. Our students have watched thousands of CareerSpots videos in just a few months, and we are thrilled! As students spend more time than ever on the internet, CareerSpots videos are a relevant, valuable and timely career resource that our students rely on to help them find a job.*

Amy Lane/University of Wisconsin Stout  
Career Services Director

*I strongly recommend CareerSpots videos, since they are affordable and extremely well done. The information is the perfect length for students, and their featured experts are highly reputable in the career services field. The videos are quick, the advice is right on target, and they work!*

Bette Scott/University of Oklahoma  
Career Director

*The CareerSpots videos are extremely popular with our students. They are upbeat, professional, and deliver a concise message in a format that students enjoy. Our students are extremely busy, and CareerSpots helps them learn how to be successful in their job search at whatever time of day they are free.*

Diana Leis Delker/Rensselaer Polytechnic Institute  
Senior Assoc. Director, Career Development Center

*CareerSpots has been a great addition to my repertoire as a Career Services Professional. With our campus logo on the CareerSpots website, it makes many people think that we made the videos in house and specifically for our student population! Overall, the videos relate well with our students and have been very effective in supplementing our current presentations to make them more engaging and interactive. The length of the videos is perfect, and I use them in almost all of my interactions with students. I have found the topics to be very relevant, and exactly what I was looking for. Creating a video myself would have taken months. These are professionally done, represent a diverse student body, and mirror exactly what I would tell students. I don’t know how I lived without CareerSpots in my job.*

Kristin Underwood/Minnesota State University-Mankato  
Assistant Director of Career Development Center

*CareerSpots videos are the perfect balance of strong content in short doses. They offer real world advice from trusted career professionals who work in the recruiting field. The videos are concise, current, and meet students’ desire to learn on the web. They certainly add another valuable layer to our website.*

Lisa Severy/University of Colorado, Boulder  
Director of Career Services

*Career Spots has been a great resource for me to share in presentations, individual counseling appointments and with students in my Career Exploration class. Students enjoy them because they are quick, concise and full of relevant information. I often find myself referring my students to the helpful videos as they prepare for their job search. I am very happy that we have chosen to use Career Spots at our career center.*

Kelley Stillwagon, Kent State University  
Career Counselor

*I really like CareerSpots videos since they are available 24-7, and we all know that career decisions aren’t only made by our students during our office hours. The videos are modern, and students relate to them. They get the main points across quickly and concisely which is exactly what our students want.*

Jaime Page-Stadler/University of Wisconsin Oshkosh  
Career Director

Student Testimonials

*These are well filmed videos. I like that these videos can be used at all stages of my college career from getting a summer job to an internship to a job after graduation. They offer a very effective presentation of material, short, to the point and uncluttered. I like that you hear opinions of career directors, executives,
and actual students. It makes the material very real; they are not idealized concepts no one actually uses.  
Surya - Amherst College

I'm looking for a job since I graduate in May, and CareerSpots videos have really helped me. They answer the questions we all have about interviewing, salary, resumes and finding a job in general. And it's cool to see other students going through the same thing.  
Andrew - Villanova University

Wow! This is exactly what students need to know. Careerspots.com brings the 'know how' of finding a job right to you. They tell you what steps to take to be prepared for finding the right career for you. Plus, it's there when you need it, talk about convenience. 
Orlando - Temple University

There is so much advice out there on how to find a job. It can be hard to know where to start. The videos on CareerSpots.com told me what I needed to know. It was fast and simple.  
John - University of California San Diego

I'm not a senior, but I've already started thinking about my career... and about a summer job. CareerSpots taught me new strategies and tips for the job-seeking process. The videos also served as a helpful reminder of some pointers that I already knew. They are a great source of important information to help me land a great summer job. 
Theresa - James Madison University

I really think the videos are excellent! They hold my interest and deliver the information I need concisely. I can also watch them whenever I want. Hearing from hiring managers, career center directors, and real professionals... really gives them credibility.  
Karin - University of Michigan

As a recent college graduate, and a current graduate student, I strongly believe that CareerSpots.com is an invaluable tool for job seekers. The strategies that I learn in the videos are definitely helpful and have made me more successful in grad school. I will use the job tips on how to interview, what to wear, and how to negotiate salary again and again. 
Lisa - Temple University Graduate & La Salle University Grad Student

All the videos were very helpful. Each clearly got its point across. I liked hearing from students and adults. In the future, when I am looking for job opportunities, I will definitely return to the CareerSpots website for help on my resume, researching, interviewing and much more. After watching the videos, I feel more prepared and confident in finding a job. 
Megan - Elizabethtown College
NDSU Technology Action Plan

VI. Budget

NDSU ORGANIZATION OR UNIT
Career Center

PROJECT DIRECTOR(S)
Ann Kumm, Associate Director

<table>
<thead>
<tr>
<th>A. Salaries and Wages (Number)</th>
<th>Number of Months</th>
<th>FUNDS REQUESTED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Staff ()</td>
<td></td>
<td>$ 0.00</td>
</tr>
<tr>
<td>2. Graduate Students ()</td>
<td></td>
<td>$ 0.00</td>
</tr>
<tr>
<td>3. Undergraduate Students ()</td>
<td></td>
<td>$ 0.00</td>
</tr>
</tbody>
</table>

| B. Total Salary and Wages (Sum A.1., A.2., and A.3.) | $ 0.00 |
| C. Fringe Benefits                           | $ 0.00 |
| D. Total Salaries (Sum B and C)               | $ 0.00 |

| E. Equipment (List each item; include installation and maintenance costs in your estimates) |
| 1. 3-Year Subscription for CareerSpots 20 Videos (1-year is $1850) | $5,550.00 |
| 2. Annual Set Up/Maintenance Fee | $300.00 |

| F. Total Equipment (Sum items in E.) | $5850.00 |

| G. Materials and Supplies (List each item) |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |

| H. Total Materials and Supplies (Sum items in G) | $ 0.00 |

| I. Total Salaries; Equipment; Materials and Supplies (Sum: Line D + Line F + Line H) | $ 5,850.00 |
| J. Total Technology Fee Request | $ 2,925.00 |
| K. Match (Describe in Match Section) | $ 2,925.00 |

| L. Total Project Expenditure (Sum: Line J + Line K) | $ 5,850.00 |

Name (Type or Print) | Signature | Date
--- | --- | ---
Project Director
Ann Kumm, Associate Director

Unit Head
Jill Wilkey, Director

10/28/10
10/28/10
NDSU Technology Action Plan

VII. Budget Justification

Implementation of CareerSpot Video
For 3 years - $2,925.00

NDSU Technology Action Plan

VII. Budget Match

Implementation of CareerSpot Video
For 3 years $2,925.00