

Career and Employment Center 2007-2008 Institutional Effectiveness Plan

Unit head: Bill Fletcher Reports to: Student Life

Mission: Provide career and employment information and services to assist students and graduates in the pursuit of their chosen career goals. Serve as a resource center for job search preparation, a referral service for students, and a liaison between prospective employers, students, and faculty.

Student Learning Outcomes

Program Outcomes/General Goals

<p>Outcome/Goal 1: Expand direct services to students through improvements in staffing, programming, and services provided.</p>	<p>Type: Related MTSU Goals: Related Student Life Goals:</p>	<p>Measurement 1: Select and employ the College Coordinator for the College of Mass Communication.</p>	<p>Responsible person(s): Director, Career and Employment Services Completion Date: 5/30/2008</p>	<p>Results: Complete.</p>	<p>Use of results/action plan: New staff member is placed in an office in the Bragg Communications Building and is currently working with students and faculty.</p>
		<p>Measurement 2: Further develop and enhance three new programs added in 06-07: Express Resume Critique Days, Majors Fair, and Alumni Mentor Program for the College of Business.</p>	<p>Responsible person(s): Director, Career and Employment Services Completion Date: 5/30/2008</p>	<p>Results: Completed the Resume Critique Day. Completed the Majors Fair. The Alumni Mentor program in the COB was suspended while the coordinator for that college was being newly hired.</p>	<p>Use of results/action plan: We will continue and expand both Resume Critique day and the Majors Fair. We will be reviewing and re-evaluating the Alumni Mentor program to consider expansion to areas other than COB.</p>
		<p>Measurement 3: Research best practices from other major university career centers.</p>	<p>Responsible person(s): Director, Career and Employment Services Completion Date: 5/30/2008</p>	<p>Results: Complete.</p>	<p>Use of results/action plan: Under the direction of the new Career and Employment Director, new programs and services for the Center are being implemented for 08-09.</p>

<p>Outcome/Goal 2: Expand on-line services through eRecruiting.</p>	<p>Type: Related MTSU Goals: Related Student Life Goals:</p>	<p>Measurement 1: Increase student registration in eRecruiting by 15% for each academic college, focusing on both juniors and seniors.</p>	<p>Responsible person(s): Asst. Director and Coordinators</p> <p>Completion Date: 5/30/2008</p>	<p>Results: In comparing the eRecruiting registrations of juniors and seniors from June 2006 through May 2007 to June 2007 through May 2008, there was a 9.8% increase in new accounts for all academic colleges combined. New accounts for JR/SR by college: College of Basic & Applied Science was down 4.4%; the College of Business was down 14.8%; the College of Education was down 9.1%; the College of LA was up 9.3%; the College of Mass Comm was up 51.4% and RODP was up 60%. When looking at the total number of new accounts created during this time frame, there was a 31.9% increase. When looking at the number of freshmen and sophomores creating new accounts during this time frame, the number increased by 58.5%.</p>	<p>Use of results/action plan: The increases and decreases in each academic college can be attributed to change in personnel. Some positions were vacant while others received new staff resulting in fluctuation of numbers for each college. The data also indicates that students are seeking our services earlier in their college careers. This will be valuable as we develop programs and services focused on a more comprehensive career development model and less on an outdated placement model. Midway during the 07-08 year, we implemented a new process for creating accounts. In the past, the primary method for creating new accounts was having students complete an Account Initialization Form handed out to them in class presentations. The form was also listed on our website but students had to print it out, complete it, and bring it by the office during business hours. The form is now online only. We do not have students fill it out in class. Instead, we tell students about the process and they have to take an active part in registering and creating their accounts. We thought this would decrease our numbers. To our surprise, not only did registrations increase, but we feel it has resulted in students being more actively engaged in the process -- an issue we wish to continue to analyze through data collection.</p>
		<p>Measurement 2: Implement the eRecruiting feature allowing employers and students to schedule their on-campus interviews online.</p>	<p>Responsible person(s): Asst. Director and Coordinators</p> <p>Completion Date: 5/30/2008</p>	<p>Results: Completed.</p>	<p>Use of results/action plan: Excellent results. The feature is now being used for all majors/departments.</p>