Career Services

Detailed Assessment Report
2011-2012

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 Other Outcomes/Objectives, with Related Measures, Targets, Findings, and Action Plans

A. Goals: 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.

      1. Achievement Target:
      Career Services will speak to nine classes containing freshmen including Freshman Seminar classes.

      2. Findings (2011-2012) - Target: Met
      Spoke to 19 classes containing Freshmen. Classes were primarily Freshman Seminar, but also included other subject areas. Career Services quarterly reports contain information for record keeping.

   b. Measure: Provide class Fall and Spring semesters
   Career Exploration class will be offered for students (primarily freshmen and sophomores).

      1. Achievement Target:
      Students successfully completing course will be able to identify and learn about at least two occupations which match their interests and/or personality
type. They will also learn primary skills and traits employers are seeking in applicants and will complete an assessment on how well they possess these skills/traits. They will learn how to develop a professional resume and about interview basics.

2. **Findings (2011-2012) - Target: Met**
   Taught class both fall & spring semesters with 9 completing the course. Students completed the employer and occupational research, Strong Interest Inventory and Keirsey Temperament Sorter, Skills Identification Inventory and Resume. They also were instructed on basic interview practices and questions. Syllabus and Career Services UWA 102 notebook contain this information.

c. **Measure: Offer career planning assistance to undecided majors**
   Contact undecided majors individually to offer career planning assistance via email.

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

   2. **Findings (2011-2012) - Target: Met**
   Identified 100% of full time undergraduate students with undecided majors (according to Infoview) and sent emails offering Career Planning assistance. Also, sent emails to 40 students who signed up with Career Services at Get On Board Day offering Career Planning assistance. Source of information is the Career Services calendar and reports.

d. **Measure: Students will take Strong Inventory**
   Students will take the Strong Interest Inventory (Interpretive report provided through Counseling session). CS Calendar with appointment listings.

   1. **Achievement Target:**
   Fifty students will take the Strong Inventory to learn about occupations suited to their interests.

   2. **Findings (2011-2012) - Target: Met**
   50 students took the Strong Inventory during the academic year. 43 took the paper inventory and 7 took the online version through SkillsOne. Strong Scoring Request Sheets and our Administrative page in SkillsOne provides evidence for this.

e. **Measure: Request for payment from Library re: Vault**
   Continue to request Library to pay for Vault's Career Insider (online career library) and Reference USA Business Database. Send invoices to Director of Library with request for continued payment.

   1. **Achievement Target:**
   Library will continue to pay Vault for annual approximate $3,000 cost for Career Insider resource.
2. Findings (2011-2012) - Target: Met
   The Library paid this cost for the year allowing us to continue the resource.

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

1. Achievement Target:
   Career Services will market Career Services Facebook page to reach 100 or more students/alumni & other university offices.

2. Findings (2011-2012) - Target: Met
   Career Services has reached 123 students/alumni/staff/faculty as of the end of June 2012. The Career Services Facebook page provides evidence of this.

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 and job postings. Career Services will provide evidence through College Central Network, monthly reports, and recruiting event reports.

1. Achievement Target:
   Fifty employers will participate in recruiting activities planned by Career Services and jobs will be posted for students and alumni.

2. Findings (2011-2012) - Target: Met
   A total of 51 employers registered for on-campus events including the Fall Career Expo and Spring Education Interview Day. Out of that number, 46 actually participated. Additionally, there were 6 smaller recruitment events on campus and 1 at UA where our students were invited to attend and transportation was provided (Disney Internship presentation). This gives a total of 53 employer recruiting events for students. Career Services also had a total of 263 jobs posted on our job board for registered students and alumni to view.

3. Action Plan:
   Recruiting activities on-campus
   Career Services will host a fall expo again and Education Interview Day during the spring with increased intervals of contact before each event.
   
   Established in Cycle: 2010-2011
   Implementation Status: Finished
   Priority: High
   Implementation Description: Career Services 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, there are plans to continue membership in the East MS Business Development Corporation to maintain more contacts. This
will be the 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 (recurring)

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.

1. **Achievement Target:**  
200 students will participate.

2. **Findings (2011-2012) - Target: Met**  
Registration slips revealed that 343 students attended the Fall Career Expo and EID Cards revealed that 43 students attended Education Interview Day. This gave us a total of 386 students participating in our big recruiting events for the year. 24 students also participated in smaller on-campus events with The Nature Conservancy and Aflac. This gives us a total of 410 students participating in on-campus recruiting events. (Career Services calendar & reports revealed these statistics).

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

1. **Achievement Target:**  
150 students will register.

2. **Findings (2011-2012) - Target: Met**  
239 students registered with Career Services through College Central. College Central Reports and Career Services Reports provided this information.

d. **Measure: Resume advice**  
Students will receive resume advice and/or critiques.

1. **Achievement Target:**  
150 students will receive resume advice and/or critiques.

2. **Findings (2011-2012) - Target: Met**  
195 individual students received resume advice and/or critiques.

e. **Measure: Maintain Professional Memberships in Field**  
Career Services 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.
1. **Achievement Target:**
Career Services will maintain membership in NACE, SoACE, AACE and AAEE for college recruitment contacts and updates in field. Also, recently joined the National Career Development Association, a division of The American Counseling Association, for continuing professional development in the area of career development and counseling.

2. **Findings (2011-2012) - Target: Met**
Career Services has paid annual dues and maintained memberships in all of these professional organizations including the National Career Development Association. These organizations continue to provide professional development opportunities, information and resources which we use with students. The Career Services Budget and Paid invoices of organizations are sources to show this has been met.

f. **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.

1. **Achievement Target:**
Continue annual subscription to College Central Network.

2. **Findings (2011-2012) - Target: Met**
This was paid in July of 2011 for this school year and Career Services has requisitioned to pay it for this coming school year as of 6/26/12. Last year Career Services signed a 3 year agreement to ensure the price would not go up during the 3 years. Datatel and invoice from CCN help provide information for this.

3. **Objective: Employability Skills training**
Improve development of on-campus student workers knowledge of employability skills and employer expectations.

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

1. **Achievement Target:**
70 students or more will participate in interview preparation on campus through mock interviews.

2. **Findings (2011-2012) - Target: Met**
142 students participated in Mock Interviews. Career Services also had assistance with 3 off-campus employers and 3 on-campus professional staff and faculty assist with some of the interviews. Career Services calendar & reports are the source of information for this finding.

b. **Measure: CS Workshops**
Provide workshops on related topics. CS Calendar/Monthly reports.
1. **Achievement Target:**
   Conduct 6 or more workshops on topics related to using social media, resources for the job search, resume writing, interviewing and related topics.

2. **Findings (2011-2012) - Target: Met**
   Conducted a total of 13 related workshops covering Social Media, Interviewing, Personality Identification: Useful for Career & Life Planning, Working Outside of the Box, and Skills for Employability. Hired a Guest Presenter for Using Social Media in the Job Search and 85 students attended. Guest presenters from Aflac and The Nature Conservancy also helped with the Working Outside of the Box seminar (on working independently & for Non-profit organizations). More than 200 students attended these workshops. Recorded events and numbers in Career Services calendar via outlook.

c. **Measure: Student Worker Training**
   Offer assistance to on-campus offices to train student workers on improved employability skills and to provide such students with a training manual.

1. **Achievement Target:**
   To provide one training session for on campus student workers offered twice. Career Services will advertise sessions through campus emails.

2. **Findings (2011-2012) - Target: Not Met**
   The session was contingent on our producing a manual for student workers if Career Services received an additional $500 to print them. The money was deposited into the Counseling Budget and was not reported to Career Services Director until late February. The manual was not completed until after funding was available. The manual was completed and 200 were printed in May. Career Services also identified Supervisors of On-campus Student Workers and administered a survey to provide feedback for training sessions with students.

3. **Action Plan:**
   **Student Worker Training**
   Career Services will request supervisors of student workers let us know the primary times student workers are at work and require or encourage the students to attend one of the training sessions. The time and frequency of the sessions will depend on the feedback we receive, but we will offer a minimum of 2 training sessions. Students attending the sessions will receive a Training Manual. The training will take place during the Fall 2012 semester. Career Services will evaluate response/results for future training needs & plans.

   **Established in Cycle:** 2011-2012
   **Implementation Status:** In-Progress
   **Priority:** High
   **Implementation Description:** Sessions will be offered and manuals given to students attending
   **Projected Completion Date:** 11/16/2012
   **Responsible Person/Group:** Tammy White/Career Services
II. Other Plans for Improvement:

A. Using Social Media to Locate Employers/Jobs
Career Services staff would like to change the focus to using Social Media for the Job Search. During attendance at The Alabama Association of Colleges and Employers Conference this past summer, excellent speakers on this topic were identified. Career Services has recently contacted a speaker for information on her speaker fee. 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.*

*Established in Cycle: 2010-2011*
*Implementation Status: Finished*
*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.*
*Projected Completion Date: 04/30/2012*
*Responsible Person/Group: Career Services*

B. Networking to help students with job search
Network with faculty, alumni and regional professionals to assist with methods, keep updated on requirements and learn about opportunities.

*Established in Cycle: 2011-2012*
*Implementation Status: Planned*
*Priority: High*
*Implementation Description: Maintain membership in East MS Business Development Corporation; Utilize UWA Alumni Office and network with faculty throughout school year.*
*Projected Completion Date: 05/30/2014*
*Responsible Person/Group: Career Services*

*Additional Resources Requested: Annual membership dues for East MS Business Development Corp. (Other university offices may also participate in EMBDC functions)*
*Budget Amount Requested: $300.00 (recurring)*

C. Promote alternative methods of connecting with employers to students
Continue to learn about maximizing use of LinkedIn and other resources through webinars, conferences, professional journals & publications.

*Established in Cycle: 2011-2012*
*Implementation Status: Planned*
*Priority: Medium*
*Implementation Description: Individual counseling and group presentations*
*Projected Completion Date: 08/30/2014*
*Responsible Person/Group: Career Services*

D. Purchase Big Interview
Big Interview is an online resource to help with Mock Interviewing. After a one year trial period beginning Summer 2011, Career Services will determine if this resource is beneficial to students for improving interview skills.
Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: Medium
Implementation Description: Purchase resource for student use. The rate quoted is $100/month or $1,200 per year.
Projected Completion Date: 05/31/2013
Responsible Person/Group: Career Services

III. Analysis Questions and Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
Career Services met most targets for the year and exceeded expectations in the areas of students participating in on-campus recruiting events which totalled 410. While there were struggles with bringing employers to campus, Career Services significantly increased the number of employers this year over last year by 65%. Career Services decreased registration fees for some of our events and combined a workshop and recruitment event which also helped with student and employer participation. Career Services also exceeded our plans for the number of workshops. We used guest presenters including an expert on Using Social Media in the Job Search for two workshops and also two recruiters helped us talk with students about Working Outside of the Box (In a non-profit agency and an agency that values self-management of one's career). In all, more than 200 students attended, which was a significant response. Career Services also received funding to produce a Student Worker Manual to address the Development of Employability Skills with on-campus student workers and will implement this during the 2012-13 school year. Students were educated about Career Decision Making, Personality Identification for Career and Life Planning, Interviewing, Resume Writing, Conducting a Job Search, Career Opportunities and Job Openings through our various activities. Career Services also provided some training on related topics through volunteering with a high school and community agencies in our region.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
While Career Services met the goal for the year related to the number of employers on campus, having more direct recruitment activities would benefit students seeking full time and internship opportunities. Ongoing identification of and contact with employers would be required to increase such opportunities and this will require another professional staff member.

C. What plans were implemented?
A significant plan implemented was bringing Kristen Jacoway, an expert on Using Social Media in the Job Search, to campus for 2 sessions where 85 students and 3 faculty attended. We significantly exceeded our targets for student participation in on-campus recruiting events and workshops for the year also. The manual for Student Workers was completed and printed.

D. What plans were not implemented?
Career Services failed to offer the Student Worker training sessions for the 2011-12 year, but after receiving notification of funding in February for the requested manuals, we created and printed 200 manuals for the training sessions. Career
Services has plans to offer the sessions during the Fall of 2012 and have developed the plan further by sending a survey to supervisors of on-campus students requesting feedback. This information will be used during the training sessions. Career Services did not receive funding to hire an additional professional staff member as requested.

E. How will assessment results be used for continuous improvement?
Career Services will continue to work with a Graphic Arts Firm (as we did last year) to help us promote the Career Expo since student attendance was significantly increased. Partnership with faculty is essential to offering programs and having students attend. Will continue to build relationships with faculty and request their assistance. Ongoing professional development is important to keeping up with changes in the field. Will attend conferences/meetings as budget and time allows. Provide future programming to meet challenges that are identified.

IV. Annual Report Section Responses

A. Key Achievements
- Students participating in on-campus recruiting events totalled 410
  Employers on campus this year increased over last year by 65%
- Greater variety of workshops including hiring a guest presenter, an expert, on Using Social Media in the Job Search for two workshops.
- Two company recruiters also helped us present Working Outside of the Box (promoting work in non-profit agencies and in an industry that values an entrepreneurial style of work).
- In all, more than 200 students attended, which was a significant response
- We received funding to produce a Student Worker Manual to address the Development of Employability Skills with on-campus student workers and will implement this during the 2012-13 school year
- Students were educated about Career Decision Making, Personality Identification for Career and Life Planning, Interviewing, Resume Writing, Conducting a Job Search, Career Opportunities and Job Openings through our various activities
- Received funding to continue membership in the East MS Business Development Corporation for contacts/networking

B. Staff Achievements
- Continuing to serve as Database Coordinator, Alabama Connection
- Statewide Graduate & Professional School Fair Awards Chairman,
- Alabama Association of Colleges & Employers
- Created Working Now: Building Skills for Tomorrow's Success, a manual for on-campus student worker training

C. Public/Community Service
- Taught Resume Writing Classes about every other month at Wesley House Community Center (Meridian, MS)
- Assisted Demopolis High School with mock interviewing of senior students
- Guest presenter at a Job Search Workshop hosted by The Demopolis Public Library
# Planning and Assessment Approval

Department or Division: Career Services  
Chair or Director: Tammy White  
Dean or Vice President: Dr. V. Spruiell

<table>
<thead>
<tr>
<th>ANNUAL PLAN</th>
<th>Item</th>
<th>Approved</th>
<th>Remarks</th>
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<tbody>
<tr>
<td><strong>Goals</strong></td>
<td>Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.</td>
<td>YES</td>
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<td></td>
<td>NO</td>
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<td><strong>Outcomes/Objectives</strong></td>
<td>Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.</td>
<td>YES</td>
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<td></td>
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<td></td>
<td>Objectives are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit's mission.</td>
<td>YES</td>
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<td><strong>Measures</strong></td>
<td>Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.</td>
<td>YES</td>
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<td><strong>Achievement Targets</strong></td>
<td>Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.</td>
<td>YES</td>
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## SELF-STUDY

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<tr>
<th>Item</th>
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<tr>
<td>Findings</td>
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<tr>
<td>Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.</td>
<td>YES</td>
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<td>Action Plans</td>
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<td>Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).</td>
<td>YES</td>
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<td>Action plans created in previous cycles have been updated with implementation notes.</td>
<td>YES</td>
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<td>Annual Report</td>
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<td>The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.</td>
<td>YES</td>
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<td>Analysis Report</td>
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<td>The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.</td>
<td>YES</td>
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Approved by: [Signature]  
Date: [Signature]  

Received by OIE: [Signature]  
Date: [Signature]