Non-Academic Yearly Report
For Fiscal Year
2004-2005

Compiled by:

Jason W. Umfress
Director of Career Services & Placement
&
Leigh Ann Nelson
Senior Secretary
Career Services and Placement: Annual Report
For the Fiscal Year 2004-2005

I. Unit Title: Career Services & Placement

Unit Administrator: Jason W. Umfress, Director

II. Data and Information for Department:

<table>
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<td>Workshops &amp; Presentations Conducted:</td>
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* Spring Career Day and Health Care Day was combined to one event.

NOTEWORTHY DEPARTMENTAL ACCOMPLISHMENTS:

- Upgrade two computers to meet needs of resume web program
- Had a focused “Career Awareness Week” before Career Fair with workshops on resume preparation, interview tips and how to get the most from a career fair
- Expanded the Career Service Ambassadors student organization to a seventy member student service organization. They are presented programs on various career topics, do service projects including Clean your own Campus, and visits to local nursing home.
III. Personnel:

Director’s Noteworthy Activities and Accomplishments

• Member of:
  o NACE (National Association of Colleges and Employers)
  o SACE (Southeastern Association of Colleges and Employers)
  o MACE (Mississippi Association of Colleges and Employers)
  o DHRMA (Delta Human Resources Management Association)
  o SACSA (Southern Association of College Student Affairs)
  o MACSAP (Mississippi Association of College Student Affairs Professionals)
  o ACPA (American College Personnel Association)
  o NODA (National Orientation Directors Association)
  o UGASPA (University of Georgia Student Personnel Association)

• Attended:
  o National Orientation Director’s Association Conference (Chicago, IL)
  o American College Personnel Association Conference (Nashville, TN)
  o Southern Regional Orientation Workshop (Clemson, SC)
  o Southern Placement Exchange (Memphis, TN)

• Selected or Elected:
  o UGASPA Treasurer
  o Georgia Housing Officers Graduate Student of the Year

• Presentations:
  o *The Grad in the Hat: Exploring Student Affairs Graduate Programs.* Southern Regional Orientation Workshop, March 2005 – Regional Program Showcase Third Place.
  o *Greek Image: Are We Our Own Worst Enemy?* Office of Greek Life Sophomore Leadership Circle, The University of Georgia, March 2004
  o *The Color of Love: Supporting Students in Inter-Racial Relationships.* Georgia College Personnel Association, February 2004
  o *The Millennials: The Next Great Generation...NOW!* Office of Student Financial Aid Staff Training, The University of Georgia, February, 2004
• **Instructor:**
  - ECHD 2050 – Career & Academic Planning, The University of Georgia. Fall 2004

**Secretary’s Noteworthy Activities and Accomplishments**

- Working toward Bachelor Degree
- Member of Crosstie Arts Council
- Member of MACE (Mississippi Association of Colleges and Employers)
- Member of SACE (Southeastern Association of Colleges and Employers)
- Member of STG (Staff Technology Group)
- Member of Cleveland/Bolivar County Garden Club
- Assisted Director with Web Resume Workshops
- Named Interim Director for 3 months
- Conducted numerous Interview/Resume Workshops while Interim Director

**New Position Requested, with justification:**

- **Assistant Director of Career Services & Placement** *(approved but not funded)*

  The position of Assistant Director of Career Services & Placement would primarily 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 & Placement 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.
SECTION IV

Unit Goal # 1

Fund the approved Assistant Director position. The Assistant Director will assume the responsibilities listed above. Two professionals on staff will double the student, faculty, employer and community contact. An additional professional would permit each member of the Career Services & Placement 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.
Unit 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 incompatiblilty 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.
Unit 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
Unit 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
**Unit 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.
Unit 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.
**Unit 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.
SECTION V – Learning Outcome Assessment Plan

A. Learning Outcome #1:  *Students will discover services available at the Career Center*

B. Assessment Tools and Methods

**Measure One:** Career Services registration form

**Measure Two:** In house graduate survey & university graduate survey

C. Data Collection & Analysis

**Data Collection Procedure:**

Users were asked to complete registration form at all Career Center workshops. Additional registration forms were available to office walk-ins.

Users were asked to complete surveys at graduation practice.

**Analysis Procedure:**

Registration forms were entered into the MonsterTrak on-line database.

Data was compiled using Microsoft Access.

D. Results of Evaluation

**Findings:** User increase from 39 to 877

**Recommendation 1:** Continue marketing strategy

**Recommendation 2:** Increase number of points of contact for registration opportunities

E. Use of Evaluation Results

**Response:** Design & launch a more strategic marketing strategy where the focus lies in the attraction of

F. Assessment Team Members

Leigh Ann Nelson, Senior Secretary
Jason Umfress, Director
Vicki Fioranelli, Former Director
A. Learning Outcome #2: Students will increase attendance and participation in workshops offered by Career Services & Placement.

B. Assessment Tools and Methods

Measure One: Workshop sign-in sheets

Measure Two: Career Services registration form

C. Data Collection & Analysis

Data Collection Procedure:

Users were asked to record their attendance on attendance forms at all workshops.

Users were asked to complete registration form at all Career Center workshops.

Analysis Procedure:

Registration forms were entered into the MonsterTrak on-line database.

Data was compiled using Microsoft Access.

D. Results of Evaluation

Findings: Total number of workshops offered decreased, but overall attendance increased

Recommendation 1: Increase the number of workshops presented

Recommendation 2: Diversify the topics covered by workshop

Recommendation 3: Increase marketing efforts

Recommendation 4: Utilize nontraditional presentation format

E. Use of Evaluation Results

Response: Increased the number of workshops scheduled from 34 to approximately 60; diversified presentation topics from 4 to 11; and implemented nontraditional presentation formats including time, location, and technology.

F. Assessment Team Members

Leigh Ann Nelson, Senior Secretary
Jason Umfress, Director
A. Learning Outcome #3: *Students will increase participation in on campus interviews offered by Career Services & Placement.*

B. Assessment Tools and Methods

**Measure One:** Assessed the number of interviews conducted on campus.

**Measure Two:** Assessed the number of students previously participating in on-campus interviews.

C. Data Collection & Analysis

**Data Collection Procedure:**

Student users were asked to record their attendance on attendance forms at all on-campus interviews.

Employers completed on-campus registration forms.

Employers’ interview schedules were documented to assess the number of interviewees.

**Analysis Procedure:**

Data was compiled using Microsoft Access and counts were made accordingly.

D. Results of Evaluation

**Findings:** Total number of interviews remained constant, while student participation increased by 9%.

**Recommendation 1:** Increase recruiting efforts to employers by formalizing the interview registration process.

**Recommendation 2:** Increase recruiting efforts to interviewees by designing & launching a marketing campaign for each on campus interview.

E. Use of Evaluation Results

**Response:** Formalized the interview registration process and publicized (Career Day mail-out, website, etc.). Generic marketing strategies designed for ease of implementation to customized publicity plans.

F. Assessment Team Members

Leigh Ann Nelson, Senior Secretary
Jason Umfress, Director
The mission of the Career Services & Placement Office is to provide assistance to DSU students, faculty, staff, and alumni in the cultivation and enhancement of skills to explore career options, research employment opportunities, and master the job search. Additionally, we strive to match our students with regional, national, and international employment providers. Career Services & Placement is under the administration of the Vice President of Student Affairs. All students, with no consideration given to race, creed, color, or national origin, are encouraged to register, upload a resume, and take part in the on-campus interviews with the representatives from companies/organizations and schools. The breakdown of students registering is as follows:

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The Career Services & Placement office also does the following to assist minority students:

1. Assist numerous students and alumni in resume writing, interview skills, job search techniques, and business etiquette.

2. Coordinates with Mississippi Valley to set Career Fair dates in order for employers to attend both fairs.

3. Provides magazines, minority career fair information, and other targeted information to minority students concerning careers, scholarships, and job information.

4. Concerted efforts are made to attract, utilize, and balance minority student participation in work study positions and our student organization, Career Service Ambassadors.

5. Students are notified through the Career Services E-mail service and student newspaper of Career Fairs in near by cities. Some fairs are specifically targeted to minority students.

6. The Career Services office operates in conjunction with Student Financial Aid as a clearing house for all on campus work study positions.

7. The Director of Career Services & Placement makes presentations to many student groups informing them of the services available.

8. The Director of Career Services & Placement has been trained in multicultural counseling and strives to maintain a positive office atmosphere and safe space for all students regardless of a color, race, ethnicity, creed, religion, sexual orientation, socioeconomic status, or disability.