

ASSESSMENT PLAN

Department Name:	Career Center
Assessment Period:	July 1, 2005 – June 30, 2006
Date Submitted:	August 19, 2005
Representative Submitting Report:	Mike Hix
Institutional/Divisional/Goal Reference:	See Objective Statements Below

Department Mission:

The Career Center serves as a comprehensive career information center providing programs to enhance the career development of college bound high school students, currently enrolled students, faculty, staff, and alumni. The Career Center provides counseling and testing to assist in career clarification along with opportunities to gain career-related experience, explore career goals, develop marketable skills, and make contact with employers for part- and full-time employment. The Center facilitates communication among employers, faculty, students, and alumni concerning employment and enrollment trends. The Center adheres to the code of ethics of NACE, the National Association of Colleges and Employers.

Supports University Mission: "... providing students with the highest quality education, including the knowledge, skills, and values necessary for success and responsible citizenship in a complex and changing world."

Supports Division of Student Affairs Mission: ". . . enhancing the intellectual, cultural, physical, and social development of its students . . ."

2005 – 2006 Career Center Assessment Plan - DRAFT

Career Center Objectives	Support of Division Goals	Means of Assessment & Criteria for Success	Summary of Assessment Data	Use of Assessment Results
<p>1. An expanded Annual Employment Survey report of baccalaureate graduates earning degrees in 2005-2006 will be created.</p>	<p>Supports Division Strategic Goals 2 (success & satisfaction) & 3 (professional growth)</p>			
		<p>A. Using the C3M database, 100% of baccalaureate graduates will be surveyed.</p>	<p>Using data from the Registrar's Office, 3267 baccalaureate graduates from December 2004, May 2005, and August 2005 were surveyed.</p>	<p>Emailing graduates and pointing them to an online survey seems to be the best survey method. Refining methods of identifying graduates and their correct email addresses remains a challenge.</p>
		<p>B. The response rate of the expanded sample will meet or exceed 40%.</p>	<p>In spite of multiple emails, phone calls, and an incentive of two iPods, only a 13% response rate was achieved.</p>	<p>For the 2005-2006 survey, academic partners in the Moore School of Business and the College of Hospitality, Retail, and Sport Management will distribute the survey. If these new efforts are effective, attempts will be made to add other colleges on campus.</p>
		<p>C. The response sample will be representative of the survey sample with regards to race and academic program.</p>	<p>A question regarding race was not included in the survey. The survey sample was underrepresented for the College of Hospitality Retail & Sport Management (7% vs. 13%) and the College of Arts & Sciences (30% vs. 45%). The survey sample was overrepresented for the Moore School of Business (39% vs. 18%).</p>	<p>(See above)</p>

2005 – 2006 Career Center Assessment Plan - DRAFT

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<p>2. Students will be prepared for job search using newly created programs and resources such as <i>September Success for Seniors</i>, <i>OptimalResume</i>, and the <i>Job Search Strategies Guide</i>.</p>	<p>Supports Division Strategic Goal 3 (professional growth)</p>			
		<p>A. Results of two surveys completed by users of <i>OptimalResume</i> will indicate that the mean response to the question “<i>OptimalResume</i> helped me create a high quality resume” will be 4.0 or higher (5-point scale).</p>	<p>Two surveys of <i>OptimalResume</i> users generated mean responses of 4.4 and 4.5 for the question.</p>	<p>Survey results indicate that <i>OptimalResume</i> is a good resource for resume development. Student feedback is being used to better configure the software and to make instructions more clear.</p>
		<p>B. Results of a survey completed by <i>Sept Success for Srs</i> participants will indicate that the mean response to the question “I am better prepared for my job search” will be 4.0 or higher (5-point scale).</p>	<p>A survey of <i>September Success</i> participants generated a mean response of 4.4.</p>	<p>Offerings for 2006-2007 will be expanded beyond September. Efforts will be made improve marketing of the events in order to increase student attendance.</p>
		<p>C. At least 75% of Career Center staff will indicate that the <i>Job Search Strategies Guide</i> is effective in helping students create and implement a job search plan.</p>	<p>Staff assessment of the <i>Job Search Strategies Guide</i> was completed in May 2006. The overall consensus was that the Guide was effective in helping students create and implement a job search plan.</p>	<p>During the summer of 2006, staff feedback was used to further modify the Guide and make it even more effective for student use.</p>

2005 – 2006 Career Center Assessment Plan - DRAFT

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<p>3. Current Career Center assessments will be reviewed and revised by a staff team to include more outcome based items.</p>	<p>Supports Division Strategic Goal 5 (staff training, performance, and research)</p>			
		<p>A. 100% of assessments will be reviewed.</p>	<p>Existing assessments were reviewed.</p>	<p>Staff became more sensitive to using outcome based language in their assessments.</p>
		<p>B. Items will be revised and new items added that identify student learning outcomes.</p>	<p>Student assessments were revised.</p>	<p>Assessments will continued to be monitored to ensure that they include outcome-based items.</p>
		<p>C. Revised assessments will be tested for effectiveness.</p>	<p>Revised assessments were used throughout the school year.</p>	<p>Revised assessments provided helpful feedback staff.</p>
<p>4. UNIV 101 students who attend the required Career Center presentation will be more aware of the career development process.</p>	<p>Supports Division Strategic Goals 2 (retention) & 3 (personal growth)</p>			
		<p>A. Random samples of UNIV 101 classes will be surveyed on-line within 2 weeks of their visits with a response rate greater than or equal to 30%.</p>	<p>Two surveys were sent to UNIV 101 students with response rates of 24% and 23% respectively.</p>	<p>Surveys will be sent weekly with the goal of increasing the response rate.</p>
<p>B. Results of the survey will indicate that the mean response to the question “I am likely to use Career Center services in the future” will be 4.0 or higher (5-point scale).</p>	<p>The mean response to the item on both surveys was 4.4.</p>	<p>Minor changes will be made to the UNIV 101 presentation in 2006 - 2007.</p>		

2005 – 2006 Career Center Assessment Plan - DRAFT

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	<p>C. Results of the survey will indicate that the mean response to the question “I can identify the steps and resources to make a good career decision” will be 4.0 or higher (5-point scale).</p>	<p>The mean responses to the item on the two surveys were 4.1 and 4.4 respectively.</p>	<p>Surveys indicated that this important content was understood by students.</p>	