

The Career Services Center

Cooperative Education/Experiential Learning Program Assessment Report

Unit: The Career Service Center's Cooperative Education/
Experiential Learning Program

Individual Completing Report: Yolanda Burt, Assistant Director

The Career Services Center's Cooperative Education/Experiential Learning Program established two (2) goals for assessment. A narrative for each goal is being provided.

These goals were developed as a result of gaining feedback concerning the two critical areas of importance with regard to the career counseling and career preparation services that the Career Services Center endeavors to provide to Cleveland State University students. The Assistant Director of the Career Services Center and the Co-op Coordinators developed these goals.

ASSESSMENT GOAL #1: All Cooperative Education/Experiential Learning Program students will have a basic understanding of the expectations of a professional career-related work experience.

Outcome Measure for Goal #1: The Co-op Evaluation Form (which students and employers can access through "CSUcareerline" on the Career Services Homepage) is utilized to measure this particular goal. This instrument is one that allows the Career Coordinator to measure student understanding of the expectations of a professional career-related work experience based on the student's job performance completed by the employer.

Goal Criteria 1: 75% of students evaluated will have a basic understanding of a professional career-related work experience.

OUTCOMES

The Co-op Employer Evaluation was implemented for use during summer semester 2005, fall semester 2005 and spring semester 2006. The employer and student submit the evaluation to Career Services Center electronically. (Employers must log in to submit the evaluation.) The Coordinators review the evaluation and enter the results under 'notes' in the student database. Coordinators meet individually with students to review results.

RESEARCH

Analysis of the summer 2005, fall 2005, and spring 2006 employer evaluation data revealed that 53% of the evaluated students have an above average understanding of the

expectations of a professional career-related work experience, while 34% have an outstanding understanding of expectations of a professional career-related experience.

Based on the criteria established for achievement of Goal #1, it appears that we have reached our goal. 87% (percent average understanding plus percent outstanding understanding) of Cooperative Education/Experiential Learning students have a basic understanding of the expectations of professional career-related work experience.

FINDINGS

The data collected from the Co-op evaluation form was analyzed by measuring the frequency of employers' responses on the Co-op evaluation form. The Co-op evaluation uses a 5 point likert scale with a "5" representing an "outstanding" response, "4" representing an "above average" response, a "3" representing an "average" response, a "2" representing "need for improvement", and a "1" representing a "significant need for improvement" response. The accumulation of the "4" and "5" responses was used to determine the understanding or not understanding the expectation of professional career-related work experience.

REVIEW

The Cooperative Education/Experiential Learning Program staff is in the process of reviewing the data. Discussions and collective review of the findings will occur prior to the beginning of the 2006/2007 academic year.

ASSESSMENT GOAL #2: To provide Cooperative Education/Experiential Learning Program students with career preparation services.

Outcome Measure for Goal #2 The Career Orientation course (CSC 121) was utilized to measure this particular goal. Curriculum requirements for the Career Orientation Course include drafting a proficient resume and completion of an informational interview. The Coordinator and the Course Instructor assess a grade of "S" (Satisfactory) in the course upon completion of these two requirements.

Goal Criteria: 70% of Cooperative Education/Experiential Learning students will develop proficient resumes and demonstrate satisfactory interviewing skills.

OUTCOMES

The Career Orientation course grades were used to assess whether students were receiving career preparation through the student developing a proficient resume and performing an informational interview.

RESEARCH

During summer 2005, fall 2005 and spring 2006 a total of 231 students enrolled in the CSC 121 Course. Based on the grade reports from the Office of the University Registrar of the 85% of student received a grade of "S". The grade of "S" is assigned to reflect that the student had developed a sufficient resume and demonstrated satisfactory interviewing skills. Therefore, based on this evidence, it appears that learning goals have been met.

FINDINGS

The data collected from the Career Orientation course were analyzed by measuring the frequency of students receiving the grade of "S" (Satisfactory) that indicates that the goal of career preparation through proficient resume development and the demonstration of satisfactory interviewing skills were met. In addition, a student satisfaction survey for the CSC 121 course was conducted and 65% of those completing survey (N=93) indicated the course was extremely or very useful. 24% indicated the course was somewhat useful.

REVIEW

The Coordinators have not reviewed all the information to date. The review will occur prior to the beginning of the 2006/2007 academic year.

ACTIONS

There have been no changes made to the assessment activities to date. There will be a review process established during the summer months to analyze the assessment activities conducted to date, with changes and revisions to occur if deemed appropriate.

List of Program Goals

Department or Unit Name:	Career Services
Individual Completing Form:	Yolanda Burt
Date:	05/18/06

Program Name:	LINK Program
Goal 1:	To increase the Career Readiness of LINK (minority) Students
Goal 2:	To provide academic Enhancement of LINK (minority) Students
Goal 3:	To provide financial support of LINK (minority) Students

Program Assessment Report

Department or Unit Na Career Services

Individual Completing Form: Yolanda Burt

Program Name LINK Program

Date: 5/18/2006

Goal # 1.

To increase the Career Readiness of LINK (minority) Students

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
1. Employer satisfaction of internship	As measured by Employer Evaluatons and presentation at the end of the Summer internship.	2005-06: 90% of LINK students successfully completed Summer internship.	Findings are reviewed by LINK Staff at the end of the Summer Program.	2005-06: The monitoring of students while on internships through on-site visits was implemented.	
2. Mentoring	Mentoring program reviewed.	2005-06: Mentoring component needs restructuring.	Findings discussed by LINK staff and Director.	Grad intern and staff member assigned to work on mentoring.	
3. Cooperative Education	As measured by Employer Evaluations.	2005-06: 87% of employers rated students professional and personal development as above average-outstanding.	Findings are reviewed by LINK and Co-op Staff	2005-06: Career Services Staff, Colleges of Business, Engineering, Science, School of Communication and employer collaborations increase.	

Program Assessment Report

Department or Unit Na Career Services

Individual Completing Form: Yolanda Burt

Program Name LINK Program

Date: 5/18/2006

Goal # 2.

To enhance the academic readiness of LINK (minority) Students

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
1. Successful completion of math courses for first year LINK students	As measured by Math apercentage of first year LINK students successfully completed math courses during academic year.	2005-06: 75% of first year LINK students successfully completed math courses during academic year.	Findings are reviewed by LINK Staff at the end of the Summer Program.	2005-06: Additional math support throughout the academic year through workshops and study groups provided.	Contingent upon review/analysis of findings.
2. Improve job competency skills	As measured by internship interviews and internship employer evaluation.	2005-06: 90% of students completed interviews. However, a low number of evaluations were returned.	Findings are reviewed by LINK Staff at the end of the Summer.	2005-06: An on-line system has been developed for Summer 06 for Employers to submit evaluatios.	Contingent upon review/analysis of findings.
3. 85% of students are in good academic standing	As measured by students maintaining good academic status.	2005-06: 85% of students maintained good academic standing.	Findings are reviewed with LINK staff.	2005-06: Midterm progress reports and more follow-up planned.	Contingent upon review/analysis of findings.

Program Assessment Report

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Department or Unit Na Career Services

Individual Completing Form: Yolanda Burt

Program Name LINK Program

Date: 5/18/2006

Goal # 3.

To provide financial support of LINK (minority) Students through scholarship allocations

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
1. Scholarships allocations to first year LINK students	As measured by Financial Aid Reports	LINK students received \$30,822 collectively for the 2005-2006 academic year.	Findings are reviewed by LINK Staff at the end of the Spring Semester.	2005-2006: Plan to do systematic research on developing additional financial support through scholarships as the cost of tuition increases and financial aid through grants and work study decrease.	Contingent upon review.
2. Co-op (Paid experience)	As measured by Student Report and Employer Evaluation	2005-2006: Average salary for a Co-op student is \$10.38 per hour. Compared to the minimum wage (\$5.15) earned by an 18 year old.	Findings are reviewed by LINK Staff at the end of the term.	2005-2006: Plan to do a survey to substantiate the benefits of financial support through Co-op. 2005-2006: Met with Financial Aid to assess financial packages for students in need of additional Financial assistance.	Contingent upon review.

Career Services Center

Senior and Alumni Services Assessment Report May 19, 2006

The Senior and Alumni Services Program used several different methods to gauge user satisfaction with our services over the past three years. The Career Services Center is unique in that we have several different groups of clients that other University departments do not serve. Our clients include students, alumni and employers. Each group has distinct concerns and expectations of the Center and we attempted to measure our success in meeting those expectations in several different ways.

In Goal 1, “Maintain a high level of satisfaction among seniors and graduating students with career advising and job search services”, we used surveys to measure student satisfaction with the Spring Career Fair as a venue for advancing their career plans. Over the period of 2002-2004, we have averaged 84% and 85% overall satisfaction with the event. In 2005, there was a seven per cent increase in student satisfaction to 92%. In 2006, satisfaction remained high at 91%. Spring Career Week workshops are a key means of presenting career advising and job search information to students and alumni, and again, over the past three years, client satisfaction with these events has remained high, at 95%, 85% and in 2006, we again met the standard with an 81% satisfaction rate.

One possible measure of satisfaction with our services is the degree to which alumni plan to use the Center after graduation. In each of the past three years, at least 70% of graduates said they plan to use our office after graduation and FY 2005-2006 was no exception. Typically one half of graduates are already working, a smaller percentage plan to attend graduate school, and some do not plan to enter the workforce immediately. The fact that so many students plan to make use of the Center after graduation may be due to several factors including a perception of the efficacy of such a strategy and a marketing outreach to students informing them of the services we have available.

Student satisfaction with our career advising remained strong for FY 05-06, equaling the 98% rating of the past three assessment periods.

In regard to Goal 2 “Maintain a high level of student satisfaction with technology used in the Career Services Center”, we conducted a survey to check the effectiveness of the Choices Planner software we now use and found that satisfaction remained high at 86% for FY 05-06, thus validating our decision to change vendors in FY 04-05.

Goal 3 is concerned with employer satisfaction with the Career Services Center. We are perhaps the only unit that interacts with this constituency, thus their opinions are especially valuable, since the Career Services Center *is* Cleveland State University to them. The best measures of their satisfaction may be the Spring Career Fair evaluations and the On Campus Recruiter evaluation. Employers participating in these programs are

on campus and can gauge our services first hand. In FY 05-06, their satisfaction with the Spring Career Fair increased by 5% to remained steady at 86%.

These results are shared with the staff at the conclusion of the assessment period via email and their input is sought in suggesting ways to improve our services. The Career Services Center will continue to look for ways to enhance our services to all its clients, students, alumni and employers by exploring the latest technology available, and continued training and staff development.

Program Assessment Report

Department or Unit Name: Career Services Center

Individual Completing Form: John Scanlan

Program Name: Senior & Alumni Services

Date: 5/14/2006

Goal # 3 To maintain a high level of employer satisfaction with the Career Services Center

Outcome Measures	Research Completed	Findings	Review	Actions	Improvements
# 1 Spring Career Fair Employer Evaluation At least 80% of respondents will rate the Spring Career Fair positively	Evaluation data is collected and analyzed at the end of the Spring term each year	FY 02-03: 88% (N=84) FY 03-04: 87% (N=66) FY 04-05: 80%(N= 99) FY 05-06: 85% (N=96)	The Assistant Director of Career Planning Services reviews the findings with the Director of Career Services on an annual basis.	FY 02-03: Met Standard FY 03-04: Met Standard FY 04-05: Met Standard FY 05-06: Met Standard	FY 05-06: 5% increase
# 2 On Campus Recruiter Evaluation At least 80% of respondents will rate the On Campus Recruiting experience positively	Evaluation data is collected and analyzed on an annual basis.	FY 02-03: 91% (N=25) FY 03-04: 94% (N= 28) FY 04-05: 87% (N=26) FY 05-06: 86% (N=25)	The Assistant Director of Career Planning Services reviews the findings with the Director of Career Services on an annual basis.	FY 02-03: Met standard FY 03-04:Met standard FY 04-05: Met Standard FY 05-06: Met Standard	FY 03-04: 3% increase