

A photograph of a large, classical-style building with a prominent portico supported by several tall columns. The building is light-colored, possibly white or light blue, and has many windows. A flagpole with a flag is visible in the background. The sky is a clear, deep blue. The image is used as a background for a document cover.

Missouri State  
UNIVERSITY

# University Council

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January 13, 2026

# Welcome

# Personal Financial Disclosers

Ms. Natalie McNish



# BRAND REFINEMENT



Recommendations from MarCom team, Refresh the Brand Work Group, and Branding and Identity Implementation Team



## VISUAL RECOMMENDATIONS

### KEEP

Bear head logo

Mo State athletic logo

Missouri State wordmarks



Missouri  
State<sup>®</sup>  
UNIVERSITY



## VISUAL RECOMMENDATIONS

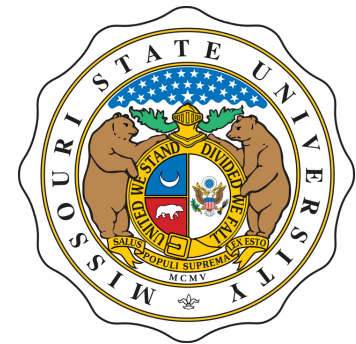
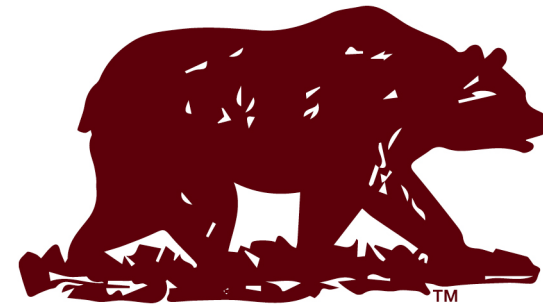
### KEEP but evaluate

\*Limited use for print and merchandise.

Walking Bear spirit icon

Carrington logo

University Seal





## VISUAL RECOMMENDATIONS

### REMOVE

\*Remove from print use and licensing

Mo State Helvetica logo

Make Your Missouri Statement  
logo

Any images of bear paws or  
claws





## VISUAL RECOMMENDATIONS

**REMOVE**

M and MSU logos





## VISUAL RECOMMENDATIONS

### **REMOVE**

Other bears imagery from university colleges, departments, etc.

### **NEED FURTHER DISCUSSION**

Other Bears use by student organizations



## EDITORIAL RECOMMENDATIONS

### **LIMITED USE**

“Make Your Missouri Statement” in editorial (limited use until a new tagline is approved)

### **REMOVE**

Bear Up

### **AFFIRM**

Igniting Opportunity – Use only when referring to the strategic plan



## EDITORIAL RECOMMENDATIONS

### CHANGE

#### Naming the university

##### *Current version*

The official name of the institution is Missouri State University. First reference of the university's name should be Missouri State University. Subsequent references may be Missouri State, Mo State (in casual usage), the university, the institution or MSU. Mo State is two words, upper M, lower o.

##### *Recommended change*

First reference of the university's name should be Missouri State University. Subsequent references may be Missouri State, MO State, the university or the institution. Can use MSU in print publications as a secondary or tertiary reference, especially with serious/academic topics. MO State is two words, upper M and O.

In headlines, Missouri State or MO State is acceptable depending on context of the piece - but never MSU.





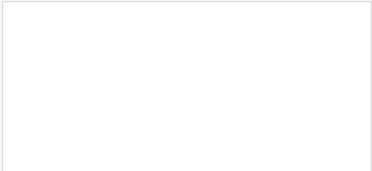
## COLOR RECOMMENDATIONS

### KEEP

Maroon, black and white are the university's primary colors. They should be the primary colors used in environmental branding such as table covers, banners, building design, etc.

**Primary colors**

Our primary colors represent Missouri State at the highest level, and should be present in all communications.

		
<b>Missouri State Maroon</b>	<b>Black</b>	<b>White</b>
<b>Pantone:</b> 505	<b>CMYK:</b> 0 0 0 100	<b>CMYK:</b> 0 0 0 0
<b>CMYK:</b> 0 100 65 75	<b>RGB:</b> 0 0 0	<b>RGB:</b> 255 255 255
<b>RGB:</b> 94 0 9	<b>Hex:</b> 000000	<b>Hex:</b> FFFFFFFF
<b>Hex:</b> 5E0009		



## COLOR RECOMMENDATIONS

### USE SPARINGLY

Secondary colors and tertiary neutrals may be used in designs – no more than 30%.

They should not be used as the primary color in environmental branding (table covers, banners, etc.) or as the primary color for branding for any official university unit.

#### Secondary colors



**Pantone:** 2985  
**CMYK:** 59 0 6 0  
**RGB:** 80 200 232  
**Hex:** 50C8E8



**Pantone:** 200  
**CMYK:** 0 100 63 12  
**RGB:** 211 18 69  
**Hex:** D31245



**Pantone:** 583  
**CMYK:** 23 0 100 17  
**RGB:** 176 188 34  
**Hex:** B0BC22

#### Tertiary neutrals



**Pantone:** 303  
**CMYK:** 100 11 0 74  
**RGB:** 0 63 95  
**Hex:** 003F5F



**Pantone:** 5415  
**CMYK:** 42 8 0 40  
**RGB:** 93 135 161  
**Hex:** 5D87A1



**Pantone:** 877  
**CMYK:** 0 0 0 40  
**RGB:** 167 169 172  
**Hex:** A7A9AC



## COLOR RECOMMENDATIONS

### REMOVE

Tertiary pop accents should not be used.

#### Tertiary pop accents



**Pantone:** 2622  
**CMYK:** 57 98 0 46  
**RGB:** 84 7 91  
**Hex:** 54075B



**Pantone:** 159  
**CMYK:** 0 66 100 7  
**RGB:** 227 111 30  
**Hex:** E36F1E



**Pantone:** 375  
**CMYK:** 41 0 78 0  
**RGB:** 160 207 103  
**Hex:** A0CF67

A photograph of a large, classical-style building with a prominent portico supported by columns. The building is light-colored and has many windows. A flagpole with a flag is visible on the roof. The image is overlaid with a dark red, semi-transparent filter. In the top left corner, the text "Missouri State UNIVERSITY" is written in white. In the top right corner, the title "Strategic Plan Update" is written in large white letters, followed by a horizontal teal line. Below the line, the date "January 13, 2026" is written in white. The bottom right corner of the image is cut off by a diagonal line.

Missouri State  
UNIVERSITY

# Strategic Plan Update

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January 13, 2026



# Goal 1



ACADEMIC OPPORTUNITIES AND INNOVATION



# Goal 1: Academic Opportunities and Innovation

- Through Goal 1, we are pursuing the following strategies:
  - Connecting curriculum to careers and outcomes;
  - Promoting interdisciplinary curriculum, programming and scholarship;
  - Increasing equitable access;
  - Fostering increased research productivity;
  - Elevating Missouri State's national profile in teaching and research.



# Connect Curriculum to Careers and Outcomes

## UPDATES

- To **strengthen general education**, we completed a comparative analysis of 10 peer institutions. A subcommittee is now using these results to evaluate our general education.
- To **align curriculum with workforce opportunities**, we are:
  - Reviewing the latest research on marketable skills;
  - Using data from regional Chambers of Commerce to analyze employment trends;
  - Collaborating with members of Goal 2 to survey regional employers.
- To **boost our graduates' career readiness**, we are evaluating software platforms and services that might help us better capture and interpret workforce data.



# Promote Interdisciplinary Curriculum, Programming and Scholarship

## UPDATES

- To **spark interdisciplinary conversations**, we held a campuswide open forum in which we shared our framework for new PhD programs and solicited feedback. More forums and speaker events are in early planning stages.
- To **encourage interdisciplinary education**, we are exploring ways of splitting program credit for students who are pursuing interdisciplinary paths.
- To **champion interdisciplinary research**, we are investigating potential barriers, such as rigid tenure and promotion guidelines that might inhibit interdisciplinary work.



# Increase Equitable Access

## UPDATES

- To **improve the quality of online courses**, we are developing a survey about current online courses and programs — with input from faculty and SGA. The survey is on track for distribution in February.
- To **reduce overall cost and increase accessibility of course materials**, we are in the process of reviewing a new Maroon Access program to provide course materials for a flat fee.
- To help us **launch new online programs with significant growth potential**, we are planning a spring workshop with EAB to outline a plan.



# Foster Increased Research Productivity

## UPDATES

- To **identify necessary infrastructure for earning an R2 designation**, we have met with representatives from each college to gauge needs.
- To **establish and support platforms that fully showcase research**, we are working with administrators from each college to document existing methods of sharing research accomplishments.
- To help **build support for a move to R2**, we are collaborating with the “Promote Interdisciplinary Curriculum, Programming and Scholarship” work group to plan events and forums.



# Elevate Missouri State's National Profile in Teaching and Research

## UPDATES

- To **boost our research designation**, we have identified the Doctor of Defense and Strategic Studies as our first research doctorate and are compiling data about other potential research doctorate programs.
- To **promote our accredited programs**, we have completed a list of our externally accredited programs and are actively investigating additional accreditation opportunities.
- To **incentivize high-quality teaching**, we are leveraging resources in the Faculty Center for Teaching and Learning, e.g., the Certificate in Effective Teaching Practices credential program from the Association of College and University Educators.



# Goal 2



COMMUNITY PARTNERSHIPS AND ECONOMIC DEVELOPMENT



# Goals 1 and 2 Concept Map

## MODERN ANCHOR INSTITUTION – USING “OUTSIDE-IN” THINKING

What is the value we produce as a Public Affairs University?

- Advance **social and economic mobility** for all students – newly clarified in updated Vision Statement.
- Help build a **talent pipeline** for employers – through responsive curriculum and experiential learning.
- **Solve real-world problems** impacting community, government, and businesses – through applied research, innovation, and service.
- Bolster the **economic vitality** of our city, region, and state



# Experiential Learning

## UPDATES

- **Finalized definitions** of experiential learning (EL), high impact educational experiences (HIEE), and service learning (SL); posted on our strategy website
- Drafted survey items to collect data on existing experiential learning opportunities (data to be collected both from academic units and from students)
- Launched a call for proposals to fund **Experiential Learning Project Grants**
- Exploring options to provide **Direct-to-Student Funding** to reduce barriers to entry for EL participation (examples include education abroad, undergraduate student research, and required internships/practicum experiences)



# Share Talent

## UPDATES

- **President Williams** has begun his employer outreach “**Road Shows.**”
- Feedback from these employer visits and other business/community outreach will guide the plans and actions of the Share Talent work group.
- Continue to deliver and expand **professional development training** and **technical business support** provided by efactory.
- Continue to provide connection between students and employers through Career Center, Student Employment, and Experiential Learning programs.



# University Expertise Database

## UPDATES

- Improve organization structure – for completeness and searchability
  - **Expert Directory** (faculty, instructors, and staff)
  - **University Tech and Lab Registry** (infrastructure)
  - **University Centers and Institutes** (research and innovation)
- Inventory process underway; next steps are to assess, update and reintroduce
- Desired outcomes:
  - **Showcase strategic research capacity**
  - **Expand external partnerships**
  - **Facilitate internal collaboration across disciplines**



# Support Technology Commercialization and Entrepreneurship

## UPDATES

- Increase campus awareness of the work of efactory and JVIC; improve coordination and integration with academic programs.
- Discovery meetings underway to assess existing resources, collaboration opportunities, and gaps for future strategy.
- Initiate process to establish an **Innovation Institute** – with a goal to instill entrepreneurial mindset across the university.
- Launch **Speaker Series** and develop **Faculty Fellows Program**.



# Goal 3



INSTITUTION OF CHOICE FOR STUDENTS & EMPLOYEES



# Institution of Choice for Students & Employees

## UPDATES

### Develop a SEM Plan:

- Publish an institution-wide, data-driven SEM plan
- The SEM plan aligns with institutional mission, goals, and strategies to optimize student recruitment, retention, academic planning, and student success to achieve sustainable enrollment growth
- Final draft with workgroup complete
- Beginning work on developing annual KPIs and strategies to reach targets
- Aggressive goals to meet the 30,000 students by 2030 goal



# Institution of Choice for Students & Employees

## UPDATES

### Timeline:

- By Thanksgiving – approved draft in strategy work group
- Early December – share with the Board of Governors
- By Winter Break – develop finalized KPIs
- January – share with Cabinet and the community



# Institution of Choice for Students & Employees

## UPDATES

Work Underway:

- Implement Advisorly – Procurement Process Complete
  - System integration
    - Integrate historical high school transcript data required for IPEDS reporting
    - MSU team meeting weekly to work through technical aspects of project
    - Met with Advisorly team on 11/18 to review implementation logistics and workflow processing.
    - Test transcript files sent to Advisorly
- Incorporate high school and college transcript processing to automate credit evaluation.
  - Kick off meeting held 11/24/2025
  - Due to IPEDS priority and deadlines, group will reconvene in January



# Institution of Choice for Students & Employees

## UPDATES

Work Underway:

- Implement CollegeVine AI Recruiter
  - Provide students a 24-hour (over the phone, by text, or chat) recruiter to learn more about Mo State
  - Utilize CollegeVine to enhance the communications plans for prospective families
  - AI provides tailored, individualized messages based on what it learns about the students



# Institution of Choice for Students & Employees

## UPDATES

### Invest in Leadership and Talent Retention:

- Developing a unified assessment of professional development (PD) offerings and approval processes.
- Developing and administering a coordinated, campuswide survey to include a focus on professional development needs, satisfaction, and barriers.
- Creating a transparent process to share survey results and action steps while identifying preferred communication methods across campus.

### Achieve Meaningful Gains in Student and Employee Satisfaction:

- Implementing the Modern Think Great Colleges to Work For survey to establish a baseline.
- Evaluating current staff and faculty satisfaction surveys



# Institution of Choice for Students & Employees

## UPDATES

### Design a Culture of Connection, Recognition and Purpose:

- Collaborating with other work groups to understand the implementation and utilization of the Modern Think survey.
- Working to understand the engagement opportunities available to faculty and staff to identify ways to enhance engagement.

### Position MSU as a Leader in Student Access and Success:

- Working to understand MSU's current classification through review of the technical manual and engagement with Institutional Effectiveness
- Developing a plan to share more about MSU's classification with the campus community.



# Goal 4



STUDENT & ALUMNI EXPERIENCE



# Implement the University Advancement Strategic Plan & Increase Alumni Engagement

## UPDATES

- Promote the University Advancement Mission Statement – Ongoing
- Investigate Feasibility of Hiring Student Advancement Ambassadors – In Progress
- Develop Traditions Hall in the Smart Advancement Center – In Progress
- Conduct External Review of Annual Giving Programs – Completed
- Promote C-USA through Strategic Regional Events – Completed and Ongoing
- Conduct Collaborative KPI and Communication Meetings with University Leadership – In Progress
- Schedule Ongoing Collaborative Meetings with Colleges and Units – In Progress

# Achieve Competitive Excellence In Conference USA

## UPDATES

### Enhance Name, Image and Likeness (NIL)

- Contracted with Opendorse for NIL marketplace & developed High Achievers group for one-on-one training
- CUSA has implemented a minimum rev share spend of \$8.25M over 3 years beginning July, 2026, exploration of funding ongoing

### Implement the Intercollegiate Athletics Strategic Plan

- The current strategic plan has been distributed, review will be annual

### Position Top revenue generation sport teams for success

- Announced a \$3M commitment for football upgrades, hired an outside consultant to conduct facility study and develop plan/renderings
- Added Amplify Ticket Sales team in Oct. & in final stages of RFP for new Ticket Software

### Promote student athlete academic achievement

- Will obtain benchmark numbers from CUSA membership to set MoState benchmark, numbers are provided each semester and year end

# Promoting Proactive Student Support

<b>Identify current customer service trainings utilized at MSU</b>	<b>Research possible customer service trainings</b>	<b>Catalog current student surveys and student data points utilized at MSU</b>	<b>Research &amp; explore utilization of the Ruffalo Noel Levitz (RNL) Student Satisfaction Inventory</b>	<b>Research &amp; review current admission chatbot for potential expansion</b>	<b>Gather information to determine what chatbots or other 'one stops' the university currently employs</b>
Team members created a document indexing current university customer service trainings	Team members will explore fit of possible external customer service training(s)	Team members created a document indexing current student surveys & data points	RNL demo scheduled for January 14 <sup>th</sup> at 1:30pm on Teams	Enrollment Mgt purchased and kickoff is in December	Team members created a document indexing current communication hubs



# Increase Participation in Campus Event & Organizations

## UPDATES

- BearLink Digital Platform
  - Increasing awareness of the digital platform
    - Presented to several university stakeholders
      - ALC, SOLD, Athletics
  - Next Step
    - Consolidating the App
      - University Calendar
      - Event Meeting Services
  - Establishing Baseline & Criteria for Large-Scale University Events
    - Developed a list of Large-Scale University Events
      - Weekend of Welcome, Homecoming, Athletics Events, Academic Events, Performances, & Speakers
      - University Stakeholders
  - Next Step
    - Developing a Large-Scale Event Policy & Procedures Guidebook



# Goal 5



BRANDING AND IDENTITY



# Refresh the Brand

## MODERNIZE AND UNIFY THE MISSOURI STATE BRAND

- Conducting a brand audit and audience research to capture the needs and perceptions of current and prospective students, alumni, faculty, staff and community partners.
- Converting those results into a focused roadmap for brand positioning, messaging and future creative development.
- Providing temporary guidance to ensure consistent, disciplined use of the brand during the refresh process.



# Amp up Fans and Spirit

**CELEBRATE STUDENT-ATHLETES, EXPAND TRADITIONS, DEEPEN COMMUNITY OUTREACH AND IMPROVE BRANDED COMMUNICATION**

- Reviewing a rewards app integration with the Athletics mobile app and exploring a connection to BearLink.
- Finalizing lighting and pyrotechnics plans for conference basketball games.
- Planning two official watch parties: Dec. 12 men's basketball vs. Xavier and the Dec. 18 bowl game.



# Centralize and Connect Brand Stories

**CENTRALIZE STORYTELLING AND BRANDED CAMPUS EXPERIENCES TO HIGHLIGHT ACADEMIC AND ALUMNI SUCCESS, SUPPORT RECRUITMENT, AND BUILD MISSOURI STATE PRIDE**

- Mapping our existing storytelling ecosystem by identifying current story sources, creators, platforms and university-affiliated social media accounts.
- Inventorying existing assets and activities, including where stories appear, current photo opportunities and ongoing spirit events.
- Exploring tools or platforms that could support more centralized, coordinated storytelling across the university.



# Bring the Community In, Send the Campus Out

USE OUR PUBLIC AFFAIRS MISSION AND COMMUNITY CONNECTIONS TO STRENGTHEN TWO-WAY ENGAGEMENT BETWEEN CAMPUS AND THE COMMUNITIES WE SERVE.

- Planning for a refreshed BearWear Friday campaign.
- Exploring a virtual hub to serve as a one-stop shop for community partners.
- Planning efactory and JVIC tours to highlight community-focused work on campus.
- Discussing name tag ribbons for conference speakers to reinforce affiliation and pride.



# Questions?

# Staff Satisfaction Survey

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Phil Bridges, Chair – Staff Senate  
Campbell Keele, Past-Chair – Staff Senate

*January 13, 2026*

# Basic survey details

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- The Staff Satisfaction Survey is an initiative of Staff Senate that is collected every two years.
- The information collected is confidential. Reports of the results are provided to University administration.
- The survey was last sent out in the Fall 2025 semester.
- Previous survey results can be found here:

<https://www.missouristate.edu/StaffSenate/staff-policies-and-resources.htm>

# Survey Results

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- Responses from the past five surveys are on your desks.
- We had a 57% response rate for the Fall 2025 semester (680 responses), which is the highest we've seen thus far. We had a 46.7% response rate in 2023.
- In general, satisfaction is down. Responses show a 1-2% decline in satisfaction, except for "I am satisfied with my pay", which is down 11%.
- 2021 was an anomaly when it comes to satisfaction rates – this was the norm across the country.

# Staff Senate Initiatives

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- The Staff Development Committee has the survey results and is looking at opportunities that could help improve some of the results
- Working to address the "why does it matter" mentality about the survey – it's important for staff to know that the survey results are taken seriously and used to help advocate for staff

# Notable Results - Positives

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- Response rate has trended in a positive direction, 44% in 2017 to 57% this year. Thank you for your part in encouraging staff to respond.
- "My work is challenging, stimulating, and rewarding" is consistently between 75-80%
- Feedback on benefits, collaborating with their "team", and engagement with campus, and overall job satisfaction are also consistently rated highly.
- We're all in the same boat... Fairly consistent scores across job families, with JF3 and JF4 generally more positive than JF1 and JF2.

# Notable Results - Concerns

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- "I feel stressed in my current position" has increased each year, from 42% to 49%
- "Upward mobility is a possibility for me" is low, but has trended up from 23% to 27%

Several responses are consistent and could be better

- "My work is recognized and appreciated" (~60%),
- "Important information is communicated to me" (~60%),
- "I feel my input is taken into consideration when decisions and policies are made" (~50%) and
- "Work responsibilities are appropriately distributed within my office" (~50%)

# How Can You Help?

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- Share information from this group to your people
- Strategic Plan – use this data, work towards the goals
- Help identify stressors or workload imbalances
- Share ideas for recognizing and celebrating good work
- Other ideas?



# Career Center

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UNIVERSITY COUNCIL

Dr. Kelly Rapp

January 13, 2026

# Career Center Services

## WE GUIDE STUDENTS THROUGHOUT THEIR CAREER DEVELOPMENT

- Explore Career Options
  - Career counseling & assessments
  - Major, industry, & occupation research
- Prepare for Opportunities
  - Employer, internship, & job search strategies
  - Résumé, CV, & cover letter review
  - Handshake & LinkedIn profile assistance
  - Interview practice
- Connect with Employers
  - Career fairs & job postings (through Handshake)
  - Networking events, information sessions, and on-campus interviews



### OUR VISION

All **Missouri State Bears** empowered for lifelong career success

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### OUR MISSION

To provide comprehensive career development services to students along their path to life-long success by fostering partnerships among students, employers, faculty and staff

# Career Center

**WE SUPPORT THE UNIVERSITY'S MISSION, VISION, AND VALUES  
AS WE IMPLEMENT THE 2025-30 STRATEGIC PLAN: IGNITING OPPORTUNITY**

- Partner and support faculty, student organizations, and University departments
- Serve on University committees and task forces
- Educate and inform on career-development and job-search topics, which includes disseminating information on the NACE competencies
- Engage with stakeholders regarding ways to meet both employer, institution, and student interests
- Collect data on the post-graduation plans of graduating seniors





# Career Resources Specialists



Sherry Elkins  
RCASH (humanities,  
social sciences,  
criminology)



Danelle Maxwell  
CNAS, DCOA



Gretchen Gawron  
COB



Megan Krom  
RCASH (arts &  
communication),  
COE



Rebekkah Wall  
MCHHS

# Career Center Resources

- Myers-Briggs Type Indicator (MBTI)
- Strong Interest Inventory
- Kuder Journey
- What Can I Do With This Major?
- GoinGlobal
- Big Interview
- Handshake career management platform
- Free Professional Headshot Booth



**GoinGlobal**  
by Interstride



***Handshake***



**WE OFFER  
TOOLS FOR  
ASSESSMENT,  
CAREER  
RESEARCH,  
NETWORKING, &  
JOB SEARCH &  
PREPARATION**





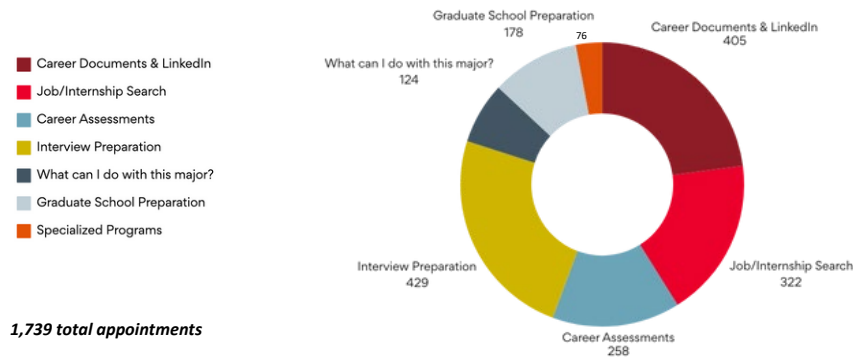
## STUDENT CONTACT

**5,494** total one-on-one student contact points

1,769	793	2,932
pre-planned appointments	drop in visits	Handshake résumé reviews

The Career Center helps Missouri State students through personal and accessible approaches to career exploration, job preparation and searching, and employer connections. Students can make **appointments** year round to meet with trained, field-specific **Career Resources Specialists**. Students can also utilize our **drop in hours** (at our Carrington Hall location), as well as meet virtually - all prioritizing student accessibility to our expansive resources.

### PRE-PLANNED APPOINTMENTS BY CATEGORY



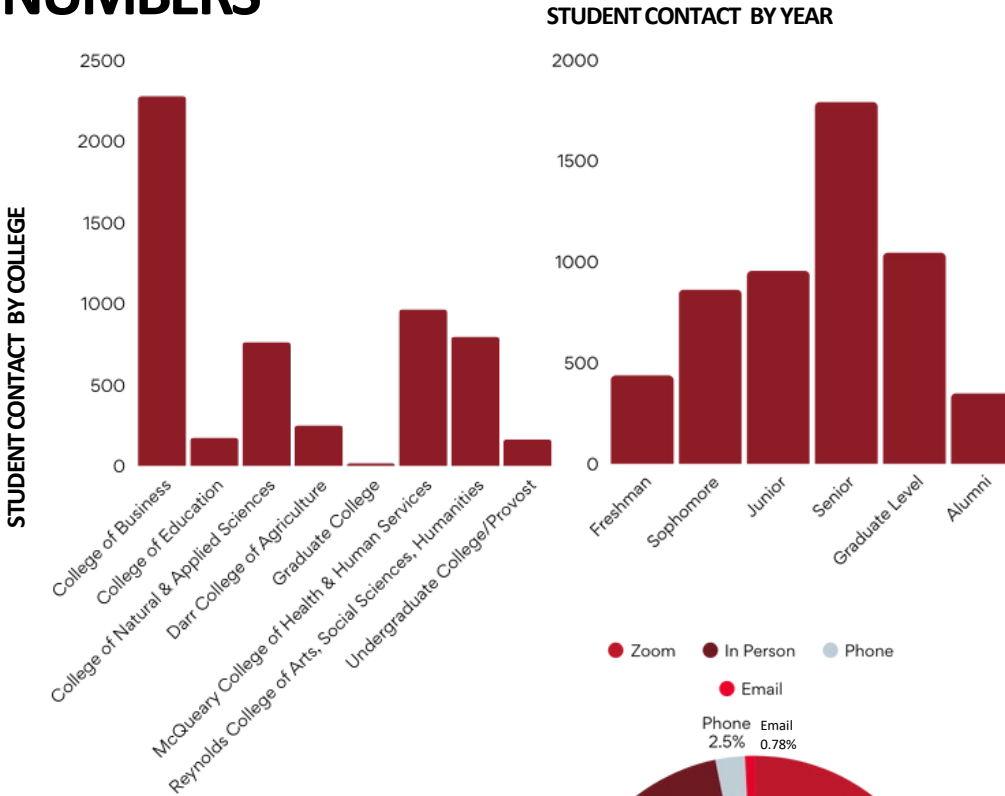


STUDENT CONTACT

BY THE  
NUMBERS

5,494

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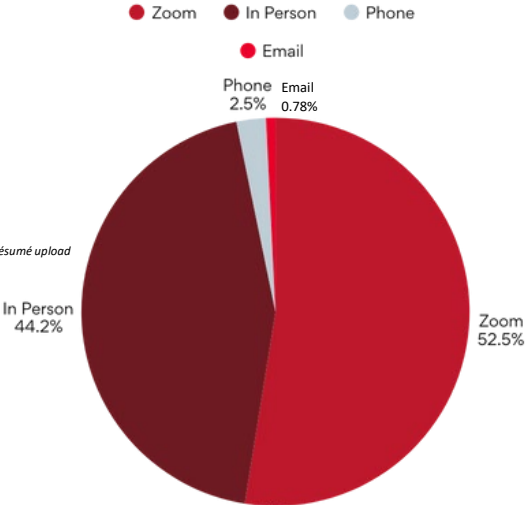


 **2**  
full time office  
locations

Carrington Hall 309  
Glass Hall 276

MODALITY

\*excluding Handshake résumé upload reviews





# CAMPUS WIDE IMPACT

Outside the walls of our offices, the Career Center ventures into many opportunities for student connections across campus. From partnering with academic departments to provide relevant in-class **presentations** and faculty-requested **class assignments**, to presenting for **student organizations**, we strive to meet the career needs of our campus community.

The Career Center also hosts several free workshops throughout the year, like our **Résumé Cafe events** and **Mock Interview Day**. Our Career Resources Specialists and Student Career Ambassadors make themselves accessible by hosting **Career Corners** and **Career Center Tabling** throughout the semester. Students dive even deeper by enrolling in **IDS 120**, our academic course on exploring majors and careers.



## \* PRESENTATIONS AT A GLANCE

4,134

student attendees

145

requested presentations

### TOPICS

- Résumé and Cover Letter Development
- Career Center Overview
- Interviewing
- LinkedIn
- Job/Internship Search
- Networking
- Skills/Career-Readiness Competencies
- What Can I Do With a Major In.....?
- Handshake Overview
- Professionalism

### RECIPIENTS

*\*non comprehensive*

*Bear POWER  
Bears Lead  
Leaders in Community Service  
Fraternity & Sorority Life*

*Art & Design  
Agriculture  
Chemistry  
Communication & Media  
Criminology & Criminal Justice  
Dietetics & Nutrition  
Education*

*Centennial Leaders  
Peace Corps Prep  
Student Governments  
10+ student organizations*

*Engineering  
First Year Foundations  
Hospitality Leadership  
Kinesiology  
Management  
Nursing  
Physical Therapy*



CAMPUS WIDE IMPACT

CLASS ASSIGNMENTS

We’re proud to partner with academic departments, allowing faculty and staff the opportunity to submit requests for class assignments.

24

class assignments

561

students served

TOPICS

- Mock Interview
- Résumé Review
- Cover Letter Review
- Portfolio Review
- Graduate School Preparation

IDS 120: EXPLORING MAJORS & CAREERS

Our **IDS 120: Exploring Majors and Careers** course is designed to assist students in learning the process for making meaningful academic and career choices that are aligned with their unique strengths, interests, values, and personality. Taught by our **Career Resources Specialists**, students participate in self-assessments, major and career exploration, and decision-making activities.

4

Course sections

59

Students enrolled

WORKSHOPS AT A GLANCE

We hosted **Résumé Café** and **Mock Interview Day** events across campus, open to all students, along with targeted workshops designed to meet the unique needs of specific student groups. In addition to students receiving résumé assistance from Career Center staff, several events included **employer participation** (where employers were also reviewing résumés or conducting interviews), providing easily accessible networking opportunities.

In collaboration with the Office of International Services, we delivered presentations to international students preparing for **Optional Practical Training (OPT)**. These sessions highlighted career planning tools tailored to the unique needs of international students. To support continued exploration, a resource sheet with clickable links was provided, offering easy access to all tools and information discussed during the sessions.

368

student attendees

10

workshops

32

employer attendees



# Top Employers & Industries, 2024-2025

## DATA FROM GRADUATE OUTCOMES SURVEYS

- CoxHealth Systems
- Mercy Hospital
- Springfield Public Schools
- Bass Pro Shops/Cabela's
- O'Reilly Auto Parts
- Nixa Public Schools
- Ozark Public Schools
- Republic Public Schools
- Anheuser-Busch

- K-12 Education
- Healthcare
- Retail Stores
- Insurance
- Construction
- Financial Services
- Non-Profit
- Food & Beverage
- Government – Local, State, & Federal

# Thank you!



*Career Center*  
MISSOURI STATE UNIVERSITY



**@MSUCareerCenter**

Carrington Hall 309 | Glass Hall 276  
[careercenter.missouristate.edu](http://careercenter.missouristate.edu)  
417-836-5636

**Missouri State.**  
UNIVERSITY

# Wrap-Up