UNIVERSITY OF WEST ALABAMA
CAREER SERVICES

Mission Statement

The UWA Office of Career Services strives to provide guidance and resources to students and alumni to support their career development and attainment of career-related goals.

Career Services will provide information and resources to help students engage in self-awareness, career exploration and job search preparation. The office seeks continuing partnerships with faculty and staff to enhance opportunities to educate students on the career development process.

Career Services also seeks to maintain partnerships with employers and develop partnerships with new employers seeking to hire college students and graduates and to aid in connecting students and employers.
### Annual Assessment Plan
(August 1-September 30)

<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 goal to address the major educational issues of the region and in so doing to promote a positive self-image of the institution and the area. | Forty percent of freshmen will receive direct information about career planning (self-assessment, interest and occupational identification, experiential education, & career planning resources). | *Speak to 8 classes containing freshmen.*  
*Teach Career Exploration Fall and Spring semesters.*  
*All identified undecided majors will be individually contacted offering career planning assistance.*  
*Seventy-five students will receive career information at the Majors to Careers Forum* | *Career Services calendar/Monthly report*  
*Class Syllabus & roster*  
*Emails sent in October and March*  
*Student attendance list and completed evaluation forms* |
| Individual student learning of career interests, occupational information, and job search methods will be enhanced through use of career resources and counseling services. | | *One hundred students will take The Strong Interest Test (and receive an interpretive report through counseling).*  
*Students will utilize resources from Career Services webpage (Sigi 3, Vault, Career Videos, & more).*  
*All interested students will receive résumé critiques.*  
*Thirty students will participate in mock interviews.*  
*Schedule ongoing, small workshops.* | *Strong tests*  
*Information Systems helps to identify undecided majors*  
*Investigating counter for Career Services webpage*  
*Career Services calendar/Monthly report*  
*Collaborate with College of Business and plan mock interview events*  
*CS calendar/Monthly report* |
Student learning of employers and employment opportunities will be enhanced.

Investigate possibility of being a host site for the AL Connection Graduate/Professional School Fair held in October of each year.

*Fifty five employers will participate in on-campus recruiting.
*Two hundred students will participate in on-campus recruiting events.
*One hundred students will register in College Central Network (Résumé referral/Job Posting system)
*Continued participation in AACE, SoACE, NACE, AAEE, & SAEE will provide employer contacts and updates in recruitment methods.
*Contact representative sample of faculty to gather information to predict success of student participation and determine if we have a location for it and costs involved.

*Employer registration forms and Evaluations and Event reports
*Student attendance lists and interview schedules.
*CCN reports
*Membership renewal forms/payments/conference materials and employer directories
*Emails to and from faculty/CS Monthly reports

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

<table>
<thead>
<tr>
<th>Department</th>
<th>Title of Program</th>
<th>Academic Year</th>
<th>Degree Level</th>
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</thead>
<tbody>
<tr>
<td>CAREER SERVICES</td>
<td>CAREER SERVICES</td>
<td>2007 - 2008</td>
<td></td>
</tr>
<tr>
<td>Objectives</td>
<td>Expected Outcome</td>
<td>Actual Outcome</td>
<td>Problems Encountered</td>
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A. Provide opportunities that will educate students about current methods, resources, and reasons for effective career planning and development of job search skills. Also, create a greater awareness of Career Services Office on campus.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Details</th>
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</thead>
<tbody>
<tr>
<td>*Speak to Freshmen classes including UWA 101 and General Psychology on self-assessment, career planning and/or job search topics.</td>
<td>*Identified undecided majors will receive an email to utilize Career Services during Fall and Spring Semesters</td>
</tr>
<tr>
<td>*Teach Career Exploration Classes during Fall and Spring</td>
<td>*Work with faculty for assistance with promoting Career Services to students.</td>
</tr>
<tr>
<td>*Maintain guidance and testing resources to assist students with self assessment and career and employer exploration.</td>
<td>*Advertise services and events.</td>
</tr>
<tr>
<td>*Mock Interview Day will be Held for seniors in COB.</td>
<td>*Workshops will be offered to students.</td>
</tr>
</tbody>
</table>
| *Promote College Central to students for jobs and recruiting information. | *

*Spoke to 10 UWA 101 classes and 8 General Psychology classes |

*176 students were identified and emailed information on major identification and career counseling services. |

*Taught 15 students |

*Spoke to 12 classes in addition to freshmen classes already listed prior to career fair. Continue to speak to each group of student teachers. |

*Administered Strong Interest Inventory to eighty students; Maintained Sigi 3, & (Vault and Reference USA were paid for by UWA Library) |

*Spoke to 30 classes, used email, campus newspaper, Studio 96, flyers, and career fair t-shirts to promote career fair. |

*Brought in 5 employers to interview senior students in February. (Also had small mock interview event in fall with ERAC & Fastenal reps). |

*Conducted workshops on resume writing and brought in presenter on interviewing (Rickey Gosa with Wells Fargo Financial Services) |

*Emails sent to promote CCN; provided sign-up during career fair. 218 students registered. |

More students requested to take test than budget allowed. | *Requested additional help from Provost Office who purchased 100 additional tests for us. |

*Student Satisfaction Survey |

*Career Services calendar/Monthly reports |

*Emails sent to students |

*Class rosters and syllabus |

*Career Services calendar/Monthly reports |

*Career Services calendar/Monthly reports |

Emails sent; CCN reports
| B. Provide opportunities for students to learn about a variety of industries and to identify and research employers related to their fields of study, meet employers and learn about hiring opportunities. | *Host Education Interview Day and Career Fair events annually and seek to recruit more employers for these and individual recruiting events.  
*In counseling sessions promote Vault, Reference USA, and College Central Network. | *Thirty seven school systems participated in EID; Thirty three employers participated in Career Fair; Individual recruiters on campus – Nine.  
*Educated approximately 300 students on use of resources through counseling sessions. | *Registration forms and Event reports  
*Career Services calendar/Monthly reports  
*Career Services calendar/Monthly reports |
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<tr>
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<th></th>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>*Assist employers with individual recruitment events to ensure students are aware and to aid in employer-student interaction.</td>
<td>*Eighty five students participated in individual on-campus recruitment events.</td>
<td>*Career Services calendar/Monthly reports</td>
<td></td>
</tr>
<tr>
<td>*Maintain memberships in AACE, SoACE, NACE, AAEE, &amp; SAEE and attend conferences to network and keep abreast of changes in hiring.</td>
<td>*Maintained all memberships. Attended Joint AAEE/SAEE Conference and AACE and NACE Conferences. Passed along information on AAEE/SAEE Conference to Dr. Hocutt</td>
<td>*Membership renewal forms and payments; Conference materials and directories</td>
<td></td>
</tr>
<tr>
<td>*Provide students with information on co-op and internship opportunities</td>
<td>*Advertised co-ops, internships and full and part time jobs through CCN. Advertised over 500 jobs.</td>
<td>*CCN reports; emails</td>
<td></td>
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</tbody>
</table>

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

**Department**: CAREER SERVICES  
**Academic Year**: 2007-2008

### Plans Implemented

(1) Seventy-nine employers participated in on-campus recruiting events and 284 interviews were conducted at Education Interview Day.

(2) Attended first national conference (and joint regional conference) on recruitment for teachers.

(3) Initiated a College of Business Graduating Student Program consisting of workshops on Résumé Writing and Interviewing.

(4) Résumé Critiques, and a Mock Interview Day with actual recruiters.

(5) Increased COB students registering with Career Services (CCN) twenty-four students as opposed to seven in 2006-07.

(6) Spoke to thirty classes including presenting interview workshops to two Speech classes and personality type workshops to eight Psychology classes.

(7) Assisted with résumé critiques (along with UA Counselor) at Alabama Press Association Job Fair (at UAB) and took two students to the event for internship interviews.

(8) Invited as a team member for Alabama Connection (Statewide graduate school fair) and began attending meetings.

(9) Provided 400 students with updated, effective job search materials.

(10) Forward all forms to the dean by October 31 for review.

### Plans Not Implemented
# SHORT-RANGE PLANS: FIRST YEAR

<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) To increase the number and types of recruiters coming to campus by thirty percent for more internship and employment opportunities and student participation.</td>
<td>Hire additional career services professional to focus on employer identification and outreach.</td>
<td>May 2010</td>
<td>IEC</td>
</tr>
<tr>
<td>(2) To follow up with twenty five percent of identified and confirmed undecided majors from Fall 2008 to explore needs and recommend services. 117 were identified.</td>
<td>Develop and administer questionnaire via email.</td>
<td>May 2010</td>
<td></td>
</tr>
<tr>
<td>(3) Renew Sigi 3 License for two years for occupational information for students.</td>
<td>Seek additional funding to provide this resource to students</td>
<td>July 2010</td>
<td></td>
</tr>
<tr>
<td>(4) Serve as Vice President for Colleges for Southeastern Association for Employment in Education and co-chair 2010 conference.</td>
<td>Confer with other members of organization and professionals in field to assist with teacher recruitment.</td>
<td>January 2010</td>
<td></td>
</tr>
<tr>
<td>(5) To increase student participation in <em>Majors to Careers Forum</em> and to encourage faculty to support event.</td>
<td>Work more with planning team from 2008 and Freshman Seminar classes; Also promote event earlier to students.</td>
<td>November 2009</td>
<td></td>
</tr>
</tbody>
</table>

Approved:  
Unit Head/Director

Approved:  
Dean/Vice President

*Forward all forms to the dean by October 31 for review*
MEDIUM-RANGE PLANS: YEARS TWO AND THREE

Department: Career Services

Academic Years: 2010 - 2012

Year Two

1) To keep current on resources to maximize effectiveness of a small Career Services Office.

2) To increase number of student registrations and résumés posted with Career Services.

3) To continue to identify new employment opportunities for students.

4) 

5) 

Year Three

1) To administer Strong test and provide interpretive report through counseling with more students.

2) To seek increased internship, co-op and volunteer opportunities for students in order for them to obtain career related experiences.

3) Renew Sigi 3 License for two years for occupational information for students.

4) 

5) 

Approved: ____________________________

Unit Head/Director

Approved: ____________________________

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:** 2009-2010

<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>
<tbody>
<tr>
<td></td>
<td>AVAILABLE</td>
<td>NEEDED</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td>(1) Increase employers recruiting on campus.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) Follow up with undecided majors from Fall 2008</td>
<td>Adequate</td>
<td>Adequate</td>
<td>Adequate</td>
</tr>
<tr>
<td>(3) Renew Sigi 3 License for 2 years</td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL RESOURCES NEEDED** $35,000 $3,800.00

**GRAND TOTAL OF RESOURCES NEEDED (Human Resources + Physical Resources + Other Resources)** $38,800.00

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)

Department: Career Services

Year: 2010 - 2011

<table>
<thead>
<tr>
<th>PLANS (Refer to Two-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>
<tbody>
<tr>
<td>AVAILABLE</td>
<td>NEEDED</td>
<td>AVAILABLE</td>
<td>NEEDED</td>
</tr>
</tbody>
</table>

(1) Keep current on resources to maximize effectiveness of office

(2) Increase student registrations and résumé postings with Career Services.

(3) Identify new employment opportunities

1 1

$300 increase in travel budget

TOTAL RESOURCES NEEDED $ $ $ $ $ $ $300.00

GRAND TOTAL OF RESOURCES NEEDED (Human Resources + Physical Resources + Other Resources) $300.00

AVAILABLE means budgeted in current year’s budget.
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Dean/Vice President: ____________________________ Date: ________________
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## RESOURCES REQUIRED FOR PLANS (THREE-YEAR PLANS)

**Department:** Career Services  
**Year:** 2011 - 2012

<table>
<thead>
<tr>
<th>PLANS (Refer to Three-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>
<tbody>
<tr>
<td>(1) Administer Strong tests to more students.</td>
<td>AVAILABLE</td>
<td>NEEEDED</td>
<td>$1,000.00 for 100 tests</td>
</tr>
<tr>
<td>(2) To seek increased internship, co-op and volunteer opportunities for students</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>(3) Renew Sigi 3 License for two years</td>
<td></td>
<td></td>
<td>$2,000.00</td>
</tr>
</tbody>
</table>

**TOTAL RESOURCES NEEDED**  
$ $ $1,000 $2,000 $ $ $3,000

**GRAND TOTAL OF RESOURCES NEEDED** (Human Resources + Physical Resources + Other Resources)  
$3,000

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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