

Georgia Council of Graduate Schools Annual Conference, 2025
Developing Leaders in Graduate Education
Leading Change in Graduate Career Support: Adapting to Evolving Student Needs
Presentation Handout
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Table 1. Overview of Four Strategies for Adapting to Change

Strategy	Primary Focus	What It Helps You Do	When to Use It
Reframe the Perception to Rebuild Engagement	Addressing outdated assumptions and visibility challenges	Surface and reshape myths or outdated perceptions that may be limiting student engagement or understanding of your office's role	When engagement is low due to reputation, unclear messaging, or misconceptions about your services
Listen to Students—Not Just Your Own Voice	Centering student identity and language	Shift your language and program framing to match how students see themselves and what they say they need	When messaging or programs feel too generic, institutional, or misaligned with student identity
Define Who You're Missing—and Why	Using data to identify and address engagement gaps	Identify low-engagement student populations through data and design focused efforts to bring them into the conversation.	When you want to ensure balanced participation and that no groups are being unintentionally left out
Maximize What You Have—Scale with Intention	Working around resource constraints while increasing impact	Achieve greater reach and personalization by redesigning how you work—starting with what you already have.	When your team has limited capacity but you want to grow impact, quality, and engagement efficiently