

ASSESSMENT PLAN - FINAL PROGRESS REPORT

Department Name: Career Center
Assessment Period: July 1, 2006 – June 30, 2007
Date Submitted: August 22, 2006
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: "... guided by the University's commitment to learning and dedication to the values of the Carolinian Creed."

Supports Division of Student Affairs Mission: "... promotes the intellectual, emotional, physical, spiritual, cultural, & social development of its students ..."

2006 – 2007 Career Center Assessment Plan

Career Center Objective	P - Process S - Satisfaction LO - Learning Outcome	Division Strategic Goal #	Means of Assessment (Criteria for Success)	Summary of Data	Use of Results
<p>1. Students will be able to use the USC Career Center web site as a primary source of career information and information about the Center's programs and services.</p>	<p>P – Process</p>	<p>Supports Division Strategic Goals 2 (success & satisfaction) & 3 (career development)</p>	<p>Final Progress Report:</p> <p>The Career Center Web Team worked on revisions to the office web site during the fall term. Content and links were reviewed and updated. Web sites offering technologies not currently used on the Career Center site were identified. Career Center student workers were asked to review the sites and give their feedback about the features. The web team reviewed that feedback, identified features that would be incorporated into the Career Center site, and prioritized their importance. The web site was revised throughout the spring term and went live in April 2007.</p> <p>A Flashlight survey for site visitors was developed and distributed through the web site. Since the web site went live so late in the spring semester, survey data will continue to be gathered through the summer and fall terms. This goal will continue into 2007-2008.</p>		
			<p>A Surveys completed by web site visitors will indicate a mean response of 4.0 or higher (5-point Likert scale) to the statement, "I find the Career Center web site easy to navigate".</p>		
			<p>B Surveys completed by web site visitors will indicate a mean response of 4.0 or higher (5-point Likert scale) to the statement, "The Career Center web site has relevant information to assist me in career decision making".</p>		

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			<p>C. Surveys completed by web site visitors will indicate a mean response of 4.0 or higher (5-point Likert scale) to the statement, "The Career Center web site has relevant information to assist me in identifying employment options".</p>		
<p>2. Students participating in the Career Center's on call (walk in) counseling program will receive effective and timely service.</p>	<p>P – Process</p>	<p>Supports Division Strategic Goals 2 (success & satisfaction) & 3 (career development)</p>	<p>Final Progress Report:</p> <p>Between February 12 and March 23, 2007, 472 students who visited the Career Center to see an on-call counselor were surveyed to evaluate their experiences. Students were emailed on the Monday following the week they visited the Career Center and directed to an online Flashlight survey. By the conclusion of the survey period, 85 students had responded to the survey for a response rate of 18%.</p>		
			<p>A. Surveys completed by on call users will indicate a mean response of 4.0 or higher (5-point Likert scale) to the statement, "I was seen by a counselor within 20 minutes of checking in at the reception desk".</p>	<p>Students responded positively to the item with a mean response of 4.8.</p>	<p>Students are being seen in a timely manner.</p>

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			<p>B. Surveys completed by on call users will indicate a mean response of 4.0 or higher (5-point Likert scale) to the statement, "I received helpful feedback on how to improve my resume."</p>	<p>Students responded positively to the item with a mean response of 4.7.</p>	<p>Students are receiving helpful feedback regarding their resumes.</p>
			<p>C. Surveys completed by on call users will indicate a mean response of 4.0 or higher (5-point Likert scale) to the statement, "I identified some initial steps to assist me with choosing a major/career".</p>	<p>Students responded positively to the item with a mean response of 4.2</p>	<p>Although the assessment standard was met, the students' overall response was not as positive as on other items. Deciding on a major/career requires focused time and energy. One wonders if students are expecting a <i>quick fix</i>. Staff members need to provide clearer initial steps that students can follow in making these important decisions.</p>
			<p>D. Surveys completed by on call users will indicate a mean response of 4.0 or higher (5-point Likert scale) to the statement, "I identified some initial steps to assist me in finding employment".</p>	<p>The mean response was 4.0.</p>	<p>The assessment standard was minimally met. Finding a job requires focused time and energy. One wonders if students are expecting a <i>quick fix</i>. Staff members need to provide clearer initial steps that students can follow in finding employment. Additional staff training and student materials will be developed.</p>

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3. Students using newly installed multimedia interviewing software will be better prepared for employment interviews.	LO – Learning Outcome	Supports Division Strategic Goals 2 (success & satisfaction) & 3 (career development)	<p>Final Progress Report: Perfect Interview (PI) and InterviewStream (IS) are both installed and available to students. Students with their own web cams are directed to use PI. Those without web cams make an appointment to use IS in the Career Center.</p> <p>Career Center staff members used both systems during the month of November and provided feedback specific to each system. Their feedback was used to refine the instructions and processes for each system.</p> <p>Student surveys for PI and IS were developed. Students who used IS in the Career Center were asked to complete surveys once they finished their sessions. Students who used Perfect Interview were surveyed in March 2007. The number of responses on both surveys was very low and may not provide an accurate measure of effectiveness. Given the low number of student users, marketing efforts to students need to increase. Web sites were developed to promote PI and IS.</p>	<p>The mean response for InterviewStream responders was 4.25. For Perfect Interview responders, the mean response was 3.75.</p>	<p>One wishes that the Perfect Interview mean response were higher. The Career Center will continue to offer Perfect Interview and students will continue to be surveyed to see if an increase in sample size improves the mean response.</p>
			<p>A. Surveys of software users will indicate a mean response of 4.0 or higher (5-point Likert scale) to the statement, “I am better prepared for my employment interview(s)”.</p> <p>B. Surveys of software users will indicate a mean response of 4.0 or higher (5-point Likert scale) to the statement, “I received helpful hints on how to respond to interview questions in a positive and appropriate manner”.</p>	<p>The mean response for Perfect Interview users was 4.13. InterviewStream does not provide hints and feedback on specific questions.</p>	<p>The assessment standard was barely met. The feedback component in Perfect Interview is considered a distinguishing feature between the 2 interview software systems. Students will continue to be surveyed to see if an increase in sample size improves the mean response.</p>

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<p>4. NACELink will be evaluated to see if it provides students, employers, & staff with a more effective online job posting and on-campus recruiting system than Experience; & if USC should move to NACELink prior to the Fall 2007 term.</p>	P – Process	<p>Supports Division Strategic Goals 2 (success & satisfaction), 3 (career development) & 6 (constituent outreach)</p>	<p>Final Progress Report:</p>	<p>After the assessment of NACELink began, a similar product, CSO, emerged as a possible alternative. CSO provides comparable features at a fifth of the cost. Similar means of assessment identified below were followed in evaluating CSO. Eventually, it was decided that CSO would better meet the needs of USC students, employers, and Career Center staff.</p>	<p>It was decided to use Interfolio as an alternative credentials service.</p> <p>Exploration of other NACELink modules continued.</p>
	<p>A. Key staff members will be invited to a demonstration of <i>NACELink</i> and will be surveyed regarding the perceived strengths and weaknesses of the system as well as important questions that need to be explored further. After evaluating <i>NACELink</i> and its potential impact on service delivery, at</p>	<p>An initial demonstration of NACELink took place on May 24.</p> <p>A demonstration of 3 NACELink modules was held on June 21, 2006. Those attending completed surveys about the system. Overall, ratings and comments were favorable. Concerns were raised about the Credentials Module and the cost of the program.</p>			

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			least 80% of the participating staff will indicate that the evaluation of <i>NACELink</i> should continue.		
			B. Similar universities who have used <i>NACELink</i> for at least one full year will be identified and interviewed by telephone regarding their experiences. To continue with the evaluation, at least 75% of the staff members interviewed at other universities will recommend the system.	A telephone interview with Luther Epting, Director of the Career Center at Mississippi State, was held on October 11. Mr. Epting was very positive about <i>NACELink</i> . Through consultation with 6 schools and various SACE members, we learned that <i>NACELink</i> lacks the customer support that may be needed as their client numbers increase. There were reports of system performance issues and some data loss during a critical time for on campus recruiting.	Colleagues suggested a review of CSO Research because it is the only product with a comparable level of configuration options. Given the mixed reaction of staff at other career centers, the high cost of <i>NACELink</i> , and the positive assessment of CSO, continued assessment of <i>NACELink</i> was discontinued and the decision was made to move to CSO in Spring 2007 with full implementation in the 2007-2008 academic year.
			C. A site visit to at least one university using <i>NACELink</i> will be scheduled and will include interviews with key staff and student users. To continue consideration, feedback will be consistently positive.	No site visit to a <i>NACELink</i> school was scheduled since the decision was made to use CSO.	

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			<p>D. Employers who have used <i>NACELink</i> will be identified and surveyed. At least 75% of them will indicate that the system meets their job posting and on-campus recruiting needs.</p>	<p>It was decided not to survey employers regarding their impressions of <i>NACELink</i>.</p>	
			<p>E. Following a thorough evaluation of <i>NACELink</i>, it will be compared to <i>Experience</i>, USC's current system, to determine which one best meets the needs of students, employers, and staff. Associate Directors will make a recommendation to the Director regarding which system to use and a timeline for implementation, if necessary.</p>		<p>After evaluations of our current system (<i>Experience</i>), <i>NACELink</i>, and <i>CSO</i>, the Associate Directors recommended that the USC Career Center transition to <i>CSO</i> with full implementation in the 2007-2008 academic year.</p>