Mission/Purpose
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.

I. Goals and Outcomes/Objectives, with Any Associations and Related Measures, Achievement Targets, Findings, and Action Plans

A. Goal: Address the major educational issues of the region
   Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive self-image of the institution and the area

1. Objective: Provide information about career planning to students
   Freshmen will receive information about career planning (self-assessment, interest and occupational identification, experiential education, and career planning resources)

a. Measure: Speak to classes containing freshmen
   Career Services staff will speak to classes containing freshmen to provide them with career planning information and resources. A count of the number of classes and a copy of the Career Services calendar will provide evidence for this measure.

   Source of Evidence: Activity volume

   1. Achievement Target:
      Will speak to 10 classes containing freshmen including Freshman Seminar classes.

   2. Findings (2010-2011) - Achievement Target: Met
      I spoke to 16 classes containing freshmen including Freshman Seminar Classes and Speech Classes.

b. Measure: Provide class Fall and Spring semesters
   Career Exploration class will be offered during Fall and Spring semesters.

   Source of Evidence: Existing data

   1. Achievement Target:
      Space is available for a maximum of 24 students to complete class during Fall semester or Spring Semester.

   2. Findings (2010-2011) - Achievement Target: Met
      Taught 16 students in Career Exploration during the academic year (2 semesters).
c. Measure: Offer career planning assistance to undecided majors
Contact undecided majors individually to offer career planning assistance via email.

Source of Evidence: Existing data

1. Achievement Target:
Using Infoview, 100% of all identified undecided majors will be contacted via email by the Career Services staff and offered career planning assistance.

2. Findings (2010-2011) - Achievement Target: Met
Identified 128 undecided majors and sent individual emails offering career planning assistance.

2. Objective: Employment opportunities enhanced
Student learning of employers and employment opportunities will be enhanced

a. Measure: Employers will recruit on campus
Employers will participate in on-campus recruiting. Will provide evidence for this measure.

Source of Evidence: Activity volume

1. Achievement Target:
Forty seven employers will participate in on-campus recruiting activities.

2. Findings (2010-2011) - Achievement Target: Partially Met
We had a total of 29 employers participate in on-campus recruiting activities. Another 9 registered for our Career Expo or Education Interview Day and cancelled. Despite the low numbers, we invited over 400 employers to these events. We also had a Career Center representative from Tuscaloosa who works with veterans make 3 visits to campus during the Spring. We know that the poor economic situation was a factor in less employers participating in on-campus events. Also, the Expo was our first Fall Expo. Some of the employers who attended our Spring event did not return for Fall. Once we have a single Expo for the year, we expect the number to increase. The Fall Expo was better attended by students and gives them an earlier opportunity to make direct contact with employers than they had with the Spring Career Fair.

3. Action Plan:
Recruiting activities on-campus
We will host a fall expo again and Education Interview Day during the spring with increased intervals of contact before each event and early registration incentives.

Established in Cycle: 2010-2011
Implementation Status: Planned
Priority: High
Implementation Description: We will offer an incentive to employers who register early for the Fall 2011 Career Expo with a drawing for 2 free registrations. The low registration price is remaining the same as it has been for a few years. Also, we plan to continue membership in the East MS Business Development Corporation to maintain more contacts. This will be our second year for membership. School Systems will be given the same incentive.

Responsible Person/Group: Career Services
Additional Resources Requested: A second Career Services professional
could serve more in an outreach role to maintain contacts with employers.

**Budget Amount Requested:** $35,000.00

b. **Measure: Event registrations and cards**  
Students will complete registration forms for career fair and cards for interviews. A count of these forms and cards will provide evidence of this measure.

Source of Evidence: Activity volume

1. **Achievement Target:**  
   One Hundred Eighty students will participate.

2. **Findings (2010-2011) - Achievement Target: Met**  
   We exceeded our goal significantly. 254 students registered for the Expo and 74 students registered for Education Interview Day for a total of 328 students.

c. **Measure: Student registrations**  
Students will register with UWA Career Services. Evidence for student numbers will be provided.

Source of Evidence: Activity volume

1. **Achievement Target:**  
   One hundred and fifty students will register.

2. **Findings (2010-2011) - Achievement Target: Met**  
   472 students registered with Career Services.

d. **Measure: Maintain Professional Memberships in Field**  
Will maintain professional memberships in national, regional and state organizations to provide employer contacts and keep updated in field. Evidence of memberships will be provided.

Source of Evidence: Administrative measure - other

1. **Achievement Target:**  
   Will maintain membership in NACE, SoACE, AACE and AAEE for College Recruitment contacts and updates in field. Will research the benefit to office of joining a Counseling Organization also.

2. **Findings (2010-2011) - Achievement Target: Met**  
   We maintained membership in all of these organizations. We also joined the National Career Development Association (NCDA) and the director attended conferences of NCDA and AACE.

e. **Measure: Maintain Online Resume Referral Service and Job Board**  
Maintain CCN as Career Services' Resume Referral and Job Board System. Have evidence of annual licensing agreements.

Source of Evidence: Administrative measure - other

1. **Achievement Target:**  
   Continue annual subscription to College Central Network
2. **Findings (2010-2011) - Achievement Target: Met**
   We renewed the license for College Central to maintain the job board and resume referral service.

**f. Measure: Resume advice**
Students will receive resume advice and/or critiques. CS Calendar

Source of Evidence: Activity volume

1. **Achievement Target:**
   One hundred sixty students will receive resume advice and/or critiques.

2. **Findings (2010-2011) - Achievement Target: Met**
   One hundred ninety seven individual students received resume advice and/or critiques

3. **O 3: Enhance student learning of successful job search practices**
Enhance student learning of successful job search practices, occupational and employer information through presentations, events resources and counseling.

   **a. Measure: Mock Interviews**
   Students will participate in Mock Interviews. Mock Interview Sheets/Monthly reports.

   Source of Evidence: Activity volume

   1. **Achievement Target:**
      One hundred students will participate in mock interviews on campus or scheduled through Career Services.

   2. **Findings (2010-2011) - Achievement Target: Met**
      One Hundred Seventy Nine students experienced mock interviews on campus. We have worked with faculty to increase student participation in mock interviews and the result has been very positive.

   **b. Measure: CS Workshops**
   Provide workshops on related topics. CS Calendar/Monthly reports.

   Source of Evidence: Activity volume

   1. **Achievement Target:**
      Provide 14 workshops through colleges, classes or organizations on Job Search topics to a variety of students.

   2. **Findings (2010-2011) - Achievement Target: Met**
      Twenty one workshops were provided through colleges, classes and organizations to assist students with various job search topics including resume writing, interviewing, making the most of on-campus recruiting events and more. In addition to these workshops, we set up a booth in Wallace Hall during spring semester and talked with 10 students about career services.

   **c. Measure: Request payment from Library re: Career Insider**
   Continue to request Library to pay for Career Insider (formerly Vault) Online Career Library and Reference USA Business Database. Send invoices to Director
of Library with request for continued payment.

Source of Evidence: Administrative measure - other

1. **Achievement Target:**
   Continue to partner with Library on payment for Vault.

2. **Findings (2010-2011) - Achievement Target: Met**
   The library has continued to pay this annual fee for the Career Insider online career library by Vault available on the Career Services webpage.

d. **Measure: Networking Resources**
   Utilize Facebook and explore other networking resources to reach students.
   Career Services Facebook Page.

Source of Evidence: Activity volume

1. **Achievement Target:**
   Continue using online networking services.

2. **Findings (2010-2011) - Achievement Target: Met**
   Career Services Facebook page was a group through the director's facebook page until June 2011. Since that time, we have developed a UWA Career Services Facebook page and we have 97 likes to date. Information on upcoming events, career information and tips are shared through this resource. During workshops and class sessions, we ask if students are using LinkedIn or twitter and find that students are primarily using Facebook. We will continue to learn and promote the positive use of Social media for helping with the job search.

4. **Objective: Employability Skills training**
   Improve student development of employability skills and knowledge of employer expectations.

   a. **Measure: Student Worker Training**
   Offer assistance to on-campus offices to train student workers about improved employability skills and to provide students with a training manual (pending funding - requested an additional $500 but have received no information about this).

   Source of Evidence: Administrative measure - other

1. **Achievement Target:**
   To offer assistance to all campus offices by providing training for student workers on topics to improve job performance and increase chances for future employment. This training is pending receipt of additional funding for training manuals.

2. **Findings (2010-2011) - Achievement Target: Not Met**
   We did not receive the $500 funding during this academic year.

3. **Action Plan:**
   **Student Worker Training**
   Career Services will produce a training manual and offer training sessions during the current academic year upon receipt of the $500 in requested funds.
for printing costs.

Established in Cycle: 2010-2011
Implementation Status: Planned
Priority: High
Implementation Description: Complete training manuals and promote training to university offices with student workers. Provide student workers with training manuals.
Completion Date: 04/30/2012
Responsible Person/Group: Career Services
Budget Amount Requested: $500.00

b. Measure: Plan Getting Hired Seminar
Work with faculty and employers on seminar to offer students the real facts about getting hired in this tight job market.

Source of Evidence: Activity volume

1. Achievement Target:
   Provide seminar or seminars for 50 junior and/or senior students.

2. Findings (2010-2011) - Achievement Target: Not Met
   I have learned through the past year that Social Media is playing such a large role in the job search process. I feel that this should be a focus of such a seminar and a knowledgeable speaker on this topic is somewhat difficult to find.

3. Action Plan:

   Using Social Media to Locate Employers/Jobs
   I would like to change the focus to using Social Media for the Job Search. During my attendance at The Alabama Association of Colleges and Employers Conference this past summer, I identified an excellent speaker on this topic. I have recently contacted her for information on her speaking fee and am awaiting her response. She provides an in depth presentation on a variety of Media and Technology tools to help with the job search process. She has authored the book, I'm in A Job Search - Now What. In the meantime, the Career Services Director is continuing to educate herself on this process.

   Established in Cycle: 2010-2011
   Implementation Status: Planned
   Priority: High
   Implementation Description: Promote seminar first to seniors/graduating students. Will promote this opportunity to other students also. We will ask faculty to encourage student participation.
   Completion Date: 05/01/2012
   Responsible Person/Group: Career Services

II. Other Plans for Improvement
A. Increase employers in recruitment activities
   To increase the number of employers recruiting on campus, hiring another Career Services Professional to focus more on developing relationships with company recruiters. I would ask the administration to please consider this over the next year. We are also attempting to work closer with the alumni office on promoting events in an effort to inform them about opportunities to hire UWA students.

   Established in Cycle: 2009-2010
Implementation Status: Planned
Priority: Medium
Implementation Description: Hire a professional with a Bachelor's degree or higher in Business or Behavioral Science Background who possesses initiative, excellent communication, interpersonal and time-management skills. Experience in Career Services in a college setting or Human Resources in a company preferred.
Completion Date: 07/31/2013
Additional Resources Requested: Approximately $35,000 for salary and $13,300 for benefits and approximately $2,000 additional funds for travel and memberships in professional organizations.
Budget Amount Requested: $50,300.00

B. Revision of Strong Test Measure
Since both of our primary referring faculty for the Strong test are no longer at UWA, we will need to revise our measure; however, we will continue to promote the test during class presentations and through counseling sessions.
Established in Cycle: 2009-2010
Implementation Status: Planned
Priority: High
Completion Date: 08/01/2010
Implementation Notes:
9/1/2011 During the 2010-11 academic year, we worked with an additional professor and saw an increase in use of The Strong Inventory over our projection. Some of the Freshman Seminar instructors are currently giving incentives for students to use this self assessment tool.

C. Identify more employers for recruitment activities
Joined East MS Business Development Council to increase awareness of recruiting opportunities to employers and build contact database and attended two business expos in region and state for the same purpose. Planned Fall 2010 Career Expo. Promote Expo to employers at AACE Annual Conference.
Established in Cycle: 2010-2011
Implementation Status: Planned
Priority: High
Completion Date: 10/20/2010
Responsible Person/Group: Career Services Staff

III. Analysis Answers
A. What specific strengths did your assessments show? (Strengths)
Student registrations with Career Services were significantly increased. Also, student participation in recruiting events were significantly higher than expected.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
We were unable to meet our goal for the year for bringing employers to campus.

C. What plans were implemented?
Our Career Fair was changed from Spring to Fall and re-named Career Expo. The Fall 2010 Expo was given a theme Explore The Journey and more promotional products were offered to students than in past events. This event attracted many more students than past events. Other plans met included: Reaching a significant number of freshmen students Providing resume advice critiques and mock interviews Maintaining internet resources for career planning and service management Maintained memberships in professional organizations for recruitment contacts and professional development Provided workshops on various job search topics exceeding our goal. Career Services Facebook page was created and used to connect with students, alumni faculty Students registering with Career Services Student
participation in recruiting events Identification of undecided majors Teaching Career Exploration Classes

D. What plans were not implemented?
We re-thought the Getting Hired Seminar to include more Social Media use in the Job Search. We are still working on this plan.

E. How will assessment results be used for continuous improvement?
We are seeking more ways to connect students with employers. We are providing more follow up correspondence to employers who are invited to on-campus recruiting events. We are offering early registration incentives to employers for on-campus recruiting events. We are excited about the student response to the 2010 Fall Career Expo and have scheduled a 2011 Fall Expo with a different theme. We will continue to work with faculty on mock interviews and are promoting Big Interview also to help students prepare for job interviewing. We will continue to speak to new faculty, housing staff and key faculty, staff and organizations when possible to enlist their help in involving students in Career Services sponsored events and services.

IV. Annual Reports
A. Key Achievements
Career Services held it's first Fall Career Expo in an attempt to help students learn about career opportunities earlier in the academic year. Sixteen employers and a couple of graduate schools participated. We also incorporated the Majors to Careers Forum into the Expo and had seven UWA booths consisting of every college at UWA. 254 students registered. A Mock Interview Day was held the afternoon of the Career Expo. Three recruiters attending the Expo along with two local business professionals conducted 20 interviews with College of Business students. Career Services helped with a total of 179 students participating in mock interviews. Worked with College of Business and the Graduate Student Development program to place one intern in Career Services from each area. Education Interview Day brought 12 school systems to campus and 74 students participated resulting in 211 interviews. Twenty UWA students attended the Alabama Connection Statewide Graduate Professional School Fair at Stillman College (closest location to us) where approximately 100 graduate and professional schools throughout the country had representatives to meet with them. UWA Career Services is one of the statewide team member offices to host this event. Joined the East Mississippi Business Development Corporation for the year and attended some of their events in an attempt to increase our contacts with East MS employers. Director of Career Services attended the National Career Development Association conference. UWA Career Services now has a Facebook page.

B. Staff Achievements
Served as Database Coordinator for Alabama Connection Statewide Graduate Professional School Fair Served as President of The University Staff Senate

C. Public/Community Service
Reached out to Wesley House in Meridian, MS and taught a Life Skills Class specifically on Resume Writing and offered advice to their staff on content for these classes for clients. A UWA Student Development intern accompanied me for Life Skills class also. Assisted Demopolis High School with mock interviewing of senior students and spoke to DECA students on Career Planning Worked with Director of State Games of Mississippi in Meridian to provide approximately twenty volunteers from among UWA students. Students helped at opening ceremony and specific sporting events.