EAB

Take the First Step in Building Experiential Major Maps

Major Map Overview and Implementation Process

Academic Affairs Forum

EAB

K-12 | Community Colleges | Four-Year Colleges and Universities | Graduate and Adult Learning

We help schools support students from enrollment to graduation and beyond

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7,500+ Peer-tested best practices

500+ Enrollment innovations tested annually

ADVANTAGE OF SCALE

1,500+ Institutions served

4 M+ Students supported by our SSMS

WE DELIVER RESULTS

95% Of our partners continue with us year after year, reflecting the goals we **achieve together**

Meet the Presenters

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Beyond a Purely Academic Degree Plan

How to Build an

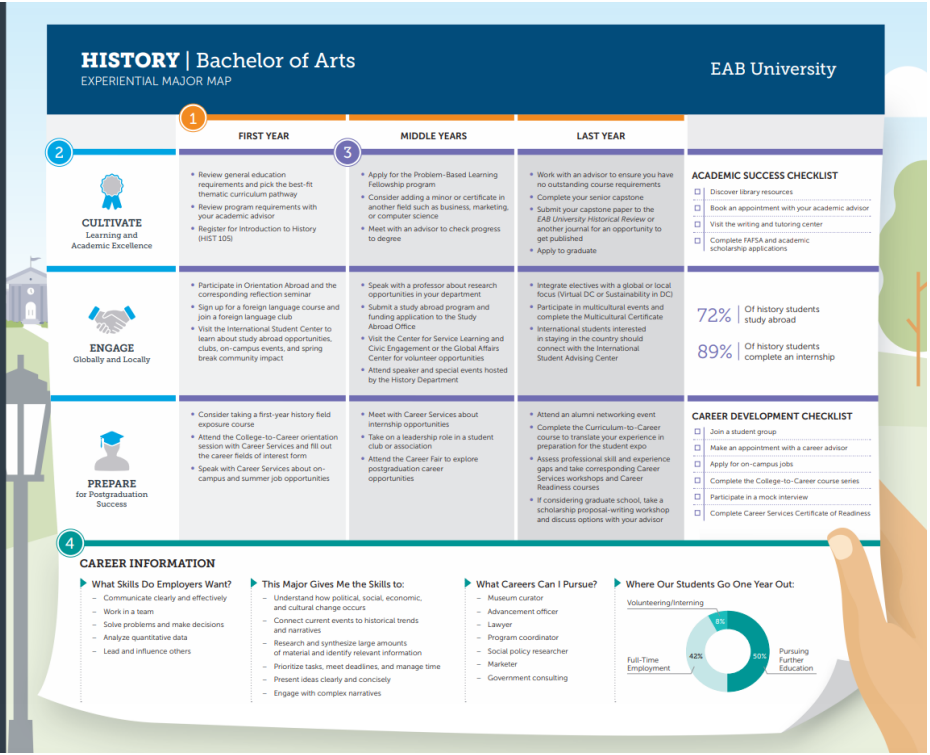
Experiential Major Map

Four Key Elements for Designing Experiential Major Maps

1. Road Map for Timing of Student Activity
2. Key Pillars of the Student Experience
3. Academic, Cocurricular, and Support Services Info
4. Career Outcomes Information

Students often struggle to navigate and connect institutions' siloed, disparate academic and cocurricular opportunities. Faculty, academic leaders, and student services leaders can guide students in their decision-making by clearly articulating how academic and nonacademic opportunities fit together. To enable this articulation, leading institutions provide experiential major maps that help students make informed coursework decisions, encourage integration of complementary experiences, and drive engagement at opportune moments on their pathways to degree.

Look to the example at right to learn how each element is used in map design.



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Source: EAB interviews and analysis.

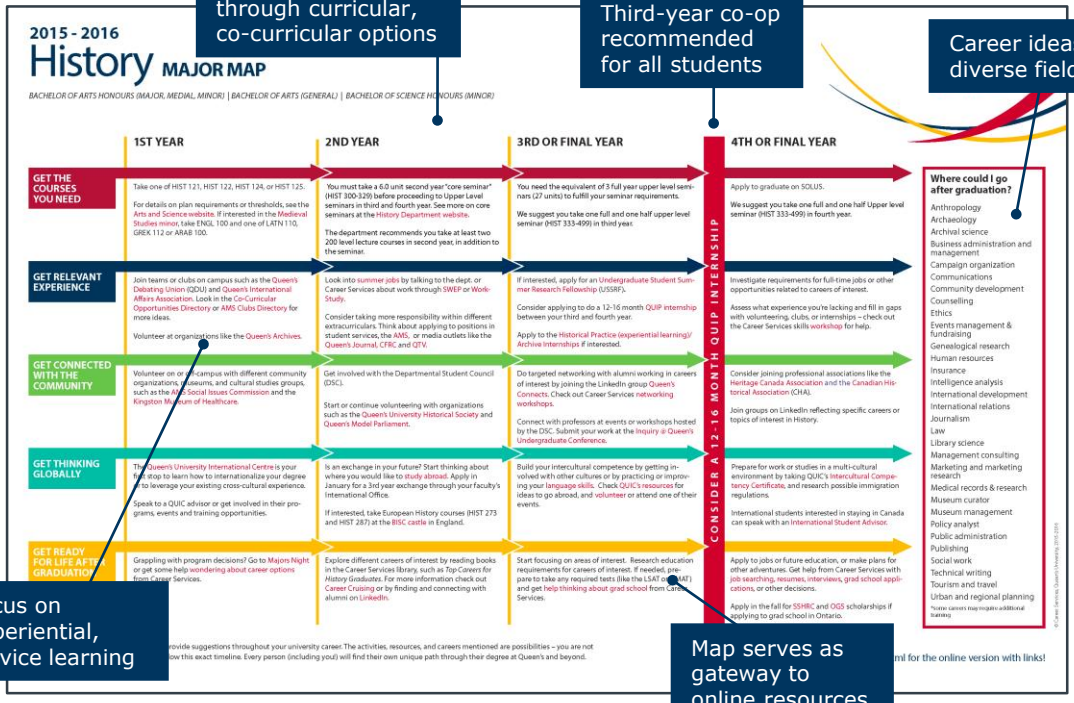
Key Elements of Successful Maps

How Queen's Helps Students Sequence Academic and Cocurricular Activities

Year-by-year path through curricular, co-curricular options

Third-year co-op recommended for all students

Career ideas in diverse fields



Focus on experiential, service learning

Map serves as gateway to online resources

Source: Queen's University, "Major Maps," http://careers.queensu.ca/students/wondering-about-career-options/major-maps-2015; EAB interviews and analysis.

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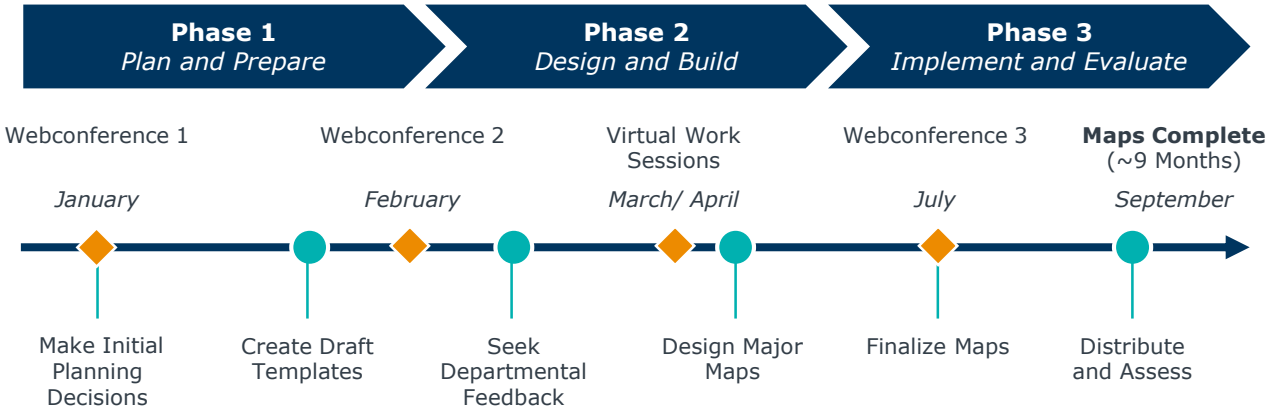
Experiential Major Map Implementation Timeline

Plan the Map Process from Initial Decisions through to Completion



Milestones:

- Implementation team plans map process
- Project staff create draft maps

Milestones:

- Designer creates final map template
- Departments provide academic information
- Departments sign off on content

Milestones:

- Team completes final maps
- Committee develops an update plan

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Source: EAB interviews and analysis.

Phase 1: Plan and Prepare

Create Implementation Plan and Begin Drafting Experiential Major Maps

Make Initial Planning Decisions

Set the Strategic Vision for Major Maps
Month 1

- Set an implementation leader and steering committee
- Decide the intended audience(s) for major maps
- Determine the experience categories
- Announce the project
- Create a detailed implementation timeline

Who Is Involved

- Implementation Leader
- Steering Committee
- Project Champion, *e.g. Provost*

Create Draft Templates

Create Map Drafts
Months 2-3

- Gather information from easily available sources
- Determine sequence of recommended career development steps
- Use the major map template to create draft versions of each major's map

Who Is Involved

- Implementation Leader
- Project Staff

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Source: EAB interviews and analysis.

Phase 2: Design and Build

Confirm Content and Finalize Design for Experiential Major Maps

Seek Departmental Feedback

Collect Information from Campus Units
Months 4-7

- Contact academic and non-academic units for information
- Send draft maps to campus units and request that they add relevant experiences or edit
- Alternatively, ask faculty and staff in relevant campus units to draft content for maps
- Populate the maps as faculty and staff return information

Who Is Involved

- Implementation Leader
- Project Staff
- Department Chairs
- Campus Leaders

Design Major Maps

Customize Major Map Design
Months 4-7

- Graphic designer creates a major map
- Meet with student focus groups to ensure their needs and opinions are captured in the design and content
- Seek feedback from popular employers

Who Is Involved

- Implementation Leader
- Steering Committee
- Graphic Designer

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Source: EAB interviews and analysis.

Phase 3: Implement and Evaluate

Release Major Maps and Plan for Future Updates

Finalize Maps

Edit Major Maps for Polish and Consistency
Month 8

- Complete a final edit
- Seek feedback on accessibility from Disability Services, Office of Diversity and Inclusion, and similar campus offices
- Seek final signoff from academic departments

Who Is Involved

- Implementation Leader
- Campus Leaders
- Project Staff

Distribute and Assess

Introduce Maps to Campus and Create Sustainability Plan
Months 8 and 9

- Announce the maps to campus, including instructions on how faculty and staff should use them
- Provide students with both electronic and paper maps
- Create a system for collecting and implementing yearly edits from departments
- Design a major map assessment plan

Who Is Involved

- Implementation Leader
- Steering Committee
- Project Staff

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Source: EAB interviews and analysis.

Experiential Major Map Roles and Responsibilities

Who Needs Input on Major Maps

Implementation Leader

- Oversee project management
- Facilitate steering committee meetings
- Set timeline and key milestones
- Liaise between all involved campus units
- *Etc.*

Provost

Champions project; sets strategic vision and goals

Steering Committee

Meets regularly to advise on high-level decisions

Faculty and Staff

Provide content for maps and review final drafts

Student Focus Groups

Provide student perspective on usability and relevance

For a more extensive list of roles and responsibilities, see the Experiential Major Map Workbook.

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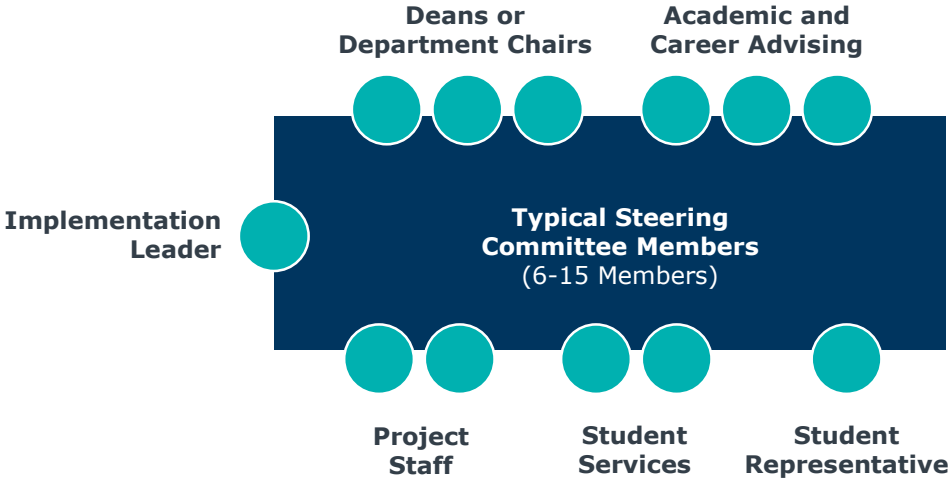
Source: EAB interviews and analysis.

Who Should Be on the Steering Committee

Diverse Steering Committee Secures Buy-In from Across Campus



Steering Committee Responsibilities

- Meets monthly during the map design process
- Advises on high level design and organization decisions
- Ensures maps are relevant to multiple campus interests

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Source: EAB interviews and analysis.

Explore the Experiential Major Map Workbook

A How-To Guide for Designing and Deploying Experiential Major Maps

Major Map Overview

Roles and Responsibilities

Implementation Timeline

8 Tools for Developing Experiential Major Maps

1. Map Template
2. Provost Communication Template
3. Map Inclusion Guidelines
4. Student Worker Position Description
5. Focus Group Discussion Guide
6. Employer Feedback Guide
7. Annual Review Form
8. Compendium of Major Maps

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Source: EAB interviews and analysis.

What's Next for the Collaborative?

Webconference #2 → **Virtual Working Sessions** → **Webconference #3**

February 25th, 2020

Collecting information from academic units

Implementation leader and support staff collect information from campus units to include in maps

Before the session…

- Convene steering committee
- Discuss major map goals and vision
- Identify high-level themes and map language
- Participate in the discussion board
- Create a major map workplan and send to EAB

March - April 2020

Networking with peers

Implementation leader addresses challenges on map development

Before the session…

- Collect information from easily-available sources
- Gather information from campus units
- Fill out draft maps in template
- Resolve campus questions about major maps
- Participate in the discussion board

July 14, 2020

Finalizing and Distributing Maps

Implementation leaders work with campus communication offices and graphic designers to layout maps

Before the session…

- Seek sign off on all map content
- Meet with graphic designer to develop final map design
- Meet with communications staff to develop release plan
- Participate in the discussion board

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Source: EAB interviews and analysis.

Q&A
Ask the Experts

Angela DeRocini
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Jerry South
Assistant Director of Career Coaching
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Please type your questions into the chat box.

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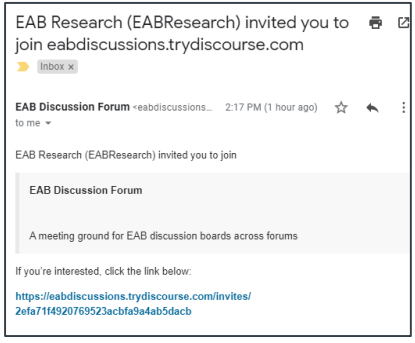
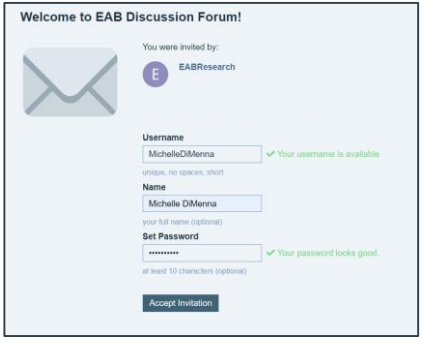
Keep the Conversation Going

Connect with Peers on the Experiential Major Map Discussion Board

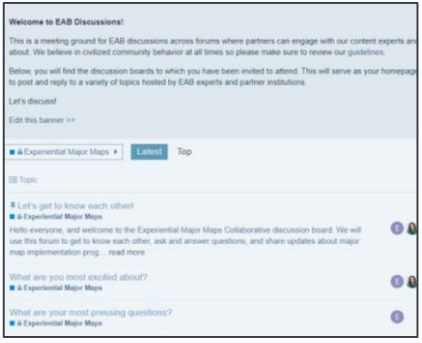
1 Access Link in Your Email



2 Create a log-in



3 Join the Conversation



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