

CAREER SERVICES NON-ACADEMIC ANNUAL REPORT Academic Year 2005-06

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

II. Educational Program Learning Outcome Assessment Plan

Learning Outcome	Data Collection & Analysis	Results of Evaluation	Use of Evaluation Results
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	1. 394 new accounts generated in MonsterTRAK 2. Unable to assess 3. Increased by 22.7% 4. Increased by 47.2% 5. Decreased by 33.3%	More emphasis placed on publicity of on-campus interviewing opportunities
Students will increase attendance and participation in workshops offered by Career Services.	1. Number of students attending workshops recorded 2. Number of workshops recorded	1. Increased by 22.7% 2. Number of workshops increased by 274%	SUCCESS! Continue to offer workshops on various topics.
Students will increase participation in on campus interviews offered by Career Services.	1. Number of students attending interviews recorded. 2. Employers completed on-campus registration forms. 3. Employers' interview schedules were documented to assess the number of interviewees.	1. Decreased by 6% 2. Employers on campus decreased by 33.3% 3. 0 "no show" students	Concerted effort to increase the number of employers conducting on-campus interviews. Creating employer recruitment manual to inform employers of recruiting strategies. Redesign of Career Events to allow time for interviews to take place on event days.

III. Division/Department Goals for the Current Year

Goal # 1

Fund the approved Assistant Director position. Two professional staff members will double the student, faculty, employer and community contact. An additional professional would permit each member of the Career Services team to specialize in specific majors, allowing each to develop greater industry knowledge, establish Co-op and internship opportunities and establish an expertise in their area of study.

Institutional Goal #7, #10, #11, #15

Expected Results

- Provide higher level of service and programs to student population.
- Provide comparable/enhanced services and programs as those found at peer and inspirational 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.

Evaluation Procedures

PRIOR TO IMPLEMENTATION

- Launch a current student, faculty, alumni, and employer satisfaction survey to assess satisfaction of services currently offered.
- Conduct current student, faculty, alumni, and employer focus groups to assess what each group would like to see

AFTER IMPLEMENTATION

- Conduct follow-up survey of constituents and compare satisfaction.

Actual Results of Evaluation: None - at this point, the position has not been funded.

Use of Evaluation Results - Funding will be requested again in the future.

Goal #2

Upgrade the computer network, upgrade 2 computers, enhance Web site, and integrate the campus Okra Card system to assist with student tracking. Maintain web site and continue to update and upgrade web-based services offered to constituencies.

Currently the web site is being maintained by a Regular Student Employee (RSE). Career Services would like to maintain the employment of an RSE for that purpose.

Institutional Goal #6, #7, #10, #11

Expected Results

Upgraded computer work station would provide more efficient training. Would present a more professional image for Delta State University to administration, faculty, staff, students, alumni and employers. More efficient use of staff's time by training several students at one time.

Evaluation Procedures

Survey students at spring and fall graduation
Survey employers and on campus individuals
Count hits of all organizations that have accessed web site

Actual Results of Evaluation

Decreased utilization of Experience.com, web resume program due to incompatibility with DSU network (DSU site upgraded April 2003. Better results expected in the future.)

Use of Evaluation Results

Continue to utilize latest technology to provide more efficient service to students and employers.

Goal # 3

**Increase number of recruiters attending Career Day, Teacher Recruitment Day, and Healthcare Day and recruiting on Campus. (Having equal representation among majors).
Combine Health Care Day Fair and Spring Career Fair**

Institutional Goal # 7, #11, #15

Expected Results

Yearly increases on number of recruiters attending Career Day, Teacher Recruitment Day, Health Care Day and individual on-campus interviews.

Assessment:

- Number of Career Day, Teacher Recruitment and Healthcare participants;
- Number of Individual recruiting days on campus;
- Number of Organizations hiring graduates;
- Organizations are asked to complete evaluations after each visit to campus-determining if the visit was worth their time, etc.;
- Organizations are also encouraged to make suggestions for improvement and future needs.

Evaluation Procedures

Number of employers attending Career Day, Teacher Recruitment Day, and Healthcare Day.
Surveys of students and employers (all surveyed).

Actual Results of Evaluation

Companies attending Fall and Spring Career Day: Increase from 2003 by 25
Teacher Recruitment Day Fall and Spring: decrease from 2003 by 49
Number of organizations scheduling individual recruitment days: Same 15

Use of Evaluation Results

Review marketing, student participation and support of Administration, Faculty, and Staff;
Changes made based on employer evaluations after each visit on campus;
Suggestions made by employers have been added

Goal #4

Increase utilization of Career Center and its resources. Continue to build relationships with faculty, because they influence students' use of services.

Institutional Goal # 1, #7, #11

Expected Results

Increased number of students who utilize the resources and tools provided by Career Services & Placement to obtain meaningful employment and make career decisions.

Evaluation Procedures

A record is kept of the number of students and faculty who: attend workshops, “check out” books, tapes, journals, receive classroom presentations, attend career fairs, post resumes on web, and participate in campus interviews.

Actual Results of Evaluation

More students could be “reached” and there would be increased student traffic in the office and more presentations made to student groups than in past years.

Use of Evaluation Results

Continue efforts to find creative ways to reach more students, faculty and staff

Goal #5

Continue to upgrade the Career Services & Placement Resource Center.

Institutional Goal #6, #10

Expected Results

Students, faculty and staff will utilize the resources to gather salary information, determine career goals, obtain sources for prospective jobs, and utilize tapes, books, journals, etc... to aid in career preparation.

Evaluation Procedures

A “check-out” system is used by students for books, tapes, journals and other resources using the OkraKard system.

Actual Results of Evaluation

Added several books, tapes, publications and journals.

Worked with Aviation Department to upgrade materials for this major

Use of Evaluation Results

Results indicate Career Services and Placement needs to continue to add to, update, and upgrade Resource Center. Greater use of email is planned to provide students with web sites available for Career Information.

Goal # 6

Coordinate with all entities to meet the mission of the total enrollment management plan of the university. Career Services can be involved by working with the recruiting and admission process; coordinating with the Counseling Center in early career counseling; and provide outreach for area industries that are downsizing or closing.

Institutional Goal #1, #5, #7, #10, #14

Expected Results

- Students seeking career counseling could take interest tests with the latest and best programs.
- The Career Services department can maximize services to students by teaming up with other departments.
- More students can be served. By working together, the mission of enrollment management can be better met.

Evaluation Procedures

Assessment: Feed-back from graduates and actual increase in enrollment and retention of students

Actual Results of Evaluation

Actual results would be increased numbers in enrollment, retention of students and assistance with choosing a major as well as making career and job choices.

Use of Evaluation Results: Need to continue to increase awareness of services to alumni, especially working hand in hand with the alumni association. Continue efforts to serve alumni. Continue to assist freshmen and sophomores in career planning.

Goal #7

Develop and implement creative ways to enhance the Career Services budget to prevent decrease in services to students.

Institutional Goal # 11, 12, 14, 15

Expected Results:

By enhancing our budget, services to students can be maintained and expanded.

Evaluation Procedures:

Monitor and review budget totals to determine increase

Actual Results of Evaluation:

Services to students will continue at the same level if supplemented funding is obtained. More alumni and community involvement would be obtained.

Use of Evaluation Results:

Staff will continue to seek creative ways of supplementing funds to add to the University budget, thus preventing any interruption or decrease in service to students, faculty, staff, alumni employers and the community at large.

IV. Data and Information for Department:

	1999	2000	2001	2002	2003	2004	2005-06
*Companies Recruiting on Campus:	28	35	34	23	15	15	14
Students Interviewed:	205	208	203	138	59	72	48
Companies Attending Career Day:	105	108	163	130	40	65	62
Student Attendance:	1001	1018	1151	949	316	324	539
Schools Attending Teacher Recruitment Day:	91	94	129	109	69	40	109
Student Attendance:	91	295	221	186	98	82	174
Organizations Attending Healthcare Day:	21	22	23	28	58	65	46
Student Attendance:	125	95	65	53	96	308*	338
Workshops & Presentations Conducted:	42	57	53	28	47	34	118
Student Attendance:	1175	690	1017	784	822	673	826
Students Registering :	276	266	425	413	396	877	394
Career Service Ambassadors			50	50	50	70	63

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

NOTEWORTHY DEPARTMENTAL ACCOMPLISHMENTS:

- Conducted **118 career related workshops/seminars (247% increase** from 04/05)
- Created and successfully launched **“Don’t Cancel Class”** Program to faculty.
- Introduced additional **Career Day sponsorship level**
- Increased Career Day **private funding** by **150%** from 04/05
- Launched **“FOCUS Career Assessment”** program
- Adopted **new mission statement: Educate, Explore, Equip, Evaluate**
- Established Career Services as an **internship site** for community counseling student

- Upgraded two **computers**
- **Upgraded website** with new pages and downloadable resources.
- Sponsored “**Career Awareness Week**” before Spring Career Fair
- Sponsored “**Professional Development Week**” after Spring Career Fair
- Sponsored “**Education Career Awareness Week**” before Spring Teacher Recruitment Day
- Sponsored “**Education Professional Development Week**” after 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)
 - 2006 Conference Planning Committee Member
- DHRMA (Delta Human Resources Management Association)
 - College Relations / Student Chapter Liaison
- MACSAP (Mississippi Association of College Student Affairs Professionals)
- ACPA (American College Personnel Association)
- NODA (National Orientation Directors Association)

Attended:

- Mississippi Association of Colleges and Employers Conference (Vicksburg, MS)
- Southeastern Association of Colleges and Employers Conference (Miami, FL)
- Mississippi Association of College Student Affairs Professionals Conference (Biloxi, MS)
- Counselor Education Annual Spring Conference (Cleveland, MS)

Selected or Elected:

- Staff Council’s Staff Development Committee Chair
- Clarksdale Job Fair Planning Committee Member

- ROMEA Conference Student Activities Co-Chair
- Delta Council / Delta State University Congressional Fellowship Program Administrator
- Homeland Security Career & Business Fair Advisory Committee
- Student Hall of Fame Reunion Planning Committee

Presentations:

- *The Next Great Generation...NOW!* Rotary Club Noon Meeting, Cleveland, MS - June 2006
- *Greek Image: Are We Our Own Worst Enemy?* Order of Omega Greek Awards Banquet Keynote Address, Cleveland, MS – May 2006.
- *Every Campus has Them: Dealing with Threatening & Unruly Students.* Mississippi Association of College Student Affairs Professionals Conference, Biloxi, MS - May 2006.
- *The Even Greatert Divide: Incorporating a Career Center Curriculum for a New Generation.* Louisiana Technical College Faculty Training Seminar Keynote Address, West Monroe, LA – April 2006.
- *Networking at a Career Fair.* Mississippi Valley State University Career Center Program of the Month, Itta Bena, MS – November 2005.

Instructor:

- MAT 099 – Intermediate Algebra, Delta State University. Fall 2005 – Spring 2006
- GST 100 – Emerging Scholars, Delta State University. Fall 2005

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)
- Assisted Director with Web Resume Workshops

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% increase in number of workshops/presentations made by the director
- Successful launch of FOCUS Career Assessment & Don't Cancel Class programs and the future launch of Perfect Interview and Career Center Certified programs increases workload for existing staff members
- Planned re-introduction of an additional Career event (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.

V. 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: 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. Expected Results:

- The Career Center Certified program will provide a comprehensive career training curriculum to assist students in making proactive career decisions and preparations to enter the world of work or graduate/professional schools.
- The Perfect Interview program will provide students an opportunity to develop and/or enhance professional interviewing skills.
- Provide higher level of service and programs to student population.
- Provide comparable/enhanced services and programs as those found at peer and aspirational institutions.

3. Evaluation Procedures:

- A pilot CCC program will be launched in the fall with a pre-test and post-test administered to the pilot group.
- Both programs will be assessed for usage and student satisfaction on a semester (CCC) and yearly (PI) basis.

4. Use of Evaluation Results:

- Modifications will be made to the CCC curriculum after learning has been assessed.
- Perfect Interview will be modified to and upgrades done accordingly

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. Expected Results:

- Increase office visibility and recognition.
- Increase student awareness of services offered
- Increase employer awareness of services offered
- Unification Career Center publications with University publications

3. Evaluation Procedures:

- Measure of frequency of student usage (graduation survey)

- Increased numbers of employers on campus for career events / interviews / recruiting visits.
- Branding recognition

4. Use of Evaluation Results:

- If increase is not observed, an evaluation of the plan will be made

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. Expected Results:

- Yearly increases on number of recruiters attending Career Day, Teacher Recruitment Day, Health Care 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 made based on employer evaluations after each visit on campus
- Suggestions made by employers from previous events have been added