

Ferris State University
Division of Student Affairs

Career Services 2009 – 2010 Assessment Highlights

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Assessment Summary

The 2008 -2009 assessment highlights reported that Career Services needed to improve organization of assessment results, post assessment results to the public, and incorporate more student learning outcomes.

2009 – 2010 academic year accomplishments, we have:

- Began using QuestionPro, an online web based survey system that organizes our survey data in an easily accessible and understandable system. Also, created a common survey report format to use when reporting results (this helps when posting online for consistency) and all assessments and/or results are kept in one location in the Coordinator of Career Services office.
- Posted Fall and Spring Job Fair survey results on our website for the public. This included student, employer, and volunteer survey results.
- Added student learning outcomes to the resume critique process, certificate programs we offer, Job Fair Networking Reception and Career Advantage Series Workshops that we provide.

The Career Services office made many changes this academic year according to prior assessment results.

We highlight the following changes:

- Job Fair – We incorporated more specific training sessions to make students better prepared. We offered workshops to all students on: Promotional skills, networking, creating your 30-second commercial, and posted a video tutorial to help students prepare for the job fair. To get students interested in the employers at the job fair, we worked with employers to open up their degree interests and choose more majors that relate to their openings. We also categorized students by College instead of by major to open up more conversations between employers and students. Although this was not a finding in previous assessments, we changed the student on-site registration process to computerized method and received lots of positive feedback. To increase attendance we put up more signs around campus about the job fair. We changed the hours of the job fair to 11am – 3pm to accommodate the “free” Thursday hour.
- Classroom presentations – to assess our push towards leadership and community service as related to career preparation we added a learning outcome to our classroom workshop assessments asking the students their increase in knowledge about this topic. We only presented in the classroom about Career Services overview and started a Career Advantage series to get all students involved in “hot topics” related to career preparation, instead of doing this to a specific group of students in a classroom. Our classroom assessment results now show a much more favorable liking to our presentations.

- “Real-Life” Workshop Series - We moved this workshop series to the day of FSU Grad Fair. This involved much more publication of the event to students who were graduating. Every presentation had a guest speaker that included Ferris staff, CPTS staff, and community members. The attendance was still low and further changes are being considered.
- Resume Critique Assessment – We added student learning outcomes and assessed this using an online survey at the end of the year. Students learned what we intended, but more importantly to us in Career Services; they received interviews and feel they have a better response from employers because of making the suggested changes they received during their critique.

The 2008 – 2009 assessment highlights report also indicated our future assessment plans that included: increased awareness of Career Services office, more diverse employers recruiting on-campus at Ferris, and educating students on importance of leadership and community activities on future career options. We have included two of the above in our assessment highlights. The third, more diverse employers recruiting on-campus at Ferris, was successfully assessed by pure numbers and majors recruiting for and due to the poor economy and tight budgets, our plan was not successful and will we will continue to build our employer outreach efforts next year.

2009 – 2010 Assessment Highlights

What are you assessing?

Implications of Resume Critique Service – Resume critiquing is our largest service we provide and is typically offered on a daily basis. We have never assessed this service however. We want to know how student preferred to get their resume critiqued, what they learned during this process, and finally did their resume, with our suggested changes, get them an interview or increase their responses from employers. This year, we moved resume critiques to being an email process; we collected basic information and electronically surveyed all students who received this email resume critique. The Career Services staff can use this information to make sure we are offering timely and adequate resume services and to tell us that our resume suggestions are assisting students in getting interviews with employers. The true test of our success. We also believe students, faculty/staff, and administrators would be very happy to see that we are teaching students and our results are very good. The assessment information is gathered in a written report using data and graphs and posted on our website. Smaller statistics gleaned will be used in workshops and when selling our services to students. We also sent the assessment results back to the students we invited to take the survey.

Increase in Awareness of Career Services office – We asked students in 2008 – 2009 about what Career Services programs they have used and we had a very high 58% of students that we presented to in the classroom had never used any offering of Career Services. 8% used our online recruiting system, 12% visited our office, and 22% had visited our website. Additionally, we moved office locations that provided a more customer friendly environment and larger location where we were not combined with another department. We wanted to know if our marketing, new location, and relationship building have contributed to an increase in awareness of Career Services. To do this, we continued to assess all classroom presentations and open workshops. A paper survey asked students to check what services

they have utilized. We also began tracking how many people we served in our new office and on the phone. We will use this information to decide if our marketing efforts are successful and if more students are using our services. The information will be provided to staff and administrators to support the decision to relocate the Office of Career Services and make decisions to increase marketing and where to advertise.

Increase in student knowledge of importance of leadership and community activities on future career options - With the slow and highly competitive economy we are seeing, we wanted to educate students on the importance of gaining outside of the classroom skills to compliment their degree. This gives students skills that will make them stand out from their competition. Employers and research tell us that leadership skills and the personal skills that community service provides is something they are most interested in. We included this information in all workshops and classroom presentations and wanted to assess if the information we provided was increasing student knowledge of the importance of leadership and community activities on future career options. The information will tell us if we are presenting the information adequately.

What category does your assessment fall under?

Implications of Resume Critique – Student learning outcomes, satisfaction of service, and recommendations for future resources

Increase in Awareness of Career Services- Participation numbers

Increase in Student Knowledge of Leadership and Community Activities- Student learning outcome

What did you learn as a result of this assessment?

Implications of Resume Critique – We completed 190 email resume critiques during the year. From those that completed the survey: 73% stated email critique is the best way to receive a critique, 94% were likely to recommend the resume critique process to others, 71% of students who made the resume changes received an interview, 79% of students feel their updated resume contributed to a better response rate from employers, students state they learned what we wanted them to. We also learned that students are interested in Live Chat with CS staff during business hours, resume workshop by an employer and 1:1 appointments to receive additional resume assistance.

Students learned:

- Resume needs to be more specific to the employer and not in general
- Order of information is important
- Good resume having a brief and simple description
- Very helpful service
- Thought I needed to include things that weren't necessary
- What is important to focus on and make stand out in your resume
- What employers are expecting from me
- Everyone has their own ideas on how to write a resume
- Construct a resume that is very effective

Career Services staff learned:

- Our resume guidelines are in line with what employers are looking for which supports our statement of purpose to offer “real-world” information and experiences.
- Students prefer an email resume critique. This was a new offering this year instead of walk-in resume critique hours.
- We are teaching students how to create an *effective* resume

Increase in Awareness of Career Services - We had 2,908 people call our office for assistance and 1,180 people walk-in for assistance over the past year. Although we didn't keep such records for the prior year, from appointment records this is a tremendous increase in activity in our office. According to the surveys completed in our workshops, we see an increase in awareness of our services by 8%. The increase is seen in those using Bulldog CareerLink and attending classroom presentations. We learned that increased awareness is improving but still very much a priority for us.

Increase in Student Knowledge of Leadership and Community Activities - We are very excited about this number as students are understanding how leadership and community service are important to their career. 87% of students stated in a workshop setting, stated we had moderately to extensively increased their knowledge of the importance of leadership and community service to their career.

What changes do you plan to make?

Implications of Resume Critique - We are going to continue the web based survey at the end of the year because response rate was ok and we enjoyed learning if the resume was successful to employers. We are going to create a general resume rubric to assist CS staff in quickly reacting to the increase in demand for resume reviews. Survey participation was low at 34 out of 180 completed. We are going to change the time frame to send out survey just after graduation and reminders to complete survey. We will also tell students at time of critique will be sending out a survey at the end of the year.

Increase in Awareness of Career Services - We are going to use a student employee to be on top of advertising for our events and services. We are also going to do a large campaign to promote Bulldog CareerLink, which will increase awareness of our office. We will continue to track these numbers to ensure we see progress.

Increase in Student Knowledge of Leadership and Community Activities - We are very happy with this number and feel we have accomplished our goal this year. For next academic year we are going to talk more with students about the career development process which includes continuing conversations about gaining leadership skills and community experiences.

What are your future assessment plans?

We are very pleased with the results of our special assessment projects this year. We will be continuing what we have been doing and planning on emphasizing assessment next in the following areas:

- Increase in knowledge about the Career Development Process
- Implications of mock interviews