To: Meghan Chapple-Brown, Director

Office of Sustainability

From: Rachel Brown, Assistant Provost

University Career Services

Re: Support for the Green College Ranking

Date: April 16, 2013

In support of its commitment to build a University-wide Career Culture, the leadership of the George Washington University embarked on a process to review its current service delivery through a gap analysis, engagement of a wide variety of stakeholders across the campus and benchmarking with selected market basket and aspirational institutions.

This effort involved the formation of a Career Services Advisory Council, consisting of representatives from school-based career centers, alumni relations as well as student and faculty stakeholders.

The resulting career services enhancements include a new staffing structure focused on industry specialization, interdisciplinary initiatives and an emphasis on expanded employer outreach through the Employer Development pilot program. During the six-month pilot phase the University seeks to build multi-faceted relationships with potential employers of GW undergraduate and graduate students and alumni around specific sectors and themes. The pilot will employ Employer Relationship Development Consultants (officially “Employer Development Consultants” or “EDs”) to increase the number of interactions and enhance relationships with local, regional, national, and international employers in focused sectors and industries. One identified priority is in the interdisciplinary field of Sustainability.

GW is one of the first universities to pilot such an innovative model for stakeholder management, and expect that this model will take root across the sector. I have over

25 years of career services experience and a rich history in private and public higher education institutions. This initiative is one of the most innovative and forward-thinking in which I have had the privilege of participating.