

**Assessment of Unit Outcomes**  
**Educational Support Units**  
**Report Form A-2**

Career and Outreach Services  
(Administrative or Educational Support Unit)  
2004-2008  
(Assessment Period Covered)

**1. Program Outcome**

Outcome 1: Administration of career fairs (technical, non-technical, graduate school and government) which connect increasing numbers of students to employers.

**2. Strategies Used to Meet Program Outcome**

2004-08 - Implemented a progressive marketing plan to inform the students of the companies registered for the career fair, to include handouts, flyers, personal letters, stories in the campus newspaper, radio station.  
Survey data prompted visits to various classrooms and residence halls, and to encourage them to register with career services.

**3a. First Measure or Means of Assessment for Outcome above and Criteria for Success**

Participation rates of companies registered and participating in the career fair, Surveys by prospective employers and students. Feedback from select employers following next day interviews of students.

**3b. Results/ Findings. (How did you do?)**

Cumulative career fair (technical, non-technical, graduate school and government) participation rates for employers during the 2004-08 years are as follows:  
2004= 126; 2005=149; 2006=146; 2007=179 and 2008=169.

**3c. Use of Results to Improve Unit Services**

Utilization of survey data led to the implementation of more pre-career fair activities. Also, the data led staff to couple with corporate representatives and execute classroom visits. Information was given to students in addition to other give-aways provided by the prospective employers. Lastly, the data led to a collaboration with the department of Student Activities and Leadership to foster increased involvement of student organizations and the reactivation of the Career Ambassadors, a cadre of students organized to help promote career and outreach services.

**4a. Second Measure or Means of Assessment for Outcome above and Criteria for Success, if available.**

On-line survey to receive information from the students and prospective employers

**4b. Results/ Findings.**

The response provided a favorable to excellent evaluation of the event.

**4c. Use of Results**

Lunch will not be served in the student dining hall per the comments from employers. Open-ended comments indicated a preference for separate dining areas while at the Fairs.

**5. Documentation**

Copies of flyers, announcements, letters and newsprint are available in the Administrative Secretary's office; the director's office and general files stored on the computer; Survey results stored in electronic retrievable format.

