Career Development Center
2015-2016 Goals

Outcome/Goal:
To provide innovative technology, resources, and programs that educate and engage students in a targeted, self-directed job search process.

Use of Prior Results Tab

Close the Loop
What changes have you made based on prior results?

No additional changes are needed at this time. The Cover Letter Guide is a key part of our Document Drop program and will only need minor changes to stay current. The Liberal Arts Guide should not need any changes.

Data Collection Status
Is data collection complete?   Yes

Current Measures & Analysis of Results Tab

Measure 1:	Implement GoinGlobal, an online career and cultural guide, to assist students seeking careers overseas as well as FI visa students wanting to secure HIB sponsorships to work in the US.
Person Responsible	Bill
Completion Date	12/31/15
Analysis of Results for Measure 1. (include strengths & weaknesses)	We signed up for GoinGlobal on 11/2/15 for $2,160 which included a 50% discount as a member of the Nashville Area Career Fairs Consortium, plus another 10% for participating in a product demonstration. GoinGlobal contains thousands of pages of online career and cultural guides including: 41 Country Career Guiders; Key Employer Directory; 47 USA City Guides, including Nashville; 6 Canada City Career Guides; Worldwide Job and Internship Postings and H1B Database listing employers who have sponsored visas. We promoted the program to offices across campus including International Affairs, Intercultural and Diversity Affairs, and Education (Study) Abroad. We also developed a social media quiz on social and cultural norms in different countries. Career Center staff participated in online webinars to familiarize themselves with the program and content.

Attach Support Documents:

Data Collection Status:
Is data collection complete? Yes

Future Actions Tab

Summary
What actions will you take to improve departmental goals, student learning or programs in the future?

Future Program Changes	
Describe Program Changes (adding a course, assignment, project, etc.)	No changes necessary. Now that program is implemented, we will monitor student usage to determine return on investment as well as if additional marketing outreach is needed.
Future Assessment Changes	
Describe Assessment Changes (measures such as rubrics, exams, diagnostic instruments, etc.)	
Additional Resources	
Describe any additional resources needed (Leave blank if no additional resources are needed.)	

Data Collection Status:
Is data collection complete? Yes

Goal/Outcome:
To provide innovative technology, resources, and programs that connect students and employers for career opportunities.

Use of Prior Results Tab

Close the Loop
What changes have you made based on prior results?

We continue to use the Career Fair Ambassador program to market the fall career fair. We will continue to monitor the cost of the program and its impact on career fair attendance. A complete report on the Turnkey Solutions for the 1DS was presented to Deans and administration for further review and consideration.

Data Collection Status
Is data collection complete?   Yes

Current Measures & Analysis of Results Tab

Measure 1:	Implement a new career center management software for managing student, employer, and job posting databases and career events.
Person Responsible	Bill
Completion Date	01/15/16
Analysis of Results for Measure 1. (include strengths & weaknesses)	The contract was signed in mid-September and we had all databases configured and tested by December. Employers were allowed to enter positions into the system in mid-December and student access was granted on the first day of spring term, 1/19/16. The LDAP process allows students to sign in with their Pipeline credentials. Spring career fairs were successfully conducted through the system. We are still working with ITD on Banner integration.

Measure 2:	Restructure the Employer Relations Program by: A.) Separating student employment positions from campus recruiting positions and B.) Organizing employer contacts into different tiers.
Person Responsible	La'Endia
Completion Date	5/31/16
Analysis of Results for Measure 2. (include strengths & weaknesses)	A.) A new Student Employment Program was created to house these positions separately from Lightning CareerLink. A SurveyMonkey form was created to collect the posting information. Positions are vetted and posted directly on our website with open access to the public until at which time we can find an affordable and simple-to-operate system. A logo and brand was created for the SEP. The biggest change was that more strict guidelines were implemented regarding the types of positions posted. Positions must be located in one of the 12 counties around MTSU and must be part-time during the fall and spring; full-time permitted in summer. The emphasis of the SEP is providing part-time positions while students are in school to help offset the cost of tuition and living expenses. The most surprising outcome from this initiative was realizing the number of employers who were continuing to try to post positions in Lightning CareerLink that required a high school degree and paid around $10 an hour but were considered, by the employer, to be entry-level professional. Some of these were referred to the SEP, while others were deleted. B.) Employers in Lightning CareerLink are periodically categorized into one of three areas: Priority A, Priority B, and Priority C. Priority A organizations are those with whom we want to build stronger relationships and who can offer quality entry-level employment and/or internship opportunities. Priority C are those with whom we do not wish to pursue relationships as their opportunities, while legal, are not the best match for our students or programs. Priority B, obviously, is in between these two categories. The Priority A list allows us to identify our top employers quickly and efficiently. To date, we have 698 employers, 46 with Priority A, 173 with Priority B, 217 with Priority C, and 262 yet to be categorized.

Attach Support Documents:

Data Collection Status:
Is data collection complete? Yes

Future Actions Tab

Summary
What actions will you take to improve departmental goals, student learning or programs in the future?

Future Program Changes	
Describe Program Changes (adding a course, assignment, project, etc.)	Databases are live and fully functional in Lightning CareerLink. The vendor has since merged with another company and it will require us to transition to a new platform within 2 years (by summer 2018). As soon as the new platform is complete, we will review it to determine whether we stay with this vendor and new platform or start the product review process all over again. We will continue to work with employers, educating them on the difference between the types of positions that go into Lightning CareerLink and those that go into the separate Student Employment Program We will also continue to organize employers into 3 tiers so we will have a top list of employers with which to strengthen relationships.
Future Assessment Changes	
Describe Assessment Changes (measures such as rubrics, exams, diagnostic instruments, etc.)	
Additional Resources	
Describe any additional resources needed (Leave blank if no additional resources are needed.)	

Data Collection Status:
Is data collection complete? Yes