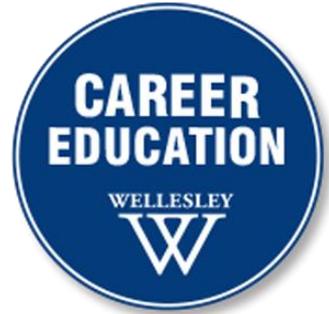


KEY

WORK IN PROGRESS –
Further function, mission, and connections to be developed.



Strategic Framework

Vision

To be the leader in cultivating women leaders of the future

Mission

To prepare and inspire every Wellesley woman to craft a lifetime of opportunity and realize her full potential

Top Level Goals

- To prepare Wellesley women for their career journey
- To connect Wellesley women to opportunity and communities
- To influence Wellesley's reputation through outcomes and outreach
- To advantage Wellesley through strategic partnerships with organizations dedicated to advancing women's careers



Full Organizational Description

The College-to-Career (C2C) Initiative is about preparing and inspiring every Wellesley woman to craft a lifetime of opportunity 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.

Career Education at Wellesley will encompass 4 core teams: the Exploration and Experiential Learning Team, the Career Connections and Communities Team, the Alumnae Career Advancement Team, and the Operations & Analytics Team. This model assumes every student will engage in career education 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 in the way we've designed 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 (such as Career Community Advisors) from within Career Education.
 - 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.
 - Faculty will be heavily embedded in the structure and creation of experiential learning opportunities to further strengthen the tie between what is taught in the classroom and what is experienced in society
- **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 the Career Community Advisors and 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
- **The Alumnae Career Advancement Team** will support our alumnae as they advance through life.
 - We will better serve our alumnae by providing expertise in mid-senior level career advancement, re-entry into the workplace, career pivots, encore careers, and outplacement.
 - We also want to develop an Institute down the road that provides our alumnae with lifelong training and leadership development to help them achieve career advancement in any way they see fit
 - Some key partners may include research entities, such as the Wellesley Center for Women where we can serve as the application and "action arm" of their scholarship
- **The Operations and Analytics Team** will provide the infrastructure and insights necessary to influence Wellesley's reputation through outcomes and outreach.
 - 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 launched to replace and enhance older systems, along with an overhaul of the website

As we continue to build and enhance our scope of being the leader in cultivating women leaders of the future, we are exploring the multitude of ways to prepare and inspire the next generation of women to find her unique voice, to foster the confidence to lead, and to contribute in meaningful ways. One option we are actively discussing is the creation of a second office focused on **Strategic Partnerships**. This area would be responsible for domestic and global partnerships that advance women's leadership in the world. Those partnerships would enhance Wellesley reputation and serve the larger society of women. As a result of our presence in the world, we would advantage our own students and alumnae as others would know what it means when they see Wellesley on a resume or when they meet a Wellesley graduate. Collectively on-campus, we would collaborate with entities around the College (e.g. WCW, Albright, Provost Office, Women World Partners, etc.) to execute valuable partnerships that broadly serve women, further research on women's issues, and connect a network of women. This component of the overall structure and vision must align with President Johnson's new strategy for global partnerships and as such, will continue to evolve and develop over the next few years.