OUTCOME
Students will develop career transferable skills.

OUTCOME SUPPORTS
☒ University: Goal 2
☒ Division: Goal 1
☐ Department:
☐ Other:

OUTCOME TYPE
☒ Performance Outcome
☐ Student Learning Outcome

ASSESSMENT APPROACH
☒ Direct assessment
☐ Indirect assessment

DATA COLLECTION METHODS
• Student self-assessment, Survey

METHODS AND MEASURES
Baseline survey of students who utilized career counseling and advising services in the Career Center from July 1, 2016 through March 30, 2017 administered in April 2017. Survey to be based on the baseline survey questions from 2016 with same function.

CRITERIA OF SUCCESS
• 85% of students strongly agreed or moderately agreed that the services they utilized met their expectations.
• 85% of students strongly agreed or moderately agreed that utilizing these services was a valuable learning experience.
• 85% of students agreed or moderately agreed that they will be able to apply what they learned about careers in the future.
• 85% of students would recommend that other students take advantage of services offered by the Career Center.

DATA COLLECTION AND ANALYSIS
An online survey was sent to 6,842 students that yielded a total of 1,758 completed survey responses. The survey documented the following data:
• 86% of students strongly agreed or moderately agreed that the services they utilized met their expectations.
• 92% of students strongly agreed or moderately agreed that utilizing these services was a valuable learning experience.
• 87% of students strongly agreed or moderately agreed that they will be able to apply what they learned about careers in the future.
• 94% of students strongly agreed or moderately agreed that other students should take advantage of the services offered by the Career Center.

IMPROVEMENT ACTIONS
Utilizing last year’s data the Career Center was able to make some immediate changes to better meet the needs of students. In reviewing areas of improvement captured from last year’s assessment in many ways it mirrors this year’s assessment in relation to areas of improvement noted by students. The top areas of improvement identified by students are the following: 1) offering an online appointment request option for students 50%, 2) offering more individual appointment availability.
The Career Center will continue with some of the new program and services that were piloted this academic year as a result of the data and areas of improvement identified by students in the previous survey.

Programs that were piloted this academic year that will continue to help meet areas of improvement in the future:

• Extended Evening Drop-in Advising Hours on Wednesdays early morning hours from 7:30 a.m. -9:00 a.m. and evening hours from 4-7 p.m. (in addition to the normal drop in hours that occur Monday-Thursday from 10:00 a.m. -2:45 p.m.)
• Continue to offer and grow the Titan Job Shadow Program
• Continue to offer quality employer events (added more large scale career expos that were tailored to specific industries, a Resume Rush Event with Employers, more employer site visits and fieldtrips)
• Created a Mini-Specialists Model- retrained graduate interns to help support College Career Specialists with some individual counseling appointments to help alleviate the counseling appointment waiting time. Shifted several career counseling appointments from 1 hour appointments to 30 minute appointments to alleviate with counseling appointment waiting times.
• Recorded more online workshops, and now have a series of 7 online recorded workshops that students can access 24/7 on important career readiness topics.
• College Career Specialist were certified in the Strong Interest Inventory- furthering are availability of appointments as it relates to career assessments and career exploration.

New programs and initiatives that will be implemented:

• Create a Peer Ambassador Program- to help further our student reach in relation to visibility, marketing and promotion of career services events and programs, quick resume and cover letter help in more visible open locations as noted in the student survey.
• Create a Student Advisory Board- to get feedback on areas of improvement for the career center and generate ideas, topics, and better ways to communicate and promote services to all students.
• Create an Employer Advisory Board
• Create a Faculty/Staff Advisory Board

Over time the Career Center will continue to maintain and improve both the quantity and the quality of career services for students by utilizing both quantitative and qualitative data to inform how we can work towards meeting the expectations of students.