# Annual Assessment Plan
(August 1-September 30)

**Department**: Career Services  
**Title of Program**: Career Services  
**Academic Year**: 2004-2005  
**Degree Level**:  

<table>
<thead>
<tr>
<th>University Goal</th>
<th>Objectives</th>
<th>Expected Results (Outcomes)</th>
<th>Assessment Instrument(s)/Procedures/Costs</th>
</tr>
</thead>
</table>
| Career Services supports the university’s goal to address the major educational issues of the region and in so doing so promote a positive self-image of the institution and the area. | A. Provide opportunities that will educate students about current methods, resources and reasons for effective career planning and development of job search skills and create greater awareness of Career Services Office on campus. | • All undecided majors will receive a letter offering career planning assistance  
• Maintain and promote computerized resources including E-Sigi, Please Understand Me & What Can I Do With a Major In?  
• Speak to Freshman Seminar and other classes and student groups.  
• Utilize Guest Presenters  
• Provide workshops on Career/Major Selection, Resume Writing and related topics  
• Open House in Fall 2004  
• Mock Interviews conducted by a recruiter from a well known company  
• Provide individualized counseling services  
• Solicit articles in *The Life* about Career Services on campus.  
• Teach Career Exploration in Fall & Spring semesters. | Student Satisfaction Survey |

B. Provide opportunities for students to meet employers, learn about employment opportunities and to identify employers related to their fields of study. Also, promote need for career related experiences to students while in college.

- Employers will post jobs in CCN/UWA (part time, full time, internship, seasonal & full time) for students and employers will have access to student resumes.
- More students will register and post resumes in CCN/UWA.
- Students will be aware of UWA Career Fairs and other Career Fairs in our region open to them. UWA 2005 Fair will begin earlier to increase student/faculty participation.
- Education Interview Days will be held in the Fall & Spring semesters to assist teaching majors in learning about and interviewing with more school systems.
- Promote use of Reference USA to students to identify employers for their fields and in geographic areas of interest. Also utilize Reference USA to increase career fair database.
- Attend SAEE 2005 Conference to increase UWA’s visibility to school systems in the southeast.
- Maintain and promote information on internship and co-op opportunities & seek more opportunities for students.
- Refer students seeking part time jobs on campus to VP for Student Affairs for jobship application.
- Continue to encourage employers to advertise/post jobs, schedule information sessions or interviews on campus.

<table>
<thead>
<tr>
<th>Student Satisfaction Survey</th>
<th>CF Employer Evaluations</th>
<th>Student Career Fair Evaluations</th>
</tr>
</thead>
<tbody>
<tr>
<td>EID Employer Evaluations</td>
<td>Student EID Evaluations</td>
<td></td>
</tr>
</tbody>
</table>

*Forward all forms to the dean by October 31 for review.*
### Objectives

A. Provide opportunities to educate students about current methods, resources and reasons for effective career planning and development of job search skills and create greater awareness of Career Services Office on campus.

### Expected Outcomes

- All students will receive emails for a minimum of 10 events.
- 400 Students will receive updated job search information.
- All students & faculty will receive email outlining Career Services & Resources.
- All undecided majors will receive a letter offering assistance & tag prior to pre-registration
- Utilize guest presenters.
- Open House in Fall 03
- Computerized Guidance Resources will be available to students from Career Services Website

### Actual Outcome

- Students were emailed about 17 events.
- 400 Students received NACE & AAEE Literature.
- Emails were sent throughout the year to students & faculty including on-campus & off campus events/resources. 173 students attended career fair compared to 130 in previous year.
- Letters were sent and some students did seek career counseling.
- Guests from Parisian, Southern Co. & ERAC conducted workshops.
- Open House/ERAC Picnic was a success with approximately 200 students attending.
- Computerized Guidance Resources were available and promoted.
- Participated along with 11 Business students in Parisian’s Job Shadow Day.

### Problems Encountered

- Several students complained about already declaring a major and did not need services or want tags

### Action Taken/Plan(s) For Improvement

- Referred students to their Deans to get majors in computer & will remove tags prior to pre-registration next year.
| B. Provide opportunities for students to learn about various employment opportunities and job openings. | ▪ Employers will post jobs (including part time, co-op, internships, seasonal and full time jobs) and students/alumni will access those jobs via College Central Network/UWA site  
▪ Fall Education Interview Day will be held to accommodate almost 50 fall student teachers & others  
▪ Students will be aware of recruitment events including Spring Career Fairs, Education Interview Days and other on-campus recruitment events and off campus events including UA Career Fair 2003, Higher Education Job Fair 2004 and others  
▪ Links are maintained on Career Services Website  
▪ Employer files & directories are available in Career Services Office  
▪ Plan to purchase a more comprehensive, updated & accessible Business Directory that is nationwide to assist students in locating employers in greater variety of industries and locations.  
▪ Assist VP of SA with advertising and placing Jobship applicants | ▪ 107 Employers registered and 480 jobs were posted. 124 students registered including 21 with resumes and 137 alumni registered including 83 with resumes.  
▪ Fall EID was held. 14 School Systems & 45 students participated.  
▪ Students and faculty received emails and information in *The Life* about events. Student Teachers were informed of EID’s during seminars & given a day off from Student Teaching to attend Fall & Spring EID’s.  
▪ Links to sites listing jobs and other career/job search related information maintained  
▪ Employers information made available to students  
▪ UWA Library purchased Reference USA (online) Business database (over 14 million US Employers) to enable students to identify and contact employers.  
▪ Referred students for Jobship positions. | ▪ Need more students to register & post resumes to market service to employers. | ▪ Distribute CCN Postcards to groups.  
▪ Continue sending emails to all students registering to encourage resume posting.  
▪ Consider creative incentives including drawing for gifts, etc. |

*Forward all forms to the dean by October 31 for review.*
# Statement of Achievements

**Department**  |  **Career Services**  
---|---
**Academic Year**  |  **2003-2004**

## Plans Implemented

| (1) | Fall & Spring Education Interview Days were held with 33 school systems participating & 92 students/graduates participating. Approximately 400 interviews were conducted. |
| (2) | Spring Career Fair consisted of 25 employers & 173 students participating. This is an increase of 43 students over last year. Recruiters with Disney College Program presented Internship program on campus Fall & Spring Semesters. Nine students have interned with Disney. |
| (3) | Requested UWA Library help purchase an online Business Database to be used by students in their job searches and the Library purchased the database which is helping our students identify and research many more employers and find contact information. The database is much more accessible to students and is kept updated by the company. |
| (4) | Participated in Job Shadow Day event with 11 Business Students learning about the “Buyer” profession and practices at Parisian’s Corporate Headquarters. Also, presented session along with Parisian Human Resource Professionals on Advantages of a Job Shadow Day event at the annual AACE Conference in June. |
| (5) | Scheduled Series of Workshops including 4 Employer Guests during fall. Guests were from Parisians, Enterprise Rent-A-Car & Southern Company and topics ranged from Making A Positive First Impression to Success During your First Year on the Job. |

## Plans Not Implemented

| (7) |
| (8) |

*Forward all forms to the dean by October 31 for review.*
## SHORT-RANGE PLANS: FIRST YEAR

**Department:** Career Services  
**Year:** 2005-2006

<table>
<thead>
<tr>
<th>Plans</th>
<th>Strategies to Implement</th>
<th>Completion Date</th>
<th>Approved by</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Maintain Computerized Resources to assist students to conduct self-assessments and career research, to identify employers and job openings and to post resumes for employers to access.</td>
<td>To work with other university departments for budget assistance to enable students to continue necessary services provided by a small Career Services staff. Most computer resources require yearly fees and the Career Services budget is not adequate to cover these fees and other annual costs.</td>
<td>Ongoing</td>
<td>IEC</td>
</tr>
<tr>
<td>2. Continue to seek faculty assistance in making students aware of the need for career planning and job search skill development prior to the senior year.</td>
<td>Classroom presentations, emails, presentation during meetings and individual contacts</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>3. Participation in State, Regional &amp; National Organizations for professional development opportunities and updated resources to assist students with the job search process. Also to increase employer contacts.</td>
<td>Budget to attend State Conference &amp; Workshops yearly and Regional at least every two years. Attend National Conferences when budget allows.</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>4. Educate students about Career Planning and Job Search Skill Development, Resources &amp; Services.</td>
<td>Individual sessions, Classroom Presentations especially in UWA 101 &amp; UWA 102, Group Presentations via sororities, etc., Emails, Life Articles, Flyers, Guest Presenters, Picnics/Open Houses.</td>
<td>Ongoing</td>
<td></td>
</tr>
</tbody>
</table>

Approved:  
Unit Head/Director  

Approved:  
Dean/Vice President

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MEDIUM-RANGE PLANS: YEARS TWO AND THREE

Department: Career Services  Academic Years: 2006 - 2008

Year Two

1. Assess student needs and adequacy of current resources to meet needs.


3. Keep abreast of changes in the field of Career Services and seek networking opportunities with employers.

4. Educate students and faculty about Career Planning Services and Resources

5.

Year Three

1. Keep abreast of Professional Organizations related to Career Services for information, resources and contacts.

2. Promote all Experiential Learning Opportunities to students including Internships, Co-operative Education & Volunteer Opportunities.

3. Seek ideas from other University/College Career Services professionals for ways to attract students to events earlier in their college career and to increase student participation in events.

4.

5.

Approved: ___________________________  Approved: ___________________________

Unit Head/Director  Dean/Vice President

Forward all forms to the dean by October 31 for review.
## RESOURCES REQUIRED FOR PLANS (ONE-YEAR PLANS)

**Department:** Career Services  
**Year:** 2005-2006

<table>
<thead>
<tr>
<th>PLANS (Refer to One-Year Plans)</th>
<th>HUMAN RESOURCES (Faculty, Staff, Consultants, etc.)</th>
<th>PHYSICAL RESOURCES (Supplies, Material, Equip., etc.)</th>
<th>OTHER RESOURCES (Printing, Postage, Telephone, etc.)</th>
</tr>
</thead>
</table>
| 1. Maintain computerized resources. | AVAILABLE: 2 (includes clerical)  
NEEDED: Adequate | AVAILABLE: Computers  
NEEDED: $1,500.00 for CCN and $2,000 for Reference USA Ann. License Fees | None |
| 2. Seek faculty Assistance with student awareness. | 2  
NEEDED: None | Adequate  
NEEDED: None  
NEEDED: Print Materials  
NEEDED: None |
| 3. Participate in State, Regional & National Organizations. | 2  
NEEDED: None | $900.00 for Inst. Membership fees and stud. resources  
NEEDED: None |
| 4. Educate students on Career Planning & Job Search Skills. | 2  
NEEDED: Utilize student interns. | $1,000 toward purchase of laptop computer  
NEEDED: Adequate  
NEEDED: None |

**TOTAL RESOURCES NEEDED**  
$5,400.00

**GRAND TOTAL OF RESOURCES NEEDED**  
(Human Resources + Physical Resources + Other Resources)  
$5,400.00

AVAILABLE means budgeted in current year’s budget. 
In listing AVAILABLE HUMAN, PHYSICAL, AND OTHER RESOURCES, please place an asterisk (*) by any items funded from external sources such as federal, private, contractual, revenue generated, or other such sources external to the university.

Dean/Vice President: ____________________________  
Date: __________________________

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Forward all forms to the dean by October 31 for review.
## RESOURCES REQUIRED FOR PLANS (TWO-YEAR PLANS)

<table>
<thead>
<tr>
<th>PLANS (Refer to Two-Year Plans)</th>
<th>HUMAN RESOURCES (Faculty, Staff, Consultants, etc.) AVAILABLE</th>
<th>HUMAN RESOURCES (Faculty, Staff, Consultants, etc.) NEEDED</th>
<th>PHYSICAL RESOURCES (Supplies, Material, Equip., etc.) AVAILABLE</th>
<th>PHYSICAL RESOURCES (Supplies, Material, Equip., etc.) NEEDED</th>
<th>OTHER RESOURCES (Printing, Postage, Telephone, etc.) AVAILABLE</th>
<th>OTHER RESOURCES (Printing, Postage, Telephone, etc.) NEEDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Assess student needs &amp; resources.</td>
<td>2</td>
<td>None extra</td>
<td>None extra</td>
<td>Maintain increased resources as requested in one-year plan</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>2. Maintain &amp; Upgrade Computerized services &amp; Equipment.</td>
<td>2</td>
<td>None</td>
<td>None</td>
<td>Maintain increased resources as requested in one-year plan &amp; additional $500.00 to help cover e-Sigi Plus License Fee</td>
<td>None</td>
<td></td>
</tr>
<tr>
<td>3. Keep abreast of changes in the field &amp; network with employers.</td>
<td>2</td>
<td>None</td>
<td>None</td>
<td>Increased amount for Institutional Memberships as requested in one-year plan</td>
<td>Postage &amp; Printing budget; long distance telephone service &amp; travel budget.</td>
<td>None</td>
</tr>
<tr>
<td>4. Educate students &amp; faculty (ongoing).</td>
<td>2</td>
<td>None (Utilize interns and student volunteers when needed)</td>
<td>None (Utilize interns and student volunteers when needed)</td>
<td>Maintain Laptop computer as requested in one-year plan (for presentations)</td>
<td>None</td>
<td></td>
</tr>
</tbody>
</table>

Department: Career Services

Year: 2006-2007
<table>
<thead>
<tr>
<th>TOTAL RESOURCES NEEDED</th>
<th>$</th>
<th>$</th>
<th>$</th>
<th>$500.00</th>
<th>$</th>
<th>$</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRAND TOTAL OF RESOURCES NEEDED (Human Resources + Physical Resources + Other Resources)</td>
<td></td>
<td></td>
<td></td>
<td>$500.00 above requested increase for 2005-2006</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

AVAILABLE means budgeted in current year’s budget. In listing AVAILABLE HUMAN, PHYSICAL, AND OTHER RESOURCES, please place an asterisk (*) by any items funded from external sources such as federal, private, contractual, revenue generated, or other such sources external to the university.

Dean/Vice President: ________________________________ Date: ______________

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## RESOURCES REQUIRED FOR PLANS (THREE-YEAR PLANS)

**Department:** Career Services  
**Year:** 2007-2008

<table>
<thead>
<tr>
<th>PLANS (Refer to Three-Year Plans)</th>
<th>HUMAN RESOURCES (Faculty, Staff, Consultants, etc.) AVAILABLE</th>
<th>HUMAN RESOURCES (Faculty, Staff, Consultants, etc.) NEEDED</th>
<th>PHYSICAL RESOURCES (Supplies, Material, Equip., etc.) AVAILABLE</th>
<th>PHYSICAL RESOURCES (Supplies, Material, Equip., etc.) NEEDED</th>
<th>OTHER RESOURCES (Printing, Postage, Telephone, etc.) AVAILABLE</th>
<th>OTHER RESOURCES (Printing, Postage, Telephone, etc.) NEEDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Keep abreast of Professional Organizations related to Career Services.</td>
<td>2</td>
<td>None</td>
<td>Budget for workshops, conference, travel</td>
<td>Maintain increased budget from previous year</td>
<td>Postage, telephone</td>
<td>None</td>
</tr>
<tr>
<td>2. Promote Experiential Learning Opportunities to students.</td>
<td>2</td>
<td>Student workers &amp; interns help with clerical tasks</td>
<td>Travel budget, Professional Memberships, CCN to advertise positions.</td>
<td>No additional resources</td>
<td>Postage, telephone, Printing</td>
<td>None</td>
</tr>
<tr>
<td>3. Seek ideas from other schools to engage students earlier &amp; increase participation in events.</td>
<td>2</td>
<td>None</td>
<td>Travel &amp; Institutional Membership budgets</td>
<td>Maintain increased budget from previous years.</td>
<td>Telephone, Printing budget.</td>
<td>None</td>
</tr>
</tbody>
</table>

| TOTAL RESOURCES NEEDED $ | $ | $ | $ | $ | $ | $ |

GRAND TOTAL OF RESOURCES NEEDED (Human Resources + Physical Resources + Other Resources) $0 increase over 2006-2007

AVAILABLE means budgeted in current year’s budget.

In listing AVAILABLE HUMAN, PHYSICAL, AND OTHER RESOURCES, please place an asterisk (*) by any items funded from external sources such as federal, private, contractual, revenue generated, or other such sources external to the university.

Dean/Vice President: ___________________________  
Date: ________________

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The University of West Alabama
Professional and Support Staffing Plan

Department: Career Services
Academic Year: 2005-06

Please indicate how each of the following factors will affect staffing for the next academic year.

1. Results of Self-Study (How effective was your department in achieving the goals set during the past year?) Our accomplishments helped us to achieve ongoing goals during the past year.

2. Assessment Plan (Is your staff adequate to achieve the results desired for the upcoming year?) Our current staff is the same as it has been for many years. We often have to recruit student volunteers and utilize interns and student workers to help us manage events including Career Fairs and Education Interview Days. As we strive to do more to help our students, we really rely on technological resources to accomplish the mission of our office.

3. Availability of current staff (How many of your current staff will be retiring, going on leaves of absences, returning from leaves of absences, etc.?) There are no plans among our current staff to retire or take leave of absences.

4. Availability of part-time help/work-study, etc. We have one work study student shared between Career Services and Counseling Offices. Some semesters we also have Psychology or Sociology Interns for one semester each.

5. Other factors affecting your staffing Work study students and interns hours vary from one semester to the next sometimes creating a planning problem for us especially related to management of our big events.

Based on the factors described above, the following changes in professional and support staffing are requested for the upcoming academic year.

No changes are requested at this time.

__________________________  __________________________
Department Head Signature       Date