Career Development Center
2016-2017 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?

We continue to utilize the GoinGlobal online career and cultural guides implemented last year. We are no longer members of a consortium that provided a 50% discount on pricing so it is important to monitor student usage to determine if the return on investment. The platform is scheduled for an update, which will include better dashboard metrics to determine student usage.

Data Collection Status
Is data collection complete? Ongoing

Current Measures & Analysis of Results Tab

Measure 1:	Have Director and Recruiting Coordinator participate in electronic access training through the Disability Access Center to ensure all career center electronic communications comply with the University's overall accessibility plan.
Person Responsible	Bill & La'Endia
Completion Date	6/20/16
Analysis of Results for Measure 1. (include strengths & weaknesses)	Director and Coordinator attended training by DAC on 6/9/16. Our main concern were PDF documents converted from Word that we post on our website in our Student Employment Program. The template we use to create these documents is accessibility compliant.

Attach Support Documents: N/A

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.)	Continue to monitor documents we create for viewing on the web.
Future Assessment Changes	
Describe Assessment Changes (measures such as rubrics, exams, diagnostic instruments, etc.)	N/A

Additional Resources	
Describe any additional resources needed (Leave blank if no additional resources are needed.)	N/A

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?

The new CSO Interfase system was implemented last year as our recruiting platform. We successfully rebranded the platform from Lightning JobSource to Lightning CareerLink. Initial implementation was successful. However, the company has since merged with another company and all customers will be required to move to their new platform by June 2018. This required us to re-evaluate the Banner integration of the software until we switch to the new platform.

We successfully restructured the Employer Relations program last year and separated the student employment positions from the professional-level and internship positions. We continue to handle student employment positions through a separate system and continue to educated employers on the difference between the types of positons. This also reduced the number of positions to review that were not really student employment at all.

We continue to organize our employers in Lightning CareerLink into different tiers or categories for effective outreach.

Data Collection Status
Is data collection complete?   Ongoing

Current Measures & Analysis of Results Tab

Measure 1:	Implement two additional email surveys into the May 2016 1st Destination Survey, increasing the total number from 3 to 5. Compare to previous three years of data to determine if there is an increase in response rate as part of our dashboard data on graduating student post-graduation outcomes.
Person Responsible	Bill & La'Endia
Completion Date	8/31/2016
Analysis of Results for Measure 1. (include strengths & weaknesses)	All graduates in the May 2016 class (bachelor and graduate degrees) received five surveys. The surveys were sent during the standard survey period of 1 month before graduation until 3 months post-graduation. The 2016 response rate was higher than 2015. However, it was less than 2014. The response rates are as follows: 2016-23.9%, 2015-18.2%, 2014-25.5%, and 2013-11.6%. It is inconclusive whether the two additional surveys improved the response rate. A campus-integrated approach focusing on a knowledge rate as defined by NACE, rather than the traditional response rate, is recommended.

Measure 2:	Create a marketing campaign targeting faculty to encourage them to send employer job postings to the Career Center for posting in Lightning CareerLink instead of emailing

	directly to students. This will ensure the that all job postings are: Vetted with illegal and questionable positions deleted; Appropriate to our majors and are entry level or internship worthy; 504 compliant and accessible under University's new accessibility plan; EEO compliant and assessable to all MTSU students from all backgrounds; Maintained in a centralized database for internal reporting for accreditation, national surveys, and governmental reporting. It will also ensure that employers and students receive excellent customer service during off-peak times. Faculty will be encouraged to promote Lightning Career Link to students as a one-stop location for entry-level and internship positions.
Person Responsible	Bill & La'Endia
Completion Date	3/31/2017
Analysis of Results for Measure 1. (include strengths & weaknesses)	Fall Faculty Staff Newsletter successfully delivered to 1,731 emails on November 16, 2016. Results: 2 opted out, 23 individuals clicked on one or more links in the newsletter. The lead article has three links on fraudulent positions, student terms of use, and recruiting policy, which received 5, 2, and 3 clicks respectively.

Spring Faculty/Staff Newsletter successfully delivered to 1,726 emails on March 31, 2017. Results: 4 opted out, 6 shared newsletter, 96 individuals clicked on one or more links in the newsletter. However, the lead article on Lightning CareerLink was clicked on by 9 people.

It is clear that the responses from our Emma Email Marketing campaigns show that very few of our newsletters in general, and Lightning CareerLink Posting articles specifically, are reaching the intended audience. |

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.)	Continue to explore options for reaching faculty and convincing them to refer employers to Lightning CareerLink to post positions instead of distributing postings directly to students.
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.)	Additional resources and a university-wide plan is needed to increase the 1DS response rate. Additional email reminders did not produce significant results.

Data Collection Status:
Is data collection complete? Yes