Annual Report

for

Career Services and Placement

for the Fiscal Year 2000-2001
and Budget Request 2001-2002
2002 Budget Overview

TO: Dr. David Potter, President
   Dr. Wayne Blansett, Vice President for Student Affairs
   Dr. Robert Nettles, Vice President for Business Affairs

FROM: Vicki Fioranelli, Director
      Career Services and Placement

DATE: May 30, 2001

The Office of Career Services and Placement presents the Fiscal Year 2002 Budget. Due to level funding from the Mississippi Legislature, no changes or adjustments are requested.

Please notify if additional information is needed.
Career Services and Placement: Annual Report  
For the Fiscal Year 2000-2001  
And Budget Request for 2001-2002

I. Unit Title: Career Services and Placement  
Unit Administrator: Vicki Fioranelli, Director

II. Data and Information for Department:

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*Due to recession some company participation, recruiting and hiring began to fall.

**Due to web resume being offered free (as opposed to $20 fee) for the first time, student registration increased. Nine local banks sponsored the $3500 fee for a three year period.
III. Personnel:

Director's Noteworthy Activities and Accomplishments

Member of:  
  NACE (National Association of Colleges and Employers)  
  SACE (Southeastern Association of Colleges and Employers)  
  Cleveland Chamber of Commerce  
  Cleveland Exchange Club, President 1999-2000  
  Delta Human Resource Association

Attended:  
  Southeastern Association of Colleges and Employers Convention  
  Mississippi Employers Conference

Selected or Elected:  
  North Mississippi Child Abuse Prevention Board of Directors  
  ProMiss Leadership Institute  
  Elliott Real Hero Award  
  75 Year Anniversary Committee, Events Chairman  
  Delta Service Corps 12 Member Advisory Board  
  Top 50 Business Women of the Delta by Delta Business Journal  
  Chaired Chamber of Commerce Committee on Affordable Housing in the community

- Published article on Resume Fraud for Mississippi Coop and Placment Association Newsletter  
- Spoke to 45 classes, workshops, industries, and campus organizations  
- Represented Delta State as guest speaker at numerous clubs and organizations  
- Chartered: Delta Networking Association

Secretary's Noteworthy Activities and Accomplishments

- Working toward Bachelor of Science Degree  
- Conducted Career Connections Workshops  
- Conducted Resume Writing Workshops  
- Spoke with GSC Classes on services provided in Career Services  
- Attended Career Connections Annual User's Meeting in Kansas City, Missouri  
- Attended Quark Express Workshop conducted by DSU Art Department  
- Attended Fred Pryor workshop entitled "Coaching Skills"  
- Attended MS Word, Mail and Data Merge, Power Point and Excel workshops conducted by Information Technology Services

Recommended Change of Status

Delete recommended change of status (accomplished)

New Position Requested, with justification (approved but not funded)

A new position with the title, Assistant director of Career Services and Placement, is needed to handle increased student traffic, assist with career counseling, and to co-ordinate internships, co-ops and other experiential learning opportunities for students.
SECTION IV

Unit Goal #1

Fund the approved Assistant Director position. The Director and Assistant Director will share the office responsibilities. Two professionals on staff will double the student, faculty, employer and community contact. Each professional will be responsible for specific Schools allowing each to develop greater industry knowledge, establish Co-ops and internships and establish an expertise in their area of responsibility. Possibly assume responsibility for work-study.

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

Expected Results Would Allow
More concentration on specific industries and time to devote to establishing long term relationships. More involvement with schools, industries, and organizations recruiting efforts.

Assessment Procedures
Compare numbers before additional person and after additional person. Numbers should increase by at least 25% the first year.
Survey the students and faculty to determine if they believe the additional person has added to students accessibility and service.
Actual Results: None - at this point, the position has not been funded.
Use of results - Funding will be requested again in the future.

Unit Goal #2

Move to a larger location and continue automation of Career Services and Placement Office.

Upgrade the computer network, add work stations to a total of 4, and enhance Web site.
Maintain Web site and continue to update and upgrade.
Currently this is being handled 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
Larger location would provide for better service to employers and students. 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.

Increase student services and student registrations. Ability to service employers in more timely fashion.

Allow employers and students more room for interviewing process and allow remote employers to review more resumes and Register for Career Days on line.

Assessment Procedures
Observe more productive office. Better service to students and employers. Survey employers and on campus individuals.
Count hits of all organizations who have accessed web site

**Actual Results**
Increased utilization of Career Connections, web resume program.
More productive office. Better service to students and employers.

**Use of Results**
Continue 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).*

**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:
- Actual count of Career Day, Teacher Recruitment and Healthcare participants;
- Individual recruiting days on campus;
- 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.

**Assessment Procedures**
Surveys of students and employers (all surveyed).

**Actual Results**
Companies attending Fall and Spring Career Day: 163
Teacher Recruitment Day Fall and Spring: 129
Number of organizations scheduling individual recruitment days: 34

**Use of 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 such as unloading zones, student volunteers, and shuttle service for parking. Due to increased attendance, the location of the Career Fairs has been moved to a larger facility.
Unit Goal #4

Increase Utilization of Career Center and its Resources
Additional staff member would result in more student contact. Establish a more convenient location—allowing more visibility for students and more student traffic. 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 and Placement to obtain meaningful employment.

Assessment Procedures
A record is kept of the number of student 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
More students would 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 results
Continue efforts to reach more

Unit Goal #5

Continue to Upgrade the Career Services and Placement Resource Center.
Institutional Goal #6, #10

Expected Results
Students 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.

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

Actual Results
Added several books, tapes, publications and journals.

Use of Results
Results indicate Career Services and Placement needs to continue to add to 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; co-ordinating 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.

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

Actual Results
Actual results would be increased numbers in enrollment, retain students and assist with career placement.

Use of 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.

Unit Goal #7

Increase support of Administration, Faculty, and Staff to increase awareness of services available to Students, Alumni, and Organizations.

Institutional Goal #1, #10, #11

Expected Results
Support by Administration, Faculty and Staff will result in increased awareness and use of Career Services and Placement by students, alumni, and/or organizations.

Assessment Procedures: Reports run and records kept on number of students, faculty and staff attending Career Service Workshops, Career Day activities, and registering and utilizing the web resume program.

Actual Results
Administration supports Career Services and Placement by encouraging registration of students, actually making an appearance at events sponsored by Career Services and Placement Office and referring students. College of Business may implement mandatory registering with Career Services and Placement. College of Education requests that Student Teachers register. Organizations on campus notice “the difference” and note Delta State University has the student in mind when making decisions. Additional funding has been granted periodically to Career Services and Placement to help carry out it’s mission.
Use of Results: Changes made based on evaluation of services provided by Career Services and Placement. Continue to encourage College of Business and Education to require students to register with Career Services and Placement and target 3 new departments: Criminal Justice, Nursing and Finance.
### V. BUDGET REQUEST

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CAREER SERVICES AND PLACEMENT
2000-2001 COMPLINACE REPORT

The purpose of the Career Services and Placement is to assist students in their pursuit of employment before and after graduation. Career Services and Placement is under the jurisdiction of the Dean of Student Affairs. All students, with no consideration given to race, creed, color, or national origin, are encouraged to complete a placement file and take part in the on-campus interviews with the representatives from companies/organizations and schools. The breakdown of students registering for the first time is as follows:

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