

Career Services IT Web Standard Operating Procedures

Career Services Website Mission Statement

Career Service Website is (<http://career-services.tamucc.edu>) provides updates on our services and programs, career events and on-line workshops. We are dedicated to assisting our students and alumni in exploring career opportunities and development to empower them to achieve their career goals. This page is administered during regular business hours by the Career Services Office at Texas A&M University-Corpus Christi.

Procedure Statement

This procedure outlines standards for developing and maintaining a web presence at Texas A&M University-Corpus Christi Career Services.

Reason for Procedure

Career Services supports the policy and procedures for all web pages and follows the guidelines set by Texas A&M University-Corpus Christi. The University's reputation and brand are reflected in the University's web presence. The content of the University's web presence must be up-to-date, correct, and properly present the mission of the University and Career Services. The visual style of Career Services web pages must be consistent and recognizable as part of the larger University web presence.

Audience: Career Services web presence is both an electronic information resource and a marketing tool. The purpose is to facilitate communication, support the delivery of content for education (distance education, online courses and degrees), and present dynamic and meaningful content to engage the following audiences in descending order of priority:

- Prospective students and parents
- Current students
- Alumni and donors
- Employers
- Media, visiting researchers and professors, and the general public
- University faculty and staff

Content Management System: A Content Management System (CMS) is a third-party application that is utilized by University departments to create, deploy, and maintain web content

Information Technology (IT) provides and maintains the network and computing infrastructure and assigns accounts on the University's main web servers in support of the University's web presence.

Services Provided on Career Services Webpage:

- Career Counseling FAQ and contact information
- Employment information
 - o On campus jobs

- Federal Work Study
 - Off Campus employment, full and part time
- Internships/Scholarship information
- “Hire an Islander” Job search database
- Current Students Resources
- Distance Learner Resources
- Alumni Resources
- International Student Resources, Going Global
- Events Pages
 - Career Fairs
 - Graduate Fairs
 - Business Etiquette
 - Get the Job
- Resource Information Online
 - Resume Basics and samples
 - How to videos and tutorials

Considerations for Ensuring Compliance and Evaluating Effectiveness: All links on the website will be checked quarterly to ensure that all links are active and functioning. Any concerns regarding broken links or other issues may be forwarded to the Job Developer with Career Services. The contact information for that staff person will also be available on the website.

Process of Delivery on Website: Links for all services, events and employers/organizations are made available on the webpage, allowing the audience to research services and organizations attending the event. Immediately after each fair, all recruiter contact information will be made available on the Career Services webpage, with employer approval, for students to follow up with recruiters and submit documents

Process of Advertising Service: Services and events are promoted on the main webpage, under events, through the Current Students tab and the Distant Learners section, also through the Alumni tab on the Career Services website.

Career Services will notify the following audience regarding event details:

- Email faculty to communicate with students using Handshake and other mediums
- Email academic advisors to communicate with their advisees
- Post through department’s Social Media accounts: Facebook, Instagram, Twitter, and LinkedIn
- Post through OrgSync, the university’s media tool to effectively communicate with student organizations
- Submit request for Media Press Release to Department of Marketing and Communication

Considerations for Ensuring Compliance and Effectiveness: The content is evaluated continually and updated throughout the year as resources/events change. Deeper reviews for updates are conducted during event recruiter registration.

Information Tracking: *Google Analytics* is the resource used to track general web page activity. The primary pieces of information tracked are: location of visitor, new/returning visitor status. The website traffic information is reviewed periodically to identify trends and better tailor resources to the majority of users. *Handshake* is the resource used to track First Destination Information on Texas A&M University-Corpus Christi students. The primary pieces of information tracked are, student major, job location, wage, major needed for the job and time needed to located job after graduation.

University Guideline for designs <http://designguide.tamucc.edu/>

System Brand Guide <https://www.tamus.edu/marcomm/brandguide/>

Contact for interpretation and clarification