

*Career and Employment Center 2008-2009 Institutional Effectiveness Plan*

Unit head: Bill Fletcher Reports to: Academic Support Services

**Mission:** The new mission of the Career Development Center is to prepare and engage students in a comprehensive career development process with a focus on lifelong learning. This is accomplished by providing innovative resources and integrated technology, which will assist students to effectively transition from an academic setting into their career field.

**Student Learning Outcomes**

<p><u>Student Learning Outcome 1:</u> Transition the focus of the Career &amp; Employment Center from a job search (placement) model to a comprehensive, 4 year, career development model based on published career decision making models and the research of structured and process oriented career theorists.</p> <p><a href="#">Delete this learning outcome</a></p>	<p><u>Program:</u> -</p> <p><a href="#">Related MTSU Learning Outcomes:</a></p> <p><a href="#">Related Academic Support Services Learning Outcomes:</a></p>	<p><u>Measurement 1:</u> Provide staff training and development in the implementation of career assessment and exploration instruments.</p> <p><a href="#">Delete this measurement</a></p>	<p><u>Responsible person(s):</u> Director</p> <p><u>Completion Date:</u> 3/30/2009</p>	<p><u>Results:</u> Each of the 5 coordinators participated in at least two supervised interpretations of SDS/Focus with students. All Coordinators and Associate Director passed with high marks on the Counselor Training Quiz listed in The Self-Directed Search and Related Holland Career Materials: A Practitioner's Guide (Passing is 21 of 25 correct or 84%). Complete 9 different staff training sessions on new career guidance software.</p>	<p><u>Use of Results/Action Plan:</u> With the groundwork laid, need to continue to develop the skills of the staff to better enable them to assist students with the broad spectrum of career development issues beyond "placement."</p>
		<p><u>Measurement 2:</u> Develop new printed resources and re-organize web site resources to reflect the new emphasis on the earlier stages of career development.</p> <p><a href="#">Delete this measurement</a></p>	<p><u>Responsible person(s):</u> Director</p> <p><u>Completion Date:</u> 9/1/2008</p>	<p><u>Results:</u> Significant improvements made to web site including: a. Graphics designed: Career Toolbox, Resume Portal, Steps to Career Success, and What Can I Do with this Major logo. b. Programming: adding Career Countdown counter; online chat feature; Slideshare technology for presentations; Facebook linking; RSS Feeds; creation of side navigation bar; use of Java in creating collapsible navigation bars; and added Google site search feature to more easily locate content on our web site. c. Content: complete revision of links in What Can I Do with this Major site; constant maintenance of news articles from RSS feeds; addition of Resume Writing Guide; creation of Resume</p>	<p><u>Use of Results/Action Plan:</u> Identified that a Secretary II position does not meet the necessary requirements for maintaining and enhancing a Web 2.0 website. Will need to reclassify staff to get the right people, with the right skill sets into the right positions!  Will need to continue to develop programming for students at the earlier stages of the career development</p>

				<p>Portal; overhaul of Alumni content.</p> <p>Revised current 4-year plan (Fr, So, Jr. Sr.) and heightened its use in CDC operations.</p> <p>Created the MTSU Career Success Plan focusing on the steps in the career development process rather than what is done freshman through senior year. Emphasis placed on students successfully accomplishing the developmental tasks of each step before successfully addressing the issues of the next step.</p> <p>Utilized current Marketing Committee to develop new brochures for Customs, Admissions and other offices across campus. New, professionally printed brochures have not been printed. However, because of all the changes and innovations in the CDC, content of campus publications had to be updated to reflect the change in name, mission and scope of office operations.</p>	<p>process. Students, faculty and staff still see the Career Development Center as a "placement" office focusing on getting students jobs and writing resumes.</p> <p>Now that substantial changes have been made in mission, program and services; need to pursue getting professional developed marketing collateral.</p>
<a href="#">Add a new measurement</a>					

<p><a href="#">Student Learning Outcome 2:</a> To become a state-of-the-art career center offering quality resources to students through an efficient service delivery model in line with the University's diverse and tech-savvy student population.</p> <p><a href="#">Delete this learning outcome</a></p>	<p><a href="#">Program:</a> -</p> <p><a href="#">Related MTSU Learning Outcomes:</a></p> <p><a href="#">Related Academic Support Services Learning Outcomes:</a></p>	<p><a href="#">Measurement 1:</a> Research, select and implement the appropriate career guidance software to assist students with career assessment and exploration (no new funding necessary).</p> <p><a href="#">Delete this measurement</a></p>	<p><a href="#">Responsible person(s):</a> Director</p> <p><a href="#">Completion Date:</a> 3/30/2009</p>	<p><a href="#">Results:</a> Focus II implemented. Collaborative training with Academic Support Center. 2008-2009 academic year as of 3/10/09 Total users: 2201 Sciences: 360 Business: 247 RODP: 22 Education: 232 Staff: 22</p>	<p><a href="#">Use of Results/Action Plan:</a> This tool remains critical to addressing the early stages of career development for which students desperately need to focus on.</p>
---	--	--	--	--	---

			<p>Liberal Arts: 166  Mass Comm: 235  Undeclared: 909  College information is self report.</p> <p>Focus has been a great asset to coordinators advising students on career options.</p>		
		<p><a href="#">Measurement 2</a>: Research, select and implement the appropriate resume development software providing resources and guidance on the development of resumes according to industry minimum standards (no new funding necessary).</p> <p><a href="#">Delete this measurement</a></p>	<p><a href="#">Responsible person(s)</a>:  Director</p> <p><a href="#">Completion Date</a>:  3/30/2009</p>	<p><a href="#">Results</a>: Purchased Resume Creator as part of Perfect Interview product. Product was not as effective as originally hoped. Wrote and published an online Resume Writing Guide and Resume Checklist. Began the year by having every resume uploaded into the system reviewed. Trained student worker to use Checklist to review resumes and provide feedback to students. Staff was concerned over this process so it was transferred back to each coordinator. Time constraints result in only reviewing juniors and seniors. That has now regressed to only the most critical being reviewed. The quality of resumes continues to be a problem. Need to reassess and revisit this issue. Students do not read basic guidelines before uploading resume. Some faculty are providing incorrect information to students.</p>	<p><a href="#">Use of Results/Action Plan</a>: Philosophically, online resumes programs are not the answer. For all the time spent on trying to get students to use the program and train them on using the program could be better used on actually "teaching" resume writing skills. The overall quality of resumes of MTSU students and graduates is substantially sub-standard.</p>
		<p><a href="#">Measurement 3</a>: Research, select and implement a Webcam mock interviewing program, which will allow staff members to more efficiently handle the volume of students in need of this individualized service (no new funding necessary).</p> <p><a href="#">Delete this measurement</a></p>	<p><a href="#">Responsible person(s)</a>:  Director</p> <p><a href="#">Completion Date</a>:  3/30/2009</p>	<p><a href="#">Results</a>: Perfect Interview program implemented where students could schedule time to conduct a videotaped interview using this online automated program:  There are 324 uniquely created accounts. There are 752 total software uses (meaning the users logged back in and used it again).  Of the 752 there were 527 were text and 225 were virtual technology interviews.</p>	<p><a href="#">Use of Results/Action Plan</a>: Substantial amount of staff time was saved by not having to conduct each mock interview. This allows for better use of staff time while reaching more students. More work is needed to persuade more faculty to use</p>

					this program.
		<p><a href="#">Measurement 4</a>: Implement a “walk-in” or “drop-in” advising program in the main office to better serve students by quickly and accurately providing information for frequently occurring advising issues. Scheduled staff appointments will be reserved for higher level issues requiring particular guidance and instruction for the student.</p> <p><a href="#">Delete this measurement</a></p>	<p><a href="#">Responsible person(s)</a>: Director</p> <p><a href="#">Completion Date</a>: 3/30/2009</p>	<p><a href="#">Results</a>: Implemented walk-in hours 3 days a week. Hours and days varied between fall and spring. Between June 1, 2008 and May 8, 2009, we had 1,624 total appointments of which Walk-ins were 17.2% (n=282). Walk-in appointments are only held while classes are in session.</p>	<p><a href="#">Use of Results/Action Plan</a>: Work toward increasing students' use of hours.</p>
		<p><a href="#">Measurement 5</a>: Incorporate student workers in providing a higher level of service in the CEC.</p> <p><a href="#">Delete this measurement</a></p>	<p><a href="#">Responsible person(s)</a>: Director</p> <p><a href="#">Completion Date</a>: 3/30/2009</p>	<p><a href="#">Results</a>: Began the year by having a student worker critique resumes and email completed checklist back to students. Because of staff concern over quality of feedback, process was halted and reverted back to coordinators. Student workers were utilized in assisting student in setting up LJS accounts. Recently, student workers were trained on job entry.</p>	<p><a href="#">Use of Results/Action Plan</a>: Although progress has been made, still need to focus on greater utilization of student workers.</p>
		<p><a href="#">Add a new measurement</a></p>			

<p><a href="#">Student Learning Outcome 3</a>: Evaluate career fair offerings, fee structures, and budgeting process with an emphasis on providing better recruiting opportunities for students and employers and maximizing generation of revenue.</p> <p><a href="#">Delete this learning outcome</a></p>	<p><a href="#">Program</a>: -</p> <p><a href="#">Related MTSU Learning Outcomes</a>:</p> <p><a href="#">Related Academic Support Services Learning Outcomes</a>:</p>	<p><a href="#">Measurement 1</a>: Survey TBR schools, UT schools, and other peer institutions on number and type of career fairs offered and registration cost for each.</p> <p><a href="#">Delete this measurement</a></p>	<p><a href="#">Responsible person(s)</a>: Director</p> <p><a href="#">Completion Date</a>: 3/30/2009</p>	<p><a href="#">Results</a>: We did an “informal” survey of peer schools. Also reviewed listserv discussions on fees. At \$100, we were not even close to any of the fees.</p>	<p><a href="#">Use of Results/Action Plan</a>: We increased fees from \$100 to \$175 early registration and \$200 regular registration.</p>
		<p><a href="#">Measurement 2</a>: Determine necessary fee increase to put our fairs in line with peer institutions while covering CEC</p>	<p><a href="#">Responsible person(s)</a>: Director</p>	<p><a href="#">Results</a>: Early bird registration was \$175 and regular registration was set at \$200</p>	<p><a href="#">Use of Results/Action Plan</a>: We implemented this free structure for our Fall 2008 fair.</p>

		<p>operational costs. Determine if early bird registration and/or late registration fees are viable as a way of either increasing funding and/or encouraging early registration to maximize career fair attendance by employers.</p> <p><a href="#">Delete this measurement</a></p>	<p><a href="#">Completion Date:</a> 3/30/2009</p>			
		<p><a href="#">Measurement 3:</a> Increase the Credit Applied amount in the budget from \$6,000 to an amount that will allow us to maximize operations throughout the year.</p> <p><a href="#">Delete this measurement</a></p>	<p><a href="#">Responsible person(s):</a> Director</p> <p><a href="#">Completion Date:</a> 3/30/2009</p>	<p><a href="#">Results:</a> The request was put forth but did not make it into this budget year. It has been included in next year's budget. We will start with \$30,000 in external revenue account. We collected approximately \$27,000 off of this year's fall fair. Not sure what impact the economy will have on Fall of 2009 but all Spring 2009 fairs were down significantly!</p>	<p><a href="#">Use of Results/Action Plan:</a> This will allow us to collect revenue from career fairs after the 3/31 accounting deadline and deposit funds.</p>	
		<p><a href="#">Measurement 4:</a> Evaluate the current larger format versus the smaller industry targeted formats. Explore areas of collaboration with other departments across campus.</p> <p><a href="#">Delete this measurement</a></p>	<p><a href="#">Responsible person(s):</a> Director</p> <p><a href="#">Completion Date:</a> 4/30/2009</p>	<p><a href="#">Results:</a> Fairs conducted for 2008-2009:  1) Fall Fair  2) Nursing Fair (fall)  3) NACCF (spring)  4) NATRF  5) Summer Jobs  6) Internship  7) Aerospace  8) ABAS  9) Criminal Justice/Social Service  10) Recording Industry  11) Employment Opportunity Exchange - Professional Sales Program</p> <p>Employers, faculty and students seemed to be pleased with the smaller targeted formats. For employers, it was interaction with motivated students and faculty. For students and</p>	<p><a href="#">Use of Results/Action Plan:</a> The recession will certainly impact the number of fairs we are able to conduct for upcoming year. Some will be kept, while others will have to be included in our larger fair.</p>	

				faculty, it was a feeling of a fair just for their majors/area.	
		<a href="#">Add a new measurement</a>			

<a href="#">Student Learning Outcome 4:</a> Create an Employer Relations Program which identifies employers with whom the CEC wants to develop relationships.  <a href="#">Delete this learning outcome</a>	<a href="#">Program:</a> -  <a href="#">Related MTSU Learning Outcomes:</a>  <a href="#">Related Academic Support Services Learning Outcomes:</a>	<a href="#">Measurement 1:</a> Create a target list of employers who regularly recruit with us.  <a href="#">Delete this measurement</a>	<a href="#">Responsible person(s):</a> Director  <a href="#">Completion Date:</a> 4/30/2009	<a href="#">Results:</a> We did as part of our new format for our 2007-2008 annual report.	<a href="#">Use of Results/Action Plan:</a> We will be able to use this list in subsequent years to determine who continues to recruit and who we need to follow up with.
		<a href="#">Measurement 2:</a> Create a target list of employers who have some relationship with us, but whom we want to strengthen the relationship.  <a href="#">Delete this measurement</a>	<a href="#">Responsible person(s):</a> Director  <a href="#">Completion Date:</a> 3/30/2009	<a href="#">Results:</a> Did not accomplish.	<a href="#">Use of Results/Action Plan:</a> Were not able to generate a target list. Need to explore better ways to develop and track list in current recruiting software system.
		<a href="#">Measurement 3:</a> Create a target list of employers who do not have a relationship with us at all but whom we want to target; Have Coordinators solicit input from Dean's and faculty in their colleges; Have the Director solicit input from Development and Alumni Relations.  <a href="#">Delete this measurement</a>	<a href="#">Responsible person(s):</a> Director  <a href="#">Completion Date:</a> 4/30/2009	<a href="#">Results:</a> Did not accomplish per se. Did conduct several smaller fairs and solicited contacts from faculty under the assumption that faculty maintain industry relationships that could expand our employer relations program. We found that most contacts faculty had were either already in our database or the faculty did not have email addresses, which is our primary means of operation.	<a href="#">Use of Results/Action Plan:</a> Were not able to generate a target list. Need to explore better ways to develop and track list in current recruiting software system.
		<a href="#">Add a new measurement</a>			

[Add a new learning outcome](#)

**Program Outcomes/General Goals**

[Add a new outcome](#)

[Summary of 2008-2009 Assessment Efforts](#): Redevelopment of the Center into a 21st Century student development career center went well. Staff training made great progress. Use of technology in terms of new programs and online content allowed the Center to work smarter while allowing more students access to information outside the normal business hours. Still struggling with the "placement" perception on campus which places the emphasis on the latter stages of career development. If students do not successfully address the issues in the earlier stages, success will be difficult, if not impossible. Maintaining an employer relations program continues to be a concern.