

Career & Student Development Center

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Performance Objective 1 Build relationships with employers in such a way that represents the variety of academic disciplines.

1 Assessment and Benchmark

Benchmark: Reach out to employers related to the following fields: Computer Science, HHP, Biology, Chemistry, Psychology, Liberal Arts, and Agriculture.

1.1 Data

2017-2018:

In fall 2017, we reached out to computer science employers; saw an increase in the number of employers seeking computer science majors at Career Fair by three, and at Internship Soiree by one (during spring 2018).

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Based upon improvements in outreach to Computer Science employers, in 2018-2019, we aim to find employer contacts who represent HHP, Biology, and Chemistry to invite to Career Fair and Internship Soirees. We will endeavor to add a new employer in HHP, a new employer in Biology, and a new employer in Chemistry for the 2018-2019 Fairs.

Performance Objective 2 Implement a career spotlight series across colleges and majors.

1 Assessment and Benchmark

Benchmark: Every college would have at least one career spotlight session every semester.

1.1 Data

2017-2018:

We hosted our first career spotlight with Cintas (majors: business, marketing, accounting) on April 17, 2018.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Continue with Cintas career spotlight for business, marketing, and accounting. Invite employers to attend a panel discussion for a career spotlight series for College of Engineering and Computer Science. For the spring, add a career spotlight for social sciences or liberal arts.

Performance Objective 3 Improve student awareness of career services.

1 Assessment and Benchmark

Benchmark: Increase student awareness of services available.

1.1 Data

2017-2018:

- We created a Moodle "course" and batch-enrolled all enrolled students to cinch a connection between students and our center; we are able to utilize the "course" for suggesting resources and making announcements.
- We purchased an online employment board, College Central, to facilitate job, internship, and career postings on campus; we email students frequent updates on listings posted on the employment board.
- For fall 2017 and spring 2018, we designed t-shirts for the Career & Student Development Center with our logo, and gave the shirts away during our Career & Internship Fairs.

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

- With regard to the Moodle course, we have been able to bulk enroll students every Fall semester to ensure new students are accounted. We are able to push information regarding Career Center events, professional resources for students, and have even utilized it for interview scheduling.
- For College Central, we have seen an increase in job postings per month for a majority of the year. We saw an increase of 573 student registrations for the academic year.
- We gave away 100% of our Career Fair t-shirts as an incentive for completing our satisfaction survey.

2018-2019:

- The Career and Student Development Center will hold table sessions once a month in the New Ranch to reach students and inform them of our services.
- We will increase marketing for College Central and continue to funnel employment posting through the system

as a means to increase the number of student registrations to College Central.

- We will also reach out to professional student organizations (e.g., SHRM, Society of Women Engineers, Psi Chi, etc.) to host presentations during group meetings.
- Finally, we will also seek to increase collaboration between student life and the Career & Student Development Center.