

# Transforming and Enhancing the Mission of University Career Centers:

## *The Missouri Story*



*Joe A. Johnston, Ph.D.  
Norm C. Gysbers, Ph.D.  
Mary J. Heppner, Ph.D.  
Puncky P. Heppner, Ph.D.  
University of Missouri*

JJ











# Overview

- Organization and Philosophy:  
*Transforming and expanding the mission*
- Program of Services:  
*Broadening the scope of who is served*









# Services for Everyone!

Traditional Mission of University Career Centers:  
*helping university students with their career  
planning/placement*

Transformed and expanded mission of  
University Career Centers:  
*helping those in our university and community  
who could benefit from our services*





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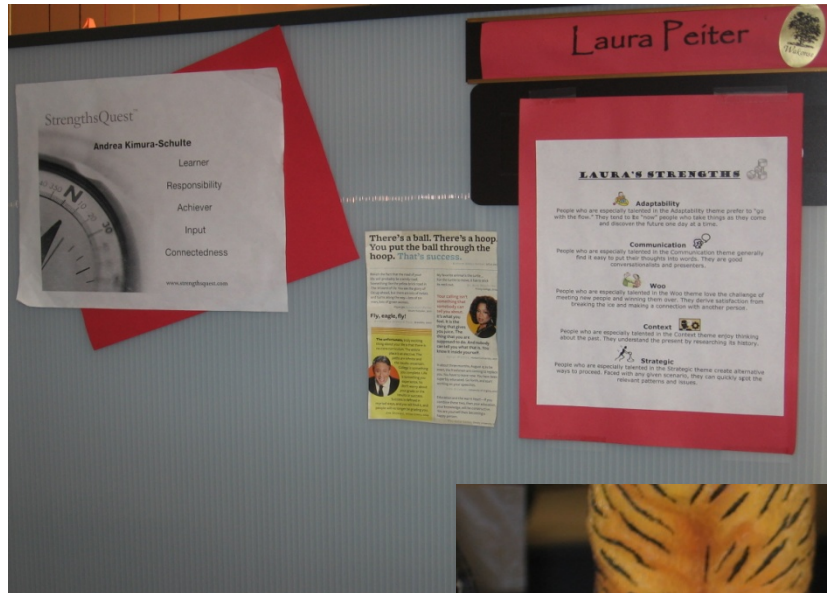








# Career Center built on STRENGTHS





“Which would help you be most successful in life – knowing your weaknesses and attempting to improve your weaknesses, or knowing what your strengths are and attempting to build on your strengths?”



*Question posed by Don Clifton*



# Utilizing One's Talents

- Gallup's Results - the most successful individuals:
  - Know and build on their talents
  - Capitalize on their uniqueness
  - Apply their greatest talents in roles that fit them
  - Invent ways to apply their greatest talents

*You have the most potential for **growth**  
in areas of your talent*

*Clifton and Harter, 2003*





# Individual Career Counseling

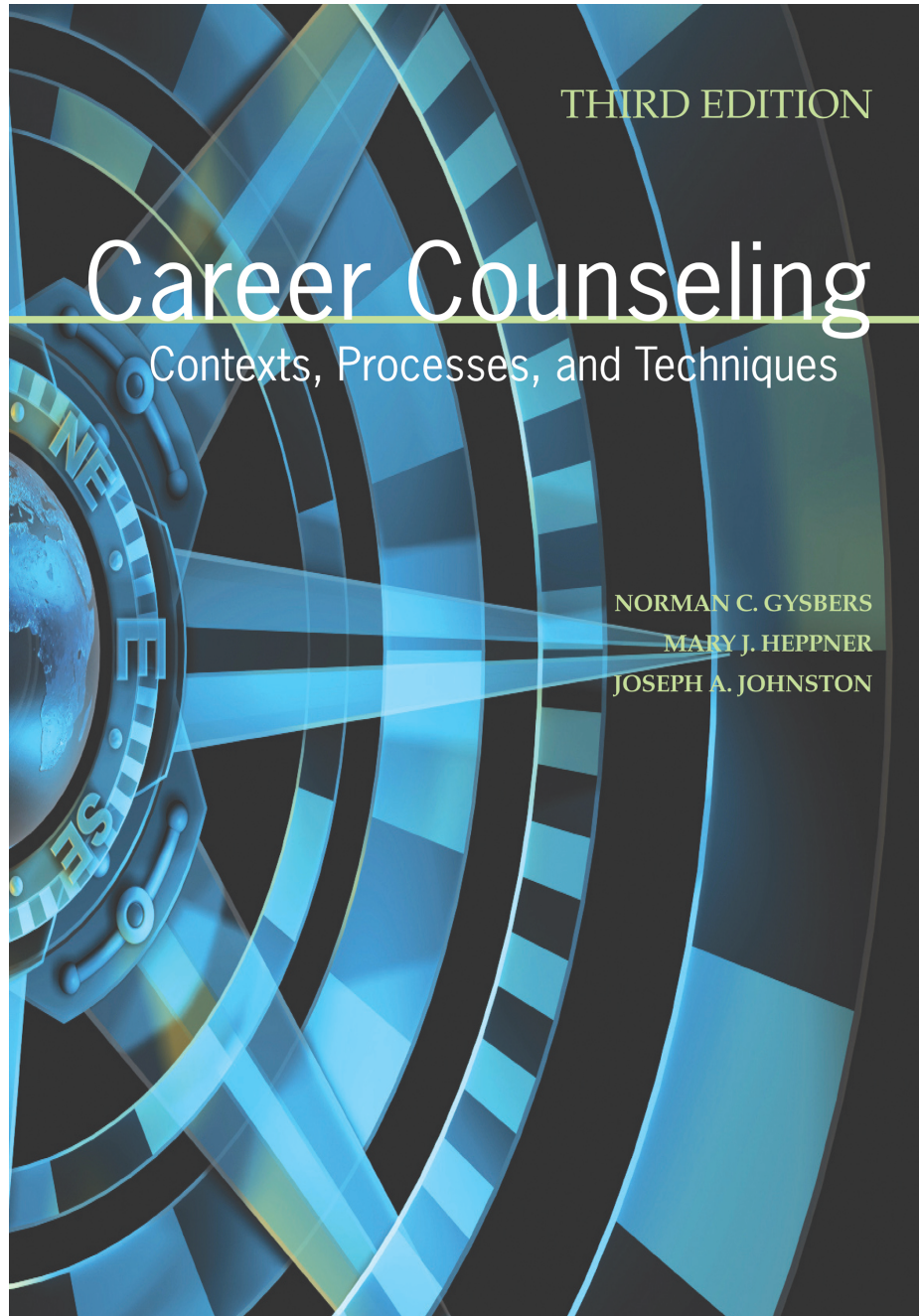




# Philosophy



- Holistic and Strengths-Based
- Life Career Development Focus
- Career Counseling is Counseling
- Traditional and Postmodern Theories



- # Career Counseling
- Published by the  
American  
Counseling  
Association, 2009



# Counselors

- Masters and Doctoral Students
- Group and Individual Supervision



# Clientele

- Students, Staff, Faculty, and Community Members
- Range in Ages, Race, and Socio-Economic Status





# Presenting Issues

- Career Transitions, Career Indecision
- Concurrently dealing with:
  - Racial identity
  - Poverty
  - Gay/lesbian or bisexual concerns
  - Depression and anxiety
  - Divorce
  - Loss of employment



# Techniques



- Traditional counseling techniques
- Post-modern Approaches
  - Narratives
  - Theme identification

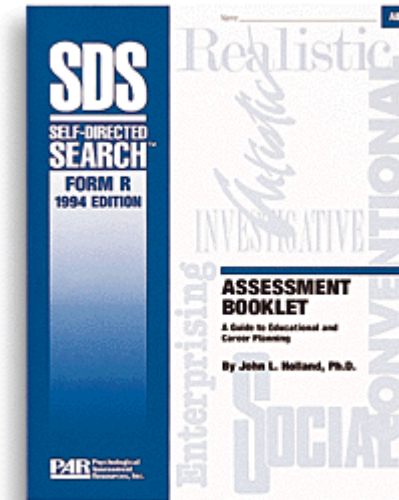
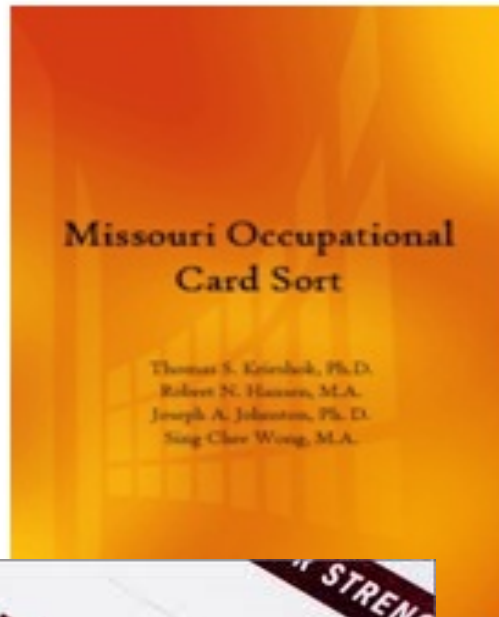


# Assessments

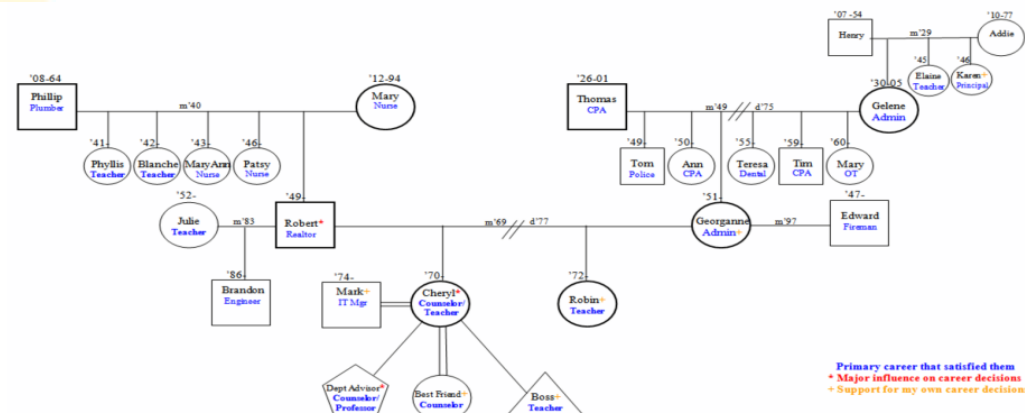


- Quantitative Assessments
  - Self-Directed Search
  - Insight Inventory
  - Clifton StrengthsFinder
- Qualitative Assessments
  - Card Sorts
  - Career Genograms
  - Life Career Assessment: A Structured Interview

# Quantitative and Qualitative Assessment



### Sample Career Geno-Sociogram





# Career Courses: Bringing Career Planning through the Web



High school career planning  
for at –risk youth

Adult career planning on-line

On campus career planning  
courses that infuse positive  
psychology constructs



# Our web presence:

The screenshot displays the MU Career Center website. At the top, navigation links include Home, About Us, Contact/Find Us, Map, and Stay Connected (with Facebook and Twitter icons). The main header features the MU Career Center logo and the University of Missouri name. Below this is a horizontal menu with tabs for Students/Alumni, Employers, Family, Faculty/Staff, Career Educator, and Resources.

The main content area is divided into three sections:

- Student Login:** A section titled "Student Login" with the subtext "Hire Mizzou Tigers". It includes a "Enter Username" input field, a "Login" button, and links to "Click here to register" and "Forgot Password?". The Mizzou tiger logo is at the bottom.
- GREAT JOBS Brochures:** A central collage of "GREAT JOBS" brochures for various majors: Liberal Arts, Computer Science, Anthropology, Art, Business, Biology, and Engineering.
- Twitter Feed:** A section titled "MU Career Center MUCareerCenter" showing a tweet about the first day of classes and a link to a list of employers for a job fair.

At the bottom, there is a row of logos for "Work Study", "Hire Mizzou Tigers.com", "ISCS", "jumpstart SPARK A LIFE", "a way with Words & Numbers", and "PEACE CORPS". The footer contains copyright information, an equal opportunity/ADA statement, and contact details for the MU Career Center.

<http://career.missouri.edu>



# Life is calling...

How far will you go?

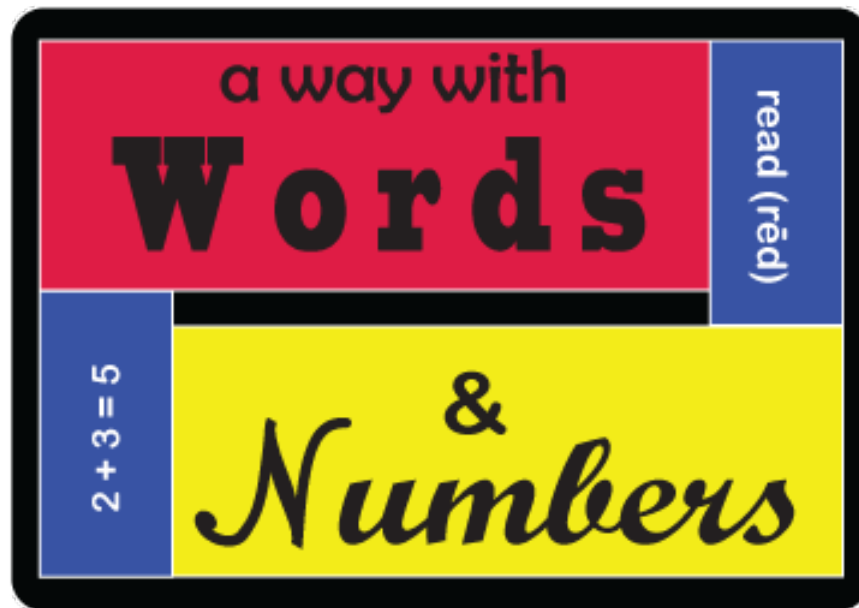


# Workshops for farmers and farm families





“Leveling the playing field” and  
providing career exploration



jumpstart 



# Jumpstart

To work toward the day when every child in America enters school prepared to succeed.

Jumpstart is committed to serving children in order to lessen the disparity between success of low-income children to their higher income counterparts.



# Jumpstart' s Partnerships

Hire 100+ work-study students from MU/Columbia College

Partner with 15 preschool classrooms, serving mostly low-income children ages 3-5 (including Title-1 programs)

Tutors work in small groups with 3 children for the entire year

Jumpstart Columbia is serving more than 250 children in this unique small group setting!



# A Way with Words and Numbers

Teams MU students with local children to improve literacy and mathematics skills

Graduate students coordinate the services and train the tutors

Improves academic/social achievement of children

Benefits the professional development and civic awareness  
of the MU students





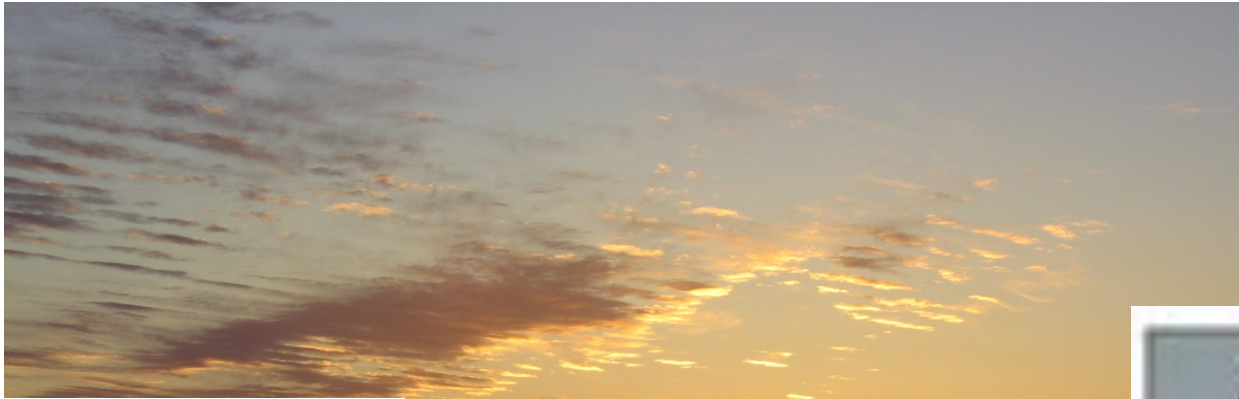
# AWWWN Partnerships

- Serves 25 different sites
  - All 19 Columbia public elementary schools, 3 middle schools, Boys & Girls Club, Moving Ahead, Columbia Public Library
- 2,500 children and adults tutored annually
- 300 undergraduate and graduate tutors
- 20 Graduate student site coordinators
- 27,000 student tutoring hours



PH, JJ

# Serving the Career Development of Faculty





# International Students' Career Services (ISCS)

- Meet the unique vocational needs of international students
- Develop appropriate and effective programming and interventions through outreach services
- Build campus-wide collaborations with other departments and agencies



# ISCS

- Services include:
  - Consultation
  - Workshops and Groups
  - Distribution List of info
  - Resources online/in person
- Topics covered:
  - Resume writing
  - Interviewing
  - Visa information
  - Job search strategies







Drawing the circle  
bigger...inclusion

# Questions?





Joe Johnston

[johnstonj@missouri.edu](mailto:johnstonj@missouri.edu)

Norm Gysbers

[gysbersn@missouri.edu](mailto:gysbersn@missouri.edu)

Mary Heppner

[heppnerm@missouri.edu](mailto:heppnerm@missouri.edu)

Puncky Heppner

[heppnerp@missouri.edu](mailto:heppnerp@missouri.edu)

