

University of North Texas



"Cornerstone to Your Future"

# **Assessment of Non-Academic Outcomes**

## **2003-2004**

**February 2, 2004**

## Assessment of Non-Academic Outcomes (Fall 2003 and Spring 2004)

Please provide the information below about how your unit assesses the extent to which it meets its expected outcomes. If you need assistance, please contact Dr. Virginia Wheelless at 565-2085 or on Groupwise email. This information is due in the Planning Office no later than February 2, 2004 and will be updated annually.

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Unit: Career Center Date 2/2/04

Person Completing the Information Dan Naegeli Email naegeli@unt.edu

Head of the Unit: Dan Naegeli Email naegeli@unt.edu

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**I. Mission:** Provide the mission of the unit and a statement about how it relates to the university's mission.

**II. Previous Evaluations of the Unit:** Provide a description of the evaluations/assessments conducted in your unit over the last 5 years and changes that have been made based on the results of these assessments.

**III. Statement of Expected Outcomes:** Provide a brief list of the expected outcomes for your unit for 2002-03 or 2003-04 as of this date. Each outcome listed must be capable of being measured by the means noted in IV below. Please number the outcomes (1 to x). After each outcome, describe how the outcome supports student learning and student development.

**IV. Measuring Expected Outcomes:** Describe how the unit measures how the outcomes have been achieved and provide a list of methods and/or tools with the following information:

1. Name of assessment method or tool
2. If the method/tool is copyrighted, provide the name of the company who "owns" the tool.
3. Frequency of use - how often is this tool/method used, e.g., every spring semester students, staff, and faculty are surveyed about parking at UNT; customers are asked to complete evaluation forms when services are rendered; or each fall, the Enrollment Management Committee reviews the results of the Graduating Student Survey produced by the IR&A Office.

**V. Use of Assessment Results:** Describe how the results of the assessments described in IV above are shared with staff in the unit? How are the results used to improve the unit? Help improve student learning? Enhance student development? Meet the university's vision?

**VI. Changes Made Based on Assessment Results:** Describe how the unit has changed (or why it has not changed) based on the results of the assessment of outcomes. Indicate the year the change was implemented. Please indicate how the expected outcomes have changed if applicable.

**Signature of Person Completing the Form:**

Daniel A. Naegeli Date 2/4/2004

**Signature of Unit Head after Reviewing the Form:**

Daniel A. Naegeli Date 2/4/2004

## UNIT'S MISSION

- 1 Provide high quality individual career advising to all UNT System students as they seek to make career decisions, obtain work experience and job-related skills, or find a permanent position following degree plan completion.
- 2 Assist UNT alumni as they make career decisions or experience career transitions.
- 3 Design and deliver exceptional career development programs and services, through the use of research conducted on various life-span career development topics.
- 4 Provide opportunities for students, alumni and employers to interact in a variety of settings for both career development and career search functions.
- 5 Develop, maintain and grow effective partnerships on campus and with the local, regional and national business community, encouraging opportunities such as leadership, mentoring, and service-learning, while serving as a liaison between the various groups.
- 6 Utilize technology to enhance the services provided to students and allow unlimited access to office resources.
- 7 Assist in student retention efforts by providing additional venues that help students connect to the university.

## HOW UNIT'S MISSION RELATES TO UNIVERSITY'S MISSION

Nurtures the development of students by providing opportunities to learn more about how they can utilize what they learn in the classroom, and then by supplementing their classroom learning with "real-world" experiences, which will encourage their continuing career growth.

Provides support for our alumni, which affords them the opportunity for lifelong learning and career growth.

Supports the lifelong learning and career growth of UNT students, while creating an opportunity for staff to develop creative and innovative programs that foster a level of excellence in teaching outside the classroom.

Supports the use of creative activities that expand resources for students in their search for knowledge, while enhancing the campus' knowledge of emerging information and trends in employment.

Assists the university assume a leadership role in North Texas and beyond by connecting business community with the campus community, while allowing students the opportunity to obtain emotional, social and career growth through those same relationships.

Enhances access to services through the use of emerging and current technologies

Provides a high quality residential and learning environment where students can observe the connections between classroom, extracurricular activity, and post-graduate employment.

**OBJECTIVE:** Increase marketing and advertisement of the Career Center to employers and alumni, in order to expand the quantity and quality of employers recruiting at UNT for full-time post-graduate career opportunities and part-time student employment opportunities. Goals are to have 10% increase in total companies interviewing on campus, 30% more jobs posted in system, and 15% increase in job fair/career day participants.

**MEASUREMENT:** Compare 2003-2004 recruiting statistics in the eRecruiting system with those in 2002-2003. Also compare the total number of Fortune 1000 companies and leading metroplex employers (as ranked by the Dallas Business Journal) to look at quality of those companies recruiting.

**RESULTS:** As of the writing of this report, the number of companies interviewing on campus through the Career Center in 2003-2004 is 94 (a 4.5% increase over all of 2002-2003). With regards to quality, we had 6 companies listed as a leading DFW employer by the Dallas Business Journal recruiting on campus in 2003-2004 (an increase of 1 company from that list), while so far only 19 Fortune 1000 companies are recruiting on campus (a decrease of 11 Fortune 1000 companies). The number of job postings listed through the office's website is 2283 (a 53% increase during the same time period in 2002-2003). Sixty-seven companies participated in our Fall 2003 Career Day event (a 13.5% increase over the 2002 Career Day event).

**CHANGES/REMEDY:** Initiated a plan to increase the number of staff performing the marketing function from one to 2.5, and for that staff to spend more time meeting face-to-face with recruiters, and nurturing those companies already on campus. Plan included the career advisors working more closely with the colleges and schools to get a better feel and more information about who the faculty and students want recruiting on campus. That information is then used as a guide for the employer relations team's outreach approach. Have yet to produce a more targeted, informative, and professional marketing piece(s) that can be handed/sent to employers due to a delay in getting an office logo produced for the Career Center.

**OBJECTIVE:** Increase marketing and advertisement of the Career Center to students and alumni, in order to attract a larger number of the student body and alumni seeking assistance from the Career Center for their career development and job search needs. Goals are to increase the number of students/alumni serviced by the office through appointments, walk-ins, seminar/program attendees, and advice via email/telephone by 25% from previous year, to increase the amount of job offer and acceptance data collected from our graduating seniors (5% of graduating class).

**MEASUREMENT:** Compare 2002-2003 advising statistics in the eRecruiting system and advising logs with those in 2003-2004 to see if marketing efforts and outreach are effective. Also, establish employment statistics for graduating class each semester as a comparison point for future semesters.

**RESULTS:** As of the end of fall 2003 semester, the number of students the Career Center staff individually advised on career development or job search issues and processes is 998. However, due to a lack of comprehensive advising statistics being kept for 2002-2003, the most accurate comparison data available would be that the Career Center staff advised 344 students in fall 2003 through scheduled appointments (a 22% increase over fall 2002). In addition to the one-on-one advising appointments, we also had 1037 students walk-in, call or email for advice or to ask a question related to student employment, career development or job searching for a total of 2035 student contacts during the fall semester of 2003. There is no comparison data as these statistics have just started to be formally collected. An employment survey has been created to gather the employment statistics for graduating students, but it has not been sent to the December graduates as of this date.

**CHANGES/REMEDY:** Developed an outreach plan into the various colleges/schools that assigns a "career advisor" to each college/school and places that "career advisor" in the classroom buildings one morning or afternoon each week. Created new and branded educational handouts that more clearly communicate to students and alumni the effective methods and processes to career development and job search. Will be working toward improving the functionality of the Career Center website to allow students and alumni to gather career development and job search help without physically coming into the office. Plan is to have that new website up and running by Fall 2004.

**OBJECTIVE:** Continue to strive to provide the best customer service possible to all of our customers – students, alumni, employers, faculty/staff, prospective students, and parents.

**MEASUREMENT:** Analysis of customer satisfaction surveys given to recruiters and students that utilize any part of our services – appointments, website tools, workshop/seminars, campus recruiting, career resource library, drop-in advising, etc. Goal is to receive an average service rating of 1.5 before and during visit from our employer evaluations, an average comparison rating above 2.0, and an average service rating above 2.0 and an average advisor helpfulness rating of above 2.0 from our student service evaluations.

**RESULTS:** In 2002-2003, 87% of the employers recruiting on campus felt that they received Good to Superior service prior to their actual visit, and 96% felt that they received Good to Superior service during their actual visit. So far in fall 2003 (on a 10 point scale with 1 being Superior and 10 being Poor), the average employer rating of service prior to their actual visit was a score of 1.21, and during their actual visit was a score of 1.59. Only 3 employers rated the quality of service provided both prior to their visit and during their visit lower than a rating of 2. On comparing the UNT Career Center to other university career centers, the office was given an average rating of 2.41 (on a 10 point scale with 1 being "Better than Others" and 10 being "Not as Good as Others"). An evaluation tool was just developed and implemented for use with our student and alumni customers. Data will be collected throughout the spring semester and shared in next year's report.

**CHANGES/REMEDY:** While the office's service level to employers is very strong, we will continue to look for ways to improve our service level and provide employers with more information prior to their visit. A key change recently in the Career Center staff, specifically the employers' main contact with the office, as of January 2004 will challenge the staff to assure that the service provided remains a strong office quality and not just a quality that left with the retiring staff member. Training on procedures will continue to occur for all staff members that come into contact with our employer customers.

**OBJECTIVE:** To provide training for student employees to help them improve their customer service skills, and serve as a strong resource for both student employers and employees with regards to employment questions and issues.

**MEASUREMENT:** Analysis of staff activity logs that provide the titles of workshops presented and the number of student employees attending, as well as, an analysis of workshop evaluations given to participants after all workshop presentations.

**RESULTS:** In fall 2003, 3 CASA (Creating A Service Attitude) classes had 154 student employees attend a training seminar, an increase of 58 participants from the 3 workshops in fall 2002. The presenters received an overall average rating of 1.58 in fall 2003 (on a 5 point scale with 1 being Excellent and 5 being Poor), an improvement from the 1.64 rating in fall 2002. Overall in 2002-2003, 17 CASA classes attracted 186 participants and received an average rating of 1.49 on the 5-point scale.

**CHANGES/REMEDY:** Since the quality of the training is rated at a very high level, only minor changes may be needed. An increase in the diversity of presenters to keep things fresh is always being looked at, and new CASA presenters are being recruited every month.