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Career Development Center 2010-2011 Institutional Effectiveness Achievements Report

Unit head: Bill Fletcher Reports to: Vice President of Student Affairs and Vice Provost for Enrollment and Academic Services

Mission: The Career Development Center provides innovative technology, resources, and programs that 1.) Educate and engage students in a targeted, self-directed job search process and 2.) Create opportunities for students and employers to connect.

Graduating Student Learning Outcomes

[Add a new learning outcome](#)

Expected Outcomes of Educational Programs/General Goals

<p><u>Program Outcome/Goal 1:</u> The Career Development Center provides innovative technology, resources, and programs that educate and engage students in a targeted, self-directed job search process.</p> <p>Delete this outcome/goal</p>	<p>Type: -</p> <p>Related MTSU Goals:</p> <p>Related Vice President of Student Affairs and Vice Provost for Enrollment and Academic Services Goals:</p>	<p><u>Measurement 1:</u> Centralize all offices in KUC under new restructuring plan and establish procedures for service delivery.</p> <p>Delete this measurement</p>	<p><u>Responsible person(s):</u> Bill Fletcher</p> <p><u>Completion Date:</u> 9/1/2010</p>	<p><u>Extent of Outcome's Achievement/Results:</u></p> <ul style="list-style-type: none"> • The "physical" centralization of relocating staff to the KUC went well. Two additional offices were secured on the third floor, just down the hall from the Main Office. • New Peer Career Advising program was established and implemented as a key feature of the restructuring plan. • Document Drop program, procedures and logo were developed and implemented. • Existing Walk-in Advising program was continued with minor tweaking of hours. • Workshop Series was continued with minor adjustment to programs, content, and times. • Employer-In-Residence program was started with Verizon Wireless being named. They assisted with the interviewing workshop series throughout the year. • Alumnus-In-Residence series was started with Laura Filtness, MTSU alum, volunteering to assist students with walk-ins and Document Drops. • Onboarded new, more robust web-cam mock interview program, InterviewSteam. • Created logo and web information to promote Career Clusters. • Revised all Coordinator job 	<p><u>Use of Results for Educational Improvement/Use of Results:</u></p> <ul style="list-style-type: none"> • Ongoing marketing and top-down communication is needed to further reinforce the new restructuring model. • Some Deans and Faculty cannot see beyond the misconception of having "lost a placement person" for their college/major. Ongoing effort and/or different strategies are needed here. • Will develop strategies for emphasizing benefits of Career Cluster advising as well as targeted programming for clusters. • Will continue to promote the value of Document Drop, Walk-In Advising, Career Cluster Advising, and Raider Professional Network programs as efficient and effective ways to serve students. • Will investigate switching staff offices so supervisor of Peer Career Advisor can be more centrally located.
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		<p>descriptions to reflect new functional areas of jobs.</p> <ul style="list-style-type: none"> • Created handouts and web sites to promote the services of the newly restructured Career Center. • Still encountering issues with certain Deans and faculty who do not see the value in providing enhanced services as a team out of one location but rather focus on the perception that they no longer have an individual assigned to their "area" (college, major, building). • Discovered that the staff member supervising the Peer Career Advising Program needs to have an office in the main office to provide better supervision and support of the PCA program. 	
<p>Measurement 2: Promote Career Cluster Model to key faculty and explore areas of partnership under new CDC restructuring plan and service delivery model.</p> <p>Delete this measurement</p>	<p>Responsible person(s): All CDC Staff</p> <p>Completion Date: 4/15/2011</p>	<p>Extent of Outcome's Achievement/Results:</p> <p>"Key" faculty were defined as faculty where switching to advising by career cluster, instead of major, would result in a change of their staff contact.</p> <ul style="list-style-type: none"> • Staff held individual meetings with 3 deans and 6 chairs. • In addition, staff met with all chairs from Liberal Arts. • In addition, staff met regularly with the dean and chairs in the College of Basic and Applied Science. • An additional 10 meetings were held with faculty (this does not include faculty contact through class presentations). • Specific email correspondence was made with 3 faculty. • Electronic email newsletter was sent regularly to all chairs and faculty in accounting, finance, & economics. 	<p>Use of Results for Educational Improvement/Use of Results:</p> <p>Overall, the success of student programming in the CDC rests with faculty relationships and buy-in. Overall, faculty relationships are tenuous. There are a handful of faculty who understand the concept of advising by career cluster as opposed to advising by major. Faculty who are involved with secondary education in Tennessee are more likely to know the model through the Tennessee Career and Technical Education division. Continued education of faculty, as well as students, is needed.</p>
<p>Measurement 3: Establish Peer Career Advising Program and hire inaugural class by start of fall. Conduct initial training program with subsequent training meetings.</p> <p>Delete this measurement</p>	<p>Responsible person(s): Bill Fletcher & Katy Riddle</p> <p>Completion Date: 9/1/2010</p>	<p>Extent of Outcome's Achievement/Results:</p> <ul style="list-style-type: none"> • Katy Riddle was out on maternity leave so the hiring and interviewing was organized by the Director. • There were 13 applicants and 11 were interviewed. There was funding for 5 but only 4 were hired. • All 4 had excellent academic and extra-curricular involvement. • A training manual was assembled. • Day long training was held on 	<p>Use of Results for Educational Improvement/Use of Results:</p> <ul style="list-style-type: none"> • Katy Riddle left staff for a position outside the university. Bill Fletcher to recruit next class of PCAs. • Review and revise PCA Training as necessary. • Evaluate how to more quickly involve in class presentations, the majority of which come in Sept. and Oct.

				August 25. Every Friday for 1 hour the PCAs met with Katy Riddle for ongoing training.	
		<p>Measurement 4: Launch Raider Professional Network to students and increase employer participation by 25%.</p> <p>Delete this measurement</p>	<p>Responsible person(s): Bill Fletcher & Katy Riddle</p> <p>Completion Date: 4/15/2011</p>	<p>Extent of Outcome's Achievement/Results:</p> <ul style="list-style-type: none"> • Access to the RPN was made available to student through Lightning JobSource at the beginning of Fall Term. • The alumni & employer participation increased from 85 to 122 as of 4/5/11 for a 43.5% increase. • The staff member responsible for this program left staff in early March. • The results of the Alumni Office alumni survey conducted by an external consultant continues to validate the value of programs like the RPN as a way for "non-givers" or "infrequent givers" to participate (Not to mention the benefit to undergraduate students). 	<p>Use of Results for Educational Improvement/Use of Results:</p> <ul style="list-style-type: none"> • More staff time and attention is needed to further develop the program for use by students and alumni/employers. • Need to determine a way to measure student usage. • Need to develop an ongoing communication program with alumni and employers enrolled in the program. • Program implementation brought to light continuing technical issues that need addressing with our software vendor.
		<p>Measurement 5: Create branding and content for a monthly student e-newsletter focusing on career issues and upcoming events.</p> <p>Delete this measurement</p>	<p>Responsible person(s): Katie Cullen</p> <p>Completion Date: 4/15/2011</p>	<p>Extent of Outcome's Achievement/Results:</p> <p>Branded Career Center Newsletter--Go: Start Here. Start Now</p> <ul style="list-style-type: none"> • Worked with graphic design intern layout for newsletter. Implemented November 2010. • Established uniform content layout for newsletter. • Solicited suggestions on featured student org for months where events line up with type of organization. • Solicit advice on topics from Peer Career Advisors based on frequently asked questions. • New format is concise, yet comprehensive enough to be of potential interest to a variety of student constituents. • New format reduces the amount of time to create newsletter from scratch. 	<p>Use of Results for Educational Improvement/Use of Results:</p> <ul style="list-style-type: none"> • Currently send newsletter to students registered with Lightning JobSource. • Need to work on increasing number of students registered and the distribution. • Need to continue to review the email marketing statistics to see what topics resonate with students.
		Add a new measurement			
<p>Program Outcome/Goal 2: edit description</p> <p>Delete this outcome/goal</p>	<p>Type: -</p> <p>Related MTSU Goals:</p>	<p>Measurement 1: Follow up on fall On Campus Interviews with employers to determine employment outcomes for students</p>	<p>Responsible person(s): Nicole Green & Pat Stamps</p>	<p>Extent of Outcome's Achievement/Results:</p> <p>In Fall 2010, a procedure was put in place for the Recruiting</p>	<p>Use of Results for Educational Improvement/Use of Results:</p> <ul style="list-style-type: none"> • We gained valuable employment data which supports the value of

[Related Vice President of Student Affairs and Vice Provost for Enrollment and Academic Services Goals:](#)

<p>interviewing.</p> <p>Delete this measurement</p>	<p>Completion Date: 4/15/2011</p>	<p>Coordinator to follow up with all employers interviewing on campus. The first follow up was one month after the interviews. If no response, a follow-up call was made two weeks later.</p> <p>Our goals were to find out how the recruiting process worked including suggestions for improvement, if they needed any positions posted, and if any offers were made to candidates.</p> <p>By the end of Fall 2010, all employers had been contacted twice and most had responded. Responses are as follows –</p> <ul style="list-style-type: none"> • 17 total employers on-campus interviewing in Fall 2010, all but four responded • Of 13 total responses, 6 responded to the first email inquiry, the other 7 responded to phone calls. • 9 of the 13 employers extended one or more offers to MTSU candidates, 1 did not respond due to confidentiality, and 3 did not extend offers this semester. <ul style="list-style-type: none"> o Of the three that did not extend offers, one included very detailed feedback on the quality of the candidates, another indicated disappointment in candidates as well as the recruiting system, and the last indicated they had hired an MTSU candidate last year. • Of 17 employers recruiting, 27 offers were extended to MTSU candidates, we know at least 3 of those offers were declined. All offers were recorded in Lightning JobSource 	<p>such a time-intensive and costly program as On-Campus Interviewing.</p> <ul style="list-style-type: none"> • The employment data can be added to data received from other sources to help increase the overall response rate from the graduating class. • Some employers brought issues to our attention that were out of our control, such as fire alarms. However, it allows us to provide extra attention when those employers return to campus in the future and ensure they have a favorable visit. • We discovered where employers were having trouble in our online system (LJS) and have improved communication to minimize future issues. • We also learned some great anecdotal information on the preparedness of our students that has been useful in developing our workshops and class presentations.
<p>Measurement 2: Explore opportunities for marketing the CDC to potential employers through the Nashville Business Journal and the area Chambers of Commerce publications with the objective of increasing employer participation in the campus recruiting program.</p> <p>Delete this measurement</p>	<p>Responsible person(s): Katy Riddle</p> <p>Completion Date: 4/15/2011</p>	<p>Extent of Outcome's Achievement/Results:</p> <ul style="list-style-type: none"> • Met with the new Assoc. VP of Marketing Communications, Andrew Oppmann, to discuss marketing/advertising ideas. • Advertised in the January 2011 email edition of HR Notes newsletter by the Nashville Chamber. This was relatively inexpensive at \$270. • Met with Williamson Co. Chamber to discuss advertising in their print edition of their magazine. 	<p>Use of Results for Educational Improvement/Use of Results:</p> <ul style="list-style-type: none"> • The meeting with AVP of marketing laid some important groundwork but has not resulted in any tangible progress in employer outreach. • The emma® report on the number of people who read the HR newsletter from the Nashville Chamber was very low. Although affordable, it did not produce any increase in employer outreach. Will explore other options for future.

			<ul style="list-style-type: none"> • Met with Rutherford Co. Chamber to discuss advertising opportunities. 	<ul style="list-style-type: none"> • Advertising in the William County chamber newsletter was not pursued because it was too expensive (excess of \$3,500) • We selected advertising on the Rutherford County Chamber new website. The cost was \$1,575. Banner ad on two pages. This will last for one year and we have the option of rotating ads. Will monitor and evaluate.
Add a new measurement				
Add a new outcome				

[Summary of 2010-2011 Institutional Effectiveness Achievements](#): Much of the groundwork was laid this past year for the newly restructured Career Development Center. Staff roles were revised; physical offices moved; new programs implemented; and much marketing conducted. The continuing challenge is to get internal constituents (students, faculty, and staff) to better support use of services available to students. Attention is still needed externally to support employers but clear progress has been made (not detailed in these goals) and employers are responding to increased staffing efforts in this area. Marketing continues to be our greatest need and most time consuming task. We will continue to look for ways to promote programs such as Document Drop, Walk-In Advising, Career Cluster Advising, Raider Professional Network and registering through Lightning JobSource.