

# College to Career Initiative: The New Model

Christine Cruzvergara

Associate Provost and Executive Director for Career Education  
**Center for Work and Service**

The College-to-Career (C2C) Initiative is about preparing and inspiring every Wellesley woman to craft a lifetime of opportunities and realize her full potential. Moving forward, we will achieve this by designing a career education model for the liberal arts that focuses on **connections and communities**. Our students will proactively engage in a process to explore the intersection between self and society, engage and test their curiosities, and make meaningful connections within newly formed career communities that cover a broad array of industries and career fields.

The model includes 4 core teams within C2C (soon to be renamed!): the Exploration and Experiential Learning Team, the Career Connections and Communities Team, the Strategic Partnerships Team, and the Operations & Analytics Team. This model assumes every student will engage with the C2C from the moment she arrives on-campus through her alumnae years. One of the most critical components of the model is the active participation of the full Wellesley ecosystem to support students and alumnae through their journey, in contrast to more traditional models where interactions between the student and the career center are purely transactional.

**The Explorations and Experiential Learning Team** will work with students to encourage them to fully explore the intersection between self and society.

- It will do so through a variety of mechanisms--a key to which will be a College Career Mentor (professional staff member; highly trained) assigned to every Wellesley student upon arrival and who will stay with a student throughout her 4 years. This component is highly unique and not found in other institutions.
- This College Career Mentor will be the first member of a student's Personal Advisory Board / Council, who will guide her, challenge her, support her, and help connect her to alumnae, advisors, and opportunities.
- The Personal Advisory Board will grow to include alumnae and faculty advisors as well as other staff members from within C2C.
- Through this team, the student will have access to community engagement, internships, and fellowships--all designed to help her test assumptions, curiosities, and navigate her career journey.

**The Career Connections and Communities Team** will create diverse support networks based on student's career interests and identities.

- Communities will be made up of students, alumnae, faculty, parents, and employers with specific field and industry expertise.
- Through meetings, programs, mentorship, and education, Wellesley women will develop strategies to be competitive candidates in whatever field they choose to pursue.
- A business strategy for cultivating new employer relationships will be developed by Employer Development staff.
- Additional resources will be provided to focused populations, such as international students, LGBTQ students, first generation students, etc. as they all face different challenges during her internship and job search.
- One key population is alumnae. We serve alumnae for life, for free. We will better serve our alumnae by providing expertise in mid-senior level career advancement, re-entry into the workplace, career changes, and outplacement. We also want to partner more closely with the Wellesley Centers for Women on the research they're producing and support them by serving as the application and "action arm" of their scholarship.

**The Strategic Partnerships Team** will advance women's education and women's leadership in the world through intentional partnerships - both domestic and international.

- This team will provide programs and leadership training for our alumnae to advance in their careers.
- As a result of our cultivation and investment in Wellesley alumnae and their career / life advancement, key strategic partnerships will help to make Wellesley synonymous with women's leadership in the world.

**The Operations and Analytics Team** will provide the infrastructure and insight to best tell the success stories of our students.

- An assessment strategy will be put into place to better collect data and tell our story of success; we will be mission-driven and data-informed in our decision making.
- Customized marketing and communications will be put into place as we develop our new brand.
- New technology will be selected to replace the existing MyCWS system, along with an overhaul of the website.