

## SEO Goals and Objectives

Goal # 1—Ensure University compliance with Federal and State regulations

- Maintain strong working relationships with key departments (HR, Financial Aid, Internal Auditors, etc.)
- Attend trainings, workshops, and professional conferences and review professional publications to stay up-to-date with laws and current trends in the field

Goal # 2—Assist students in securing work experiences that complement their academic goals and aid in retention

- Provide centralized online listings for all part-time jobs (both on and off campus)
- Institute data entry guidelines for all online job postings
- Encourage part-time job opportunities related to career interests and promote development of job skills

Goal # 3—Provide outstanding customer service and resources

- Maintain accurate and easily accessible information online
- Develop SEO office in Second Life and utilize social networking sites (Facebook)
- Serve as university help-desk on all student related EPAFs and I-9 forms

Goal # 4—Develop efficient business processes and trainings

- Organize and maintain up-to-date handbooks/manuals and forms on student employment processes
- Offer training sessions to students, faculty/staff, and employers
- Provide individualized assistance as necessary

Goal # 5—Disseminate accurate information while maintaining confidentiality

- Communicate up-to-date information with entire campus community
- Educate campus on the importance of protecting confidential information
- Develop confidentiality agreement for all student employees

Goal # 6—Anticipate and meet future needs, programs, and services

- Listen and act on feedback and suggestions from students, employers, faculty, and staff
- Attend professional conferences, subscribe to listserv, participate in committee meetings and training opportunities