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Recruiting Inside – Strategies to Improve Enrollment by Recruiting the Students You Already Have

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Session Outline

1. Background information
2. Career & Advising Partnership
3. Impact

Utah State University Snapshot

- R1 land grant university
- 30 campus locations throughout Utah
- 24,000 undergraduate students
- Centralized/decentralized career services model
 - Career Design Center
 - Huntsman School of Business
- Centralized/decentralized academic advising model
 - University and Exploratory Advising
 - College-based major advising

Career Services → Career Design Center

- 5 coaches for 24,000 undergraduate students
- Only serving about 10% of students through appointments
- Missing large segments of the student body
- Shift from transactional to transformative work
- New emphasis on integration into academics and scalable structures



Building a Partnership

Relationships Matter

- Regular director meetings
- Exploratory Advising as a college assignment for Career Design Specialists
 - Liaison responsibility
- Easy referrals between offices
- Joint celebrations and social events for staff

Major Exploration Events

- Exploration Expo
 - Adjacent to Career & Internship Fair
 - Academic programs, experiential learning opportunities, and academic student organizations
 - Students encouraged to also attend the career fair
- Declarathon
 - Prior to registration for fall courses
 - Focus on academic programs – majors, minors, certificates
 - Encourage exploratory students to declare a major before graduation

USU 1400: Exploring Careers and Majors

- 1-credit, 7-week course
- Steady enrollment growth
 - 2021-2022: 360 students
 - 2022-2023: 416 students
 - 2023-2024: 420 students
- Co-taught between the Career Design Center and University & Exploratory Advising
 - Career Design Center – developed curriculum, instructor of record, manages course
 - University & Exploratory Advising – facilitate learning in small groups

Canvas Career Exploration Modules

- Self-paced modules that help students explore career content
 - Exploring Majors & Careers
 - 6 additional modules
- Invitations sent to exploratory students from University & Exploratory Advising
- 2,000+ students have accessed the modules since Fall 2022

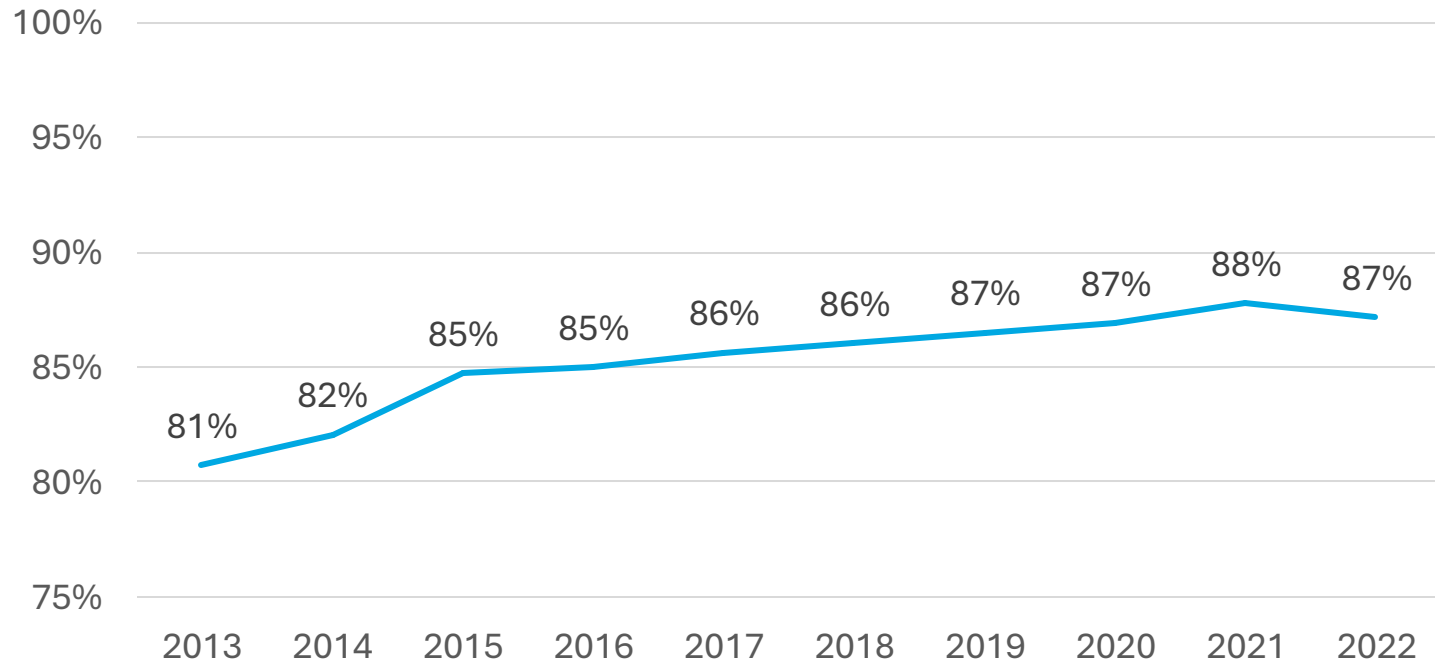
Integrated Studies Program

- Degree completion program
- Emphasis on students with high credits
- Ivory re-enrollment campaign
- Focus on career preparation in final semesters
- Program management and advising – University & Exploratory Advising
- Capstone and internship courses – Career Design Center

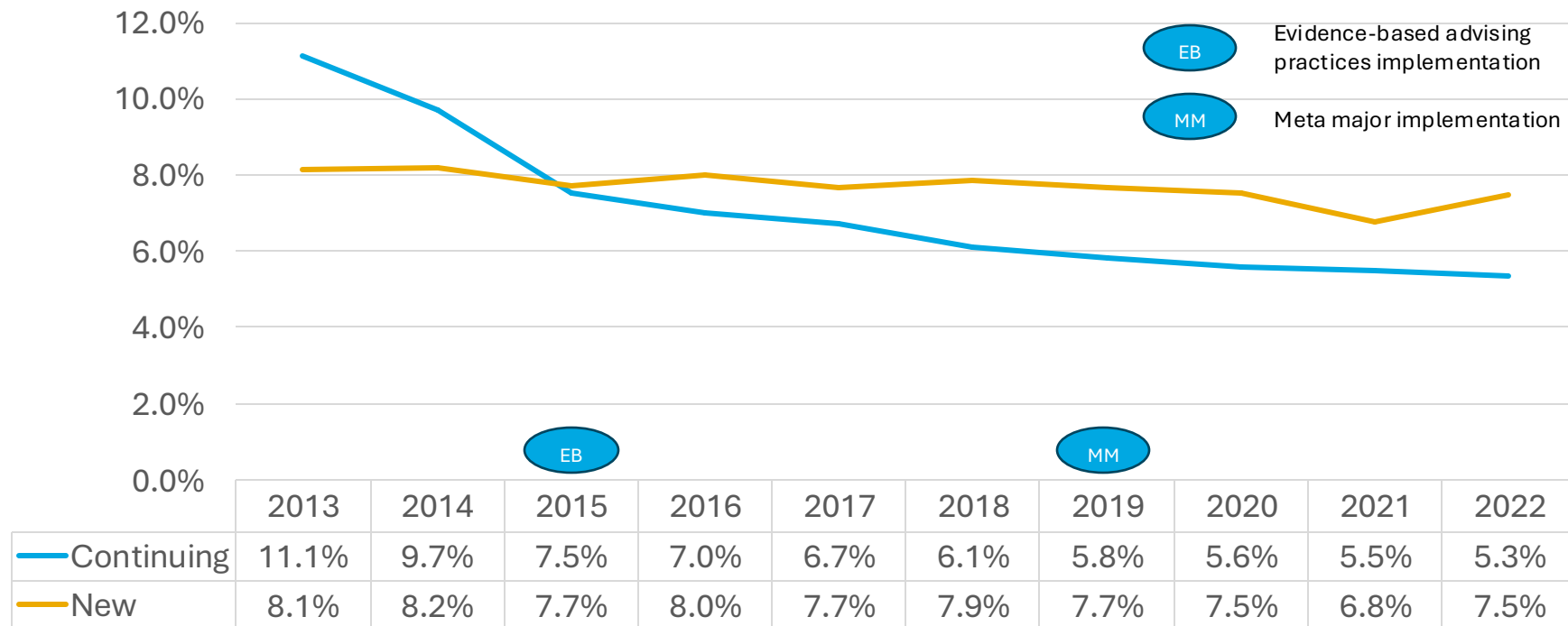
The background is a blue-tinted photograph of graduates in caps and gowns. The focus is on the foreground graduate's cap and the tassels of the gowns in the background.

Impact

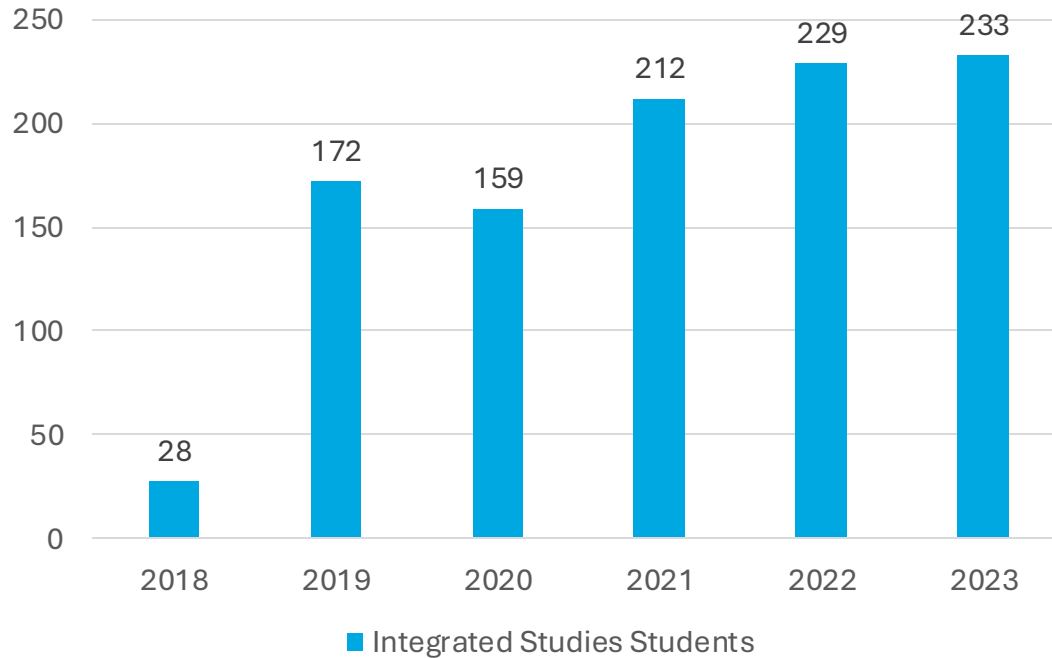
Bachelor Degree-Seeking Students in a Major



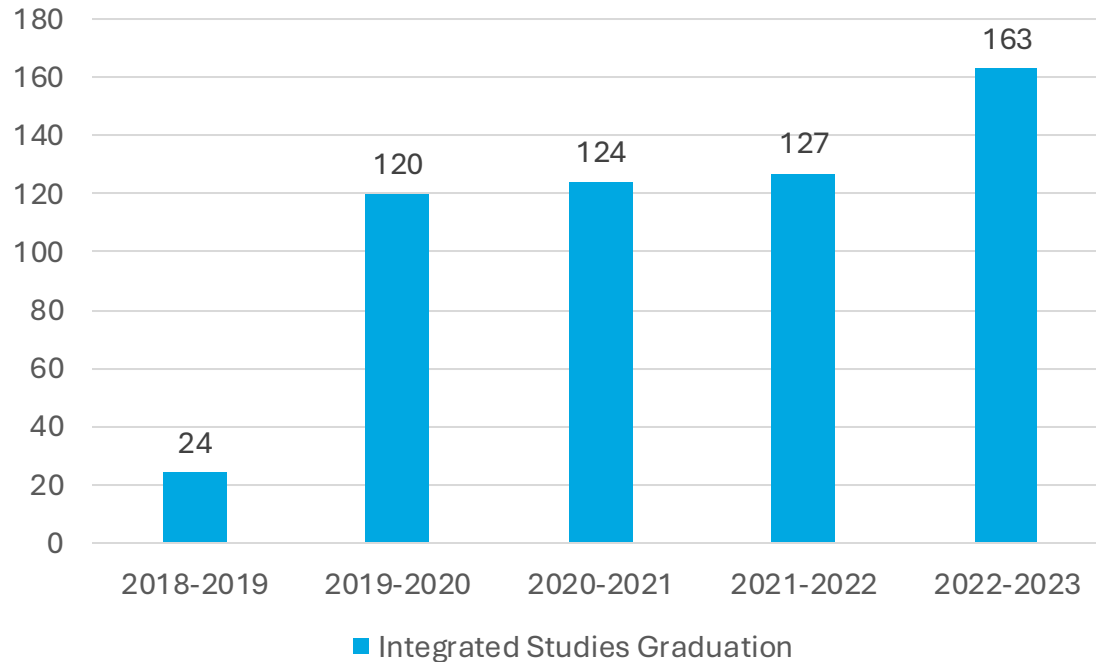
New and Continuing Exploratory Enrollment



Integrated Studies Enrollment



Integrated Studies Graduation



Thank You!



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