## Measurement, Data Collection & Analysis

<table>
<thead>
<tr>
<th>Completed Surveys</th>
<th>Total Surveyed</th>
<th>Response Rate</th>
</tr>
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<tbody>
<tr>
<td>2,035</td>
<td>6,713</td>
<td>30%</td>
</tr>
</tbody>
</table>

### Overall Highlights

Student's responses represent **strongly agreed** or **moderately agreed** utilizing these services:

- **93%** Recommend other students take advantage of these services
- **92%** Utilizing these services have been a valuable learning experience
- **86%** Able to apply what they learned about careers in the future
- **86%** Expectations were met
- **81%** More career ready as a result of using career services

### Top Fives

#### Most Utilized Career Services

1. Counseling Appointments (46%)
2. Career Center Events (41%)
3. Workshops (41%)
4. Career Center Electronic Resources (37%)
5. Counseling Drive-Thru/drop-in (28%)

#### Preferred Method of Receiving Career Info

1. In-person one-on-one sessions (82%)
2. Expert advice (industry experts, etc.) (39%)
3. Experiential learning (site visits, job shadow, internships, etc.) (37%)
4. Peer to peer advising (26%)
5. Large scale events (career fairs, etc.) (25%)

#### Most Utilized Career Services

1. Titan Connection-Jobs Database (81%)
2. Titan Resume Builder (46%)
3. VMock Instant Resume Feedback Platform (40%)
4. Online Career Guide (27%)
5. What Can I Do with this Major? (22%)

#### Most Utilized In-Person Services

1. Help with Internships (50%)
2. Help with job search (49%)
3. Career Exploration (37%)
4. Help develop academic & career plans (32%)
5. Help with a class assignment (30%)

### Over the Past Year

#### Part-Time Positions

- **63%** Applied for one or more part-time jobs
- **48%** Interviewed for one or more part-time jobs
- **36%** Have been offered one or more part-time jobs
- **27%** None of the above

#### Full-Time Positions

- **46%** Applied for one or more full-time positions
- **29%** Interviewed for one or more full-time positions
- **17%** Have been offered one or more full-time positions
- **50%** None of the above

#### Internships

- **80%** Applied for one or more internships
- **54%** Interviewed for one or more internships
- **43%** Have been offered one or more internships
- **15%** None of the above

#### Grad School Programs

- **31%** Applied for graduate and/or professional school programs
- **17%** Interviewed for graduate and/or professional school programs
- **22%** Accepted to graduate and/or professional school programs
- **62%** None of the above

### Highlights of Student Learning Outcomes

Students reported they **Strongly Agreed** and **Moderately Agreed** that the Career Center Services impacted their ability to:

- **86%** Explain how major is related to career opportunities
- **86%** Write an effective resume
- **76%** Conduct an internship search
- **74%** Conduct a job search
- **74%** Understand graduate/professional school application process
- **66%** Develop an effective cover letter
- **58%** Prepare for an interview
- **57%** Develop an effective personal statement
- **38%** Interview for graduate/professional school programs
Meeting with Career Specialist was a valuable learning experience
- **72%**

Career Specialist provided valuable career options based on interests and major
- **63%**

Career Specialist provided insightful industry information that was related to major and interests
- **64%**

Career Specialist helped them link their academic and career plans
- **60%**

### AREAS OF IMPROVEMENT

- **55%** More individual appointment availability
- **38%** Extended Drive-Thru (drop-in) hours
- **37%** More employer events
- **32%** More services visible on campus
- **30%** More evening workshops
- **29%** More programming for recent graduates and alumni
- **22%** More events geared toward graduate students
- **20%** More online webinars
- **17%** More programming for recent graduates and alumni
- **17%** More events geared toward international students
- **13%** More live streaming of events and programs
- **10%** Other

### DEMOGRAPHICS OF SURVEY RESPONDENTS

**Gender**
- Female: **55.8%**
- Male: **44.2%**

**College**
- **ARTS**: 8.7%
- **COMM**: 15.6%
- **EDU**: 0.7%
- **ECS**: 17.8%
- **HSS**: 16.5%
- **HHD**: 15.2%
- **MCBE**: 20.0%
- **Non-Degree**: 0.7%
- **OTHER**: 3.3%

**Parent Education**
- Parent Graduated College: **36%**
- Parent Attended Some College: **23%**
- First Generation College Student: **28%**
- Unknown: **13%**

**Ethnicity**
- African American: **2.4%**
- American Indian: **0.1%**
- Asian: **0.1%**
- Hispanic: **3.7%**
- Multi: **0.2%**
- Native Hawaiian or other Pacific Islander: **10.7%**
- Nonresident Alien: **3.9%**
- Unknown: **18.2%**

**Student Level**
- FRESHMAN: **52.4%**
- SOPHOMORE: **17%**
- JUNIOR: **6.9%**
- SENIOR: **5.4%**
- GRAD/PB: **11.3%**
- ALUMNI: **6.2%**
- NON-DEGREE: **0.7%**

*Data provided by Institutional Research & Analysis Studies*