



## Career Services

*Educate ♦ Explore ♦ Equip ♦ Evaluate*

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# Non-Academic Yearly Report For Fiscal Year 2006-2007

Compiled by:

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**&**

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**CAREER SERVICES NON-ACADEMIC ANNUAL REPORT**  
**Academic Year 2006-07**

**I. Unit Title:** Career Services  
**Division or School/College:** Student Affairs  
**Unit Administrator:** Jason W. Umfress, Director

**II. Educational Program Learning Outcome Assessment Plan**

<b>Learning Outcome</b>	<b>Data Collection &amp; Analysis</b>	<b>Results of Evaluation</b>	<b>Use of Evaluation Results</b>
Students will discover services offered with Career Services	1. Numbers generated by students registering with MonsterTRAK 2. Number of students visiting office for appointments 3. Number of students attending workshops. 4. Number of students attending Career Events 5. Number of students participating in on-campus interviews 6. Number of student registering with FOCUS Career Assessment	1. 237 new accounts generated in MonsterTRAK 2. 212 individual appointments 3. Decreased by 5% from 05-06 4. Decreased by 15.2% from 05-06 5. Decreased by 22.9% from 05-06 6. 368 new accounts generated in FOCUS	1. Continue to partner with other units to encourage MonsterTRAK registrants / offer incentives for registering. 2. Continue publicizing "open door policy" (No previous data to compare) 3. Team with Housing to offer workshops in res halls. Adjust times workshops are offered. Put workshop materials on-line for easier access. (Decrease due to fewer workshops planned this year) 4. Plan "college specific" career events / partner with Deans & faculty for attendance. 5. More emphasis placed on publicity of on-campus interviewing opportunities (Decrease due to fewer companies on campus.) 6. Continue publicizing and presenting on FOCUS and using

			assessment in career coaching settings.
Students will increase attendance and participation in workshops offered by Career Services.	<p>1. Number of students attending workshops recorded</p> <p>2. Number of workshops recorded</p>	<p>1. Number of attendees decreased by 5% from 05-06; however, average number of attendees per workshop increased from 7.0 students in 05-06 to 7.4 students in 06-07.</p> <p>2. Number of workshops decreased by 11% from 05-06</p>	<p>1. Re-assess times workshops were being offered and publicity methods / re-vamp &amp; re-evaluate workshop topics. Team with Housing to offer workshops in res halls. Adjust times workshops are offered. Put workshop materials on-line for easier access. (Decrease due to fewer workshops planned this year. Increase in average number of people per workshop)</p> <p>2. Number of workshops increased 274% in 05-06. This year we offered fewer workshops due to poor attendance last year.</p>
Students will increase participation in on campus interviews offered by Career Services.	<p>1. Number of students attending interviews recorded.</p> <p>2. Employers completed on-campus registration forms.</p> <p>3. Employers' interview schedules were documented to assess the number of interviewees.</p>	<p>1. Decreased by 22.9% from 05-06</p> <p>2. Employers on campus decreased by 21.4% from 05-06</p> <p>3. 0 "no show" students</p>	<p>1. Partner with faculty to aid in student participation / Re-assess marketing strategy (Decrease due to fewer employers conducting on-campus interviews)</p> <p>2. Concerted effort to increase the number of employers conducting on-campus interviews. Continue to publicize employer recruiting strategies. (Decrease due in part to the redesign of Career Events to allow time for interviews to take place on event days – which were not counted in this number.)</p> <p>3. Continue intense follow-up with students before, during, and after interviews.</p>

### **III. Division/Department Goals for the Current Year**

#### **A. Goal #1: Fund the approved Assistant Director of Career Services position.**

- 1. Institutional Goal(s) supported by this goal:** SP#1, SP#2, SP#3. QEP#1, QEP#4
- 2. Evaluation Procedures:**
  - Approval for funding and hiring authority granted.
- 3. Actual Result of Evaluation:**
  - Position not funded
- 4. Use of Evaluation Results:**
  - In the event that funding is not granted, the request will be made again in the future.

#### **B. Goal #2: Launch and implementation of 2 new student centered programs: Career Center Certified (CCC) and Perfect Interview.**

- 1. Institutional Goal(s) supported by this goal:** SP#1, SP#2, SP#4, SP#5, QEP#1, QEP#2, QEP#3, QEP#4
- 2. Evaluation Procedures:**
  - A pilot CCC program was launched in the fall with a pre-test and post-test administered to the pilot group.
- 3. Actual Results of Evaluation:**
  - 4 students participated in the CCC pilot program. Students showed improvement in resume writing comfort levels (mean score pre-test = 2.3; mean score post-test 3.8), interviewing comfort levels (pre-test = 2.6; post-test = 3.6) and showed improvement in professional image awareness (qualitative data). Feedback on commitment and program specifics were gathered as well.
  - Despite fund-raising efforts (Suit Your Self Sale and solicitation of private funds), we were unable to purchase a site license for Perfect Interview.
- 4. Use of Evaluation Results:**
  - Modifications will be made to the CCC curriculum based on feedback that the program was too demanding. A more specific assessment tool is being created to measure professional image awareness.
  - Because we could not afford the Perfect Interview software program, PodCasts simulating the program have been written, recorded, and uploaded to the website.

#### **C. Goal #3: Launch a strategic on & off campus marketing / branding plan for Career Services.**

- 1. Institutional Goal(s) supported by this goal:** SP#1, SP#2, SP#3, SP#4, QEP#1

**2. Evaluation Procedures:**

- Measure of frequency of student usage (graduation survey)
- Increased numbers of employers on campus for career events / interviews / recruiting visits.
- Branding recognition

**3. Actual Results of Evaluation:**

- Graduation survey data showed an increase in student usage from Fall 2005 (3.6) to Fall 2006 (3.5) and from Spring 2006 (3.6) to Spring 2007 (3.3)
- 212 individual appointments scheduled this year (no previous data to compare)
- Increased average number of attendees at career center sponsored workshops from 7.0 in 05-06 to 7.4 in 06-07.
- Increased marketing materials made available to employers in the form of mail-outs, e-mails, post cards, etc.

**4. Use of Evaluation Results:**

- Continue to market Career Services at freshman and transfer orientations, in the residence halls, with faculty, and employers

**D. Goal #4: Increase number of recruiters attending Career Day, Teacher Recruitment Day, Health Care Day, and recruiting/interviewing on campus.**

**1. Institutional Goal(s) supported by this goal: SP#1, SP#2, SP#4, QEP#4**

**2. Evaluation Procedures:**

- Number Career Day, Teacher Recruitment and Healthcare participants
- Number individual organizations recruiting on campus

**3. Actual Results of Evaluation:**

- Number of Career Day Organizations = 106 (unable to accurately assess change due to re-introduction of Health Care Day)
- Number of Health Care Day Organizations = 30 (unable to assess due to re-introduction of this event)
- Number of Teacher Recruitment Day Organizations = 91 (16% decrease)
- Number of Criminal Justice Career Day Organizations = 20 (no previous data)
- Total number of organizations on campus = 247 (13.8% increase)

**4. Use of Evaluation Results:**

- Reorganize career events to major specific (i.e. Business Career Fair, A&S Career Fair)
- Introduce a Graduate School Fair for students considering post-baccalaureate work
- Partnerships with Dean of College of Business and A&S established to assist in major specific events.

#### IV. Data and Information for Department:

	1999	2000	2001	2002	2003	2004	2005	<b>2006-07</b>
<b>*Companies Recruiting on Campus:</b>	28	35	34	23	15	15	14	<b>11</b>
<b>Students Interviewed:</b>	205	208	203	138	59	72	48	<b>37</b>
<b>Companies Attending Career Day:</b>	105	108	163	130	40	65	62	<b>106</b>
<b>Student Attendance:</b>	1001	1018	1151	949	316	324	539	<b>584</b>
<b>Schools Attending Teacher Recruitment Day:</b>	91	94	129	109	69	40	109	<b>91</b>
<b>Student Attendance:</b>	91	295	221	186	98	82	174	<b>131</b>
<b>Organizations Attending Healthcare Day:</b>	21	22	23	28	58	65*	46*	<b>30</b>
<b>Student Attendance:</b>	125	95	65	53	96	308*	338*	<b>115</b>
<b>Organizations Attending Criminal Justice Career Day:</b>								<b>20</b>
<b>Student Attendance:</b>								<b>61</b>
<b>Workshops &amp; Presentations Conducted:</b>	42	57	53	28	47	34	118	<b>105</b>
<b>Student Attendance:</b>	1175	690	1017	784	822	673	826	<b>784</b>
<b>Students Registering :</b>	276	266	425	413	396	877	394	<b>237</b>
<b>Career Service Ambassadors</b>			50	50	50	70	63	<b>41</b>

*\* Spring Career Day and Health Care Day combined to one event.*

#### NOTEWORTHY DEPARTMENTAL ACCOMPLISHMENTS:

- Hosted **247 employers/recruiters** on campus during career events (**13.8% increase** from 05-06)
- Conducted **105 career related workshops/seminars.**
- Added 5 new presentations to the “**Don’t Cancel Class**” program.
- **Re-installation of Health Care Day**
- Collaborative effort with the Criminal Justice Association to sponsor **Criminal Justice Career Day**
- Increased Career Day **private funding** by **16%** from 05/06
- Launched “**FOCUS Career Assessment**” program
- Served as an **internship site** for community counseling student
- **Upgraded website** with new pages and downloadable resources.
- Created and launched **Career Services PodCasts**
- Sponsored “**Suit Your Self Professional Image Sale**”
- Sponsored “**Career Awareness Week**” before Fall and Spring Career Fairs

- Sponsored “**Professional Development Week**” after Fall and Spring Career Fairs
- Sponsored “**Education Career Awareness Week**” before Fall and Spring Teacher Recruitment Day
- Sponsored “**Education Professional Development Week**” after Fall and Spring Teacher Recruitment Day

**V. Personnel:**

**Director’s Noteworthy Activities and Accomplishments:**

**Member of:**

- NACE (National Association of Colleges and Employers)
- SACE (Southeastern Association of Colleges and Employers)
  - 2006 Conference Planning Committee Member
- MACE (Mississippi Association of Colleges and Employers)
  - Vice President / President Elect
  - Winter Workshop Planning Chair
  - Conference Planning Chair
- DHRMA (Delta Human Resources Management Association)
  - College Relations / Student Chapter Liaison
- MACSAP (Mississippi Association of College Student Affairs Professionals)
- ACPA (American College Personnel Association)
- Cleveland Chamber of Commerce

**Attended:**

- Mississippi Association of Colleges and Employers Conference (Tunica, MS)
- Southeastern Association of Colleges and Employers Conference (Atlanta, GA)
- Mississippi Association of College Student Affairs Professionals Conference (Meridian, MS)

**Selected or Elected:**

- Clarksdale Job Fair Planning Committee Member
- ROMEA Conference Student Activities Chair
- Delta Council / Delta State University Congressional Fellowship Program Administrator

- Homeland Security Career & Business Fair Advisory Committee
- Student Hall of Fame Selection Committee
- Orientation Leader Selection Committee
- Writing Across the Curriculum Committee
- Quality Enhancement Plan Steering Committee
- MLK Day of Service Event Planning Committee
- Multiple Sclerosis Walk Event Emcee
- Staff Council Staff Development Committee

**Presentations:**

- *The Next Great Generation...NOW!* Lion's Club Noon Meeting, Cleveland, MS – August, 2006
- *The Next Great Generation...NOW!* Exchange Club Noon Meeting, Cleveland, MS – October, 2006
- *Remember Us? Small School Budget Saving Strategies for Increasing Employer Relations*, Southern Association of Colleges and Employers, Atlanta, GA – December, 2006
- *Hire Today...Fire Tomorrow: Employability Skills* Delta Workforce Investment Area and Coahoma Community College 2007 Youth Summit, April 2007.

**Instructor:**

- MAT 099 – Intermediate Algebra, Delta State University. Fall 2006 – Spring 2007

**Secretary's Noteworthy Activities and Accomplishments:**

- Working toward Bachelor Degree
- Member of MACE (Mississippi Association of Colleges and Employers)
- Member of SACE (Southeastern Association of Colleges and Employers)
- Member of STG (Staff Technology Group)
- Attended Mississippi Association of Colleges & Employers Conference (Tunica, MS)
- Member of Delta Human Resources Managers Association

## **New Position Request:**

- **Assistant Director of Career Services** (*approved 2004*)

The position of Assistant Director of Career Services would be responsible for assisting the student population in career counseling and development, choosing a major, and internship opportunities. In addition, Assistant Director will aid the director in conducting workshops and presentations; counseling students and alumni individually and in groups in career-related issues such as resume development, interview preparation and job search strategies; managing information resources such as the Career Services web page; and supporting student career development through appropriate programs and services. Other responsibilities include program development, coordination of a formalized mock interview program, management of the resource center, supervision of two work study students, assisting with budget and facilities planning, and other duties as assigned. The qualified candidate will possess a master's degree in college student affairs administration, community/school counseling, or related field.

## **Justification:**

- The DSU Career Center is centrally located to serve the entire graduate and undergraduate student population. With an increase in enrollment, ensuring quality service to the growing population with one professional staff member and one support staff member proves to be taxing.
- According to the National Association of College & Employers 2005 Career Center Benchmarking Survey, institutions with enrollment of 2501-5000 students had an average of 2.9 full-time professional Career Center staff members.
- 247 employers / recruiters on campus means greater need for individualized attention to recruiters.
- Successful launch of FOCUS Career Assessment & Don't Cancel Class and Career Center Certified programs increases workload for existing staff members
- Planned introduction of specialized career events (Business, A&S, Grad Schools, Criminal Justice, and Health Care Day) adds additional responsibility to the Director and support staff.
- Serving as Assistant to the Vice President for Student Affairs, the Director is also administratively responsible for the Cheerleaders, Interfraternity Council, Congressional Fellowship, Orientation / Parents & Family Association, and other duties as assigned.

## **VI. Division/Department Goals for Coming Year**

### **A. Goal #1: Fund the approved Assistant Director of Career Services position.**

**1. Institutional Goal(s) supported by this goal:** SP#1, SP#2, SP#3. QEP#1, QEP#4

#### **2. Expected Results:**

- Provide higher level of service and programs to student population.

- Provide comparable/enhanced services and programs as those found at peer and aspirational institutions.
- Allow for professional specialization in areas of study offered at the university.
- Aid the Director with student traffic, and allows the Director to devote more time to industry and employer recruitment, community outreach, and department leadership and assessment.

**3. Evaluation Procedures:**

- Approval for funding and hiring authority granted.

**4. Use of Evaluation Results:**

- In the event that funding is not granted, the request will be made again in the future.

**B. Goal #2: Increase number of recruiters attending Career Day, Teacher Recruitment Day, Health Care Day, and recruiting/interviewing on campus.**

**1. Institutional Goal(s) supported by this goal: SP#1, SP#2, SP#4, QEP#4**

**2. Expected Results:**

- Yearly increases on number of recruiters attending Business Career Day, Arts & Sciences Career Day, Graduate School Fair, Teacher Recruitment Day, Health Care Day, Criminal Justice Day and individual on-campus interviews.

**3. Evaluation Procedures:**

- Number Career Day, Teacher Recruitment and Healthcare participants
- Number individual organizations recruiting on campus

**4. Use of Evaluation Results:**

- Review marketing, student participation and support of Administration, Faculty, and Staff
- Changes to career events made based on employer evaluations after each visit on campus
- Suggestions made by employers from previous events have been added

**C. Goal #3: Increase number of students participating in career events, on campus interviews, workshops, and individual appointments.**

**1. Institutional Goal(s) supported by this goal: SP#1, QEP#2**

**2. Expected Results:**

- Increase in the average number of attendees per workshop
- Assist in achieving Student Learning Outcomes

**3. Evaluation Procedures:**

- Number participants attending workshops
- OkraKard to track number of students attending career events

**4. Use of Evaluation Results:**

- Re-assess times workshops were being offered and publicity methods
- Re-vamp & re-evaluate workshop topics.
- Team with Housing to offer workshops in res halls.
- Adjust times workshops are offered.
- Put workshop materials on-line for easier access.

**D. Goal #4: Increase number/amount of on-line/electronic resources.**

**1. Institutional Goal(s) supported by this goal:** SP#1, SP#3, SP#5, QEP#1, QEP# 2, QEP#3

**2. Expected Results:**

- Creation of a Virtual Career Center which will include a downloadable resume samples, PodCasts, workshop information, “Live Chat” with Career Center staff, on-line submission of resumes for critique, utilization of MonsterTRAK,
- Due to today’s technology savvy student and an increase in the number of non-traditional students, we anticipate on-line resources to be more convenient and easier to access
- Increase in usage and visibility of Career Services

**3. Evaluation Procedures:**

- Web counter to track numbers of website hits
- Web counter to track numbers of resource downloads
- On-line satisfaction survey
- Graduation survey usage data
- Count number of on-line chat sessions
- Count number of on-line resume consultations

**4. Use of Evaluation Results:**

- Utilize satisfaction survey feedback and counter data to assess most and least popular items
- Use counter data to measure usage
- Modify marketing strategy if needed