<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 information about career planning (self-assessment, interest and occupational identification, experiential education, & career planning resources). | *Speak to 7 classes containing freshmen.  
*Teach Career Exploration class Fall and Spring Semesters.  
*Seventy students will receive career information at the Majors to Careers Forum.  
*All unidentified undecided majors will be individually contacted offering career planning assistance. | *Career Services calendar/Monthly report  
*Class Syllabus & roster  
*Student attendance list and completed evaluation forms  
*Emails sent in Fall and Spring semesters |
| Student learning of employers and employment opportunities will be enhanced | *Fifty employers will participate in on-campus recruiting.  
*One hundred seventy five students will participate in on-campus recruiting events.  
*One hundred students will register with UWA Career Services (CCN)  
*Continue participation in AACE, SoACE, NACE, AAEE & SAEE will provide employer contacts and updates.  
*Maintain CCN as Career Services Resume Referral System and Job Board  
*Twenty students will attend Study Abroad to Career Abroad Webinar (November 3, 09) hosted by University of Tennessee Career Services. | *Employer registration forms, evaluations & event reports  
*Student attendance Lists and interview schedules  
*CCN Reports  
*Membership renewal forms/payments/conference materials and employer directories  
*Invoice/Requisition/System Access  
*Paid invoice/CS Monthly Report |
| Enhance student learning of successful job search practices, occupational and employer information through presentations, events, resources and counseling. | *Seventy students will take the Strong Interest Inventory (Interpretive report provided through counseling session).*  
*One hundred fifty students will receive résumé advice and/or critiques.*  
*Forty students will participate in mock interviews.*  
*Speak to 10 classes in addition to UWA 101 classes.*  
*Provide workshops on related topics.*  
*Continue to request Library to pay for Vault Online Career Library and Reference USA Business Database.*  
*Utilize Facebook and explore other networking resources to reach students.*  
*Meet with Dr. Sharma about possibly beginning a Mock Interview Event for NSM students* | *CS Calendar with appointment listings*  
*Copies of Strong test cover sheet with names listed & dates sent*  
*CS Calendar*  
*Mock Interview Sheets/Monthly reports*  
*CS Calendar/Monthly reports*  
*CS Calendar/Monthly reports*  
*Send invoices to Director of Library with request for continued payment*  
*Career Services Facebook Page*  
*CS Calendar/Monthly report* |
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>
</tr>
</thead>
<tbody>
<tr>
<td>Career Services</td>
<td>Career Services</td>
<td>2008 - 2009</td>
<td>Career Services</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Expected Outcome</th>
<th>Actual Outcome</th>
<th>Problems Encountered</th>
<th>Action Taken/Plan(s) For Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>40% of freshmen will receive direct information about career planning (self-assessment, interest and occupational identification, experiential education &amp; career planning resources).</td>
<td>*Speak to 8 freshmen classes. *Teach Career Exploration Fall &amp; Spring Semesters *All identified undecided majors will be contacted offering assistance with career planning. *75 students will receive career information at the Majors to Careers Forum</td>
<td>*Spoke to 11 UWA 101 classes *Taught both Fall &amp; Spring – total 17 students *Identified 117 in the fall and 59 in the spring and emailed them *85 students participated in the Forum *Promoted Career Services at Get On Board Day event</td>
<td>*Records revealed that we failed to reach goal by 8 students. *Improved record keeping to ensure correct numbers – secretary hired</td>
<td>*Determine if faculty will continue to refer for tests as in the past. Professor resigned who referred students regularly. *Continue to talk with Information Systems about correcting problems and investigate counter.</td>
</tr>
<tr>
<td>Individual student learning of career interests, occupational information and job search methods will be enhanced through use of career resources and counseling services.</td>
<td>*One hundred students will take The Strong Interest Test (and will receive an interpretive report through counseling). *Students will utilize resources from Career Services webpage (Sigi3, Vault, Career Videos &amp; more). *All interested students will receive résumé critiques. *Thirty students will participate in mock interviews. *Schedule ongoing, small workshops.</td>
<td>*92 students took the Strong test and received interpretive report appointments. *Uncertain about numbers but some students have stated they are using them. *Critiqued a minimum of 140 resumes. *Thirty Seven mock interviews were conducted *Spoke to 29 groups on topics related to career planning and the job search.</td>
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<tr>
<td></td>
<td>Student learning of employers and employment opportunities will be enhanced.</td>
<td>*Fifty five employers will participate in on-campus recruiting.</td>
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<td></td>
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<td>*Two hundred students will participate in on-campus recruiting events.</td>
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<td>*One hundred students will register in College Central Network.</td>
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<td></td>
<td></td>
<td>*Continued participation in AACE, SoACE, NACE, AAEE &amp; SAEE will provide employer contacts and updates in recruitment methods.</td>
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<tr>
<td></td>
<td>*Forty six employers participated in on-campus recruiting.</td>
<td>*Employers cut back on hiring including campus recruiting and travel due to poor economic conditions.</td>
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<tr>
<td></td>
<td></td>
<td>*More than 239 students participated in these events.</td>
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<tr>
<td></td>
<td></td>
<td>*One hundred sixty eight students registered with us.</td>
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<tr>
<td></td>
<td></td>
<td>*Attended SoACE and AACE Annual Conferences and am currently serving as V.President for universities and co-chair for 2010 conference for SAEE.</td>
<td></td>
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<tr>
<td></td>
<td>Investigate possibility of being a host site for the AL Connection Graduate/Professional School Fair held during each Oct.</td>
<td>*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.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>*To host, we must have a location to set up 100 tables and we would have to rent the tables from out of town. Bell Conference Center is not large enough for this event.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>*Logistics and costs</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>*Will continue advertising this statewide event to students to take advantage of and limited transportation will be offered to students.</td>
<td></td>
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</tr>
</tbody>
</table>

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

Department  Career Services

Academic Year  2008-2009

Plans Implemented

Held First Majors to Careers Event in October. Worked with Student Success Coordinators to get faculty and students involved and provided each department with occupational information.

(1) Faculty participation was excellent and 85 students attended. College of Business Mock Interview program is now scheduled for fall and spring semesters. COB commitment to students’ participation in Job Search Preparation has greatly increased. Seven employers assisted us with the interviews and thirty six interviews were conducted.

(2) Spoke to 40 UWA classes and groups on topics related to career planning and the job search (Résumé writing, interviewing, personality type and work, CS resources, services and events).

(3) Despite significantly lower numbers of employers at EID, 269 interviews were conducted.

(4) A minimum of 239 students/recent graduates participated in on-campus recruiting events.

(5) Assisted with Alabama Connection (at Stillman) and transported 4 students with Student Support Services also transporting some to receive Graduate School information. CS received check for over $800 for helping with event (split among participating schools).

(6) Investigating counter for webpage to monitor traffic, but since UWA changed webpage, some of our resources have been removed. Also, it is more difficult to keep updated without our having access to it. Still referred students to the UWA Library page for some resources. Without a secretary for 6 months, this wasn’t a priority.
Forward all forms to the dean by October 31 for review.
### SHORT-RANGE PLANS: FIRST YEAR

**Department:** Career Services  
**Year:** 2010-2011

<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 number of student registrations and résumés posted with Career Services</td>
<td>Give instructions to each UWA 101 instructor and have them require students to register during class at computer lab</td>
<td>December 2010</td>
<td>IEC</td>
</tr>
<tr>
<td>(2) Seek new opportunities to stimulate action related to career planning and skill identification and development for UWA students.</td>
<td>Implement a seminar consisting of employers and possibly faculty</td>
<td>April 2011</td>
<td></td>
</tr>
<tr>
<td>(3) To enhance the performance of student workers in university and community offices better meeting the expectations of employers.</td>
<td>Work with Financial Aid Office to develop and present a program for student workers on Desired Work Skills for Successful Employment</td>
<td>May 2011</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: 2011 – 2013

Year Two

(1) Increase the number and types of recruiters coming to campus by thirty percent for more employment opportunities for students by hiring additional Career Services Professional to focus on employer identification and outreach.

(2) Continue to maintain online resources and explore new ones to keep students informed on occupational and employer information and the job search.

(3) To educate new faculty about resources and services of Career Services to enhance student learning.

(4)

(5)

Year Three

(1) To continue to identify new employment opportunities for students.

(2) To seek new resources and methods of reaching students with Career Planning information.

(3) To educate new faculty about resources and services of Career Services to enhance student learning.

(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:** 2010-2011

<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>(1) Increase number of students in CCN</td>
<td>Adequate</td>
<td>Adequate</td>
<td></td>
</tr>
<tr>
<td>(2) Implement seminar consisting of employers and possibly faculty to encourage earlier strategic career planning among students</td>
<td></td>
<td>Possible help with cost of a meal and small gifts – Estimate - $300</td>
<td></td>
</tr>
<tr>
<td>(3) Enhance work skills among student workers</td>
<td></td>
<td></td>
<td>$500 – Training manuals</td>
</tr>
</tbody>
</table>

**TOTAL RESOURCES NEEDED**

<table>
<thead>
<tr>
<th></th>
<th>$</th>
<th>$</th>
<th>$300</th>
<th>$</th>
<th>$</th>
<th>$500</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRAND TOTAL OF RESOURCES NEEDED (Human Resources + Physical Resources + Other Resources)</td>
<td>$800</td>
<td></td>
<td></td>
<td></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: ________________

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

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

<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>(1) Hire additional Career Services Professional for increased employer identification, job listings and on-campus recruiting events</td>
<td>AVAILABLE</td>
<td>NEEDED</td>
<td>AVAILABLE</td>
</tr>
<tr>
<td></td>
<td>$35,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(2) Maintain online resources and explore new ones.</td>
<td>Adequate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(3) Educate new faculty about Career Services</td>
<td>Adequate</td>
<td>Adequate</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL RESOURCES NEEDED**  
$35,000

**GRAND TOTAL OF RESOURCES NEEDED** (Human Resources + Physical Resources + Other Resources)  
$35,000

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: ________________

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

**Department:** Career Services  
**Year:** 2012 – 2013

<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) To seek new resources and methods of reaching students.</td>
<td>Technologically savvy student to help identify popular online communication resources &amp; train staff - May need money for consultations</td>
<td>Adequate</td>
<td></td>
</tr>
</tbody>
</table>

| TOTAL RESOURCES NEEDED | $ | $400.00 | $ | $ | $ | $400.00 |

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