

Prairie View A&M University

The Assessment Plan 2000-2010

*Division for Student Affairs
Career & Outreach Services*

Departmental Assessment Committee

Chair

Mrs. Glenda Jones

Co-Chairs

Mr. Frederick Roberts

Mr. Herbert Thomas

Dr. Clement Glenn

Interim Associate Vice President for Student Affairs

Career and Outreach Services Department

1. MISSION

The mission of the Career and Outreach Services Department is to plan and implement activities to meet established goals and Outcomes designed to assist students and other designated clients to learn and develop in all phases of their career development.

2. ALIGNMENT TO THE UNIVERSITY'S MISSION

The Career and Outreach Services Department is charged with the responsibility of providing the students with the necessary support services in preparing for their chosen career. Consistent with this responsibility is the development of programs and activities that will teach the students of the importance of their development through exposure to the corporate culture, career fairs, internships and seminars, as well as encourage their participation in service learning programs.

3. CORE VALUES OF CAREER AND OUTREACH SERVICES

Leadership

Prairie View A&M University will stimulate, initiate, and implement programs and services to both inspire and guide students, faculty, and staff in developing their self-confidence, self-discipline, and other requisites to becoming successful leaders in their professions and in their communities; further, the University will offer campus-based and distance education programs to enhance the life chances for persons in its service areas.

Relevance

Prairie View A&M University will respond to the need for highly literate, technologically competent graduates educated to excel in the 21st century work force; further, the University will extend the products of its research and service to address concerns and solve problems such as violence, abuse and misuse; drug and alcohol abuse; mental, physical, and psychological neglect; environmental injustice; and other forms of social dissonance that compromise the quality of life for the citizenry.

Social Responsibility

Prairie View A&M University will promote active participation in constructive social change through volunteerism, leadership, and

civic action on the part of its faculty, staff, and students; further, the University will utilize channels available for influencing public policy on the local, state, national, and international levels.

Conceptual Framework for Assessment

Career services is based on an educational philosophy of teaching career development and related processes. Our goal is to assist students and other designated clients to develop the skills necessary to compete in a rapidly changing, competency-based, global workplace. To effectively accomplish our purpose, programming within this unit includes the following services: career counseling, information and resources on careers and graduate education, opportunities for career exploration through experiential learning, job search services, services to employers, and outcomes assessment.

Our conceptual framework for assessment is based on our knowledge base which is reflective of the mission and institutional goals of Prairie View A&M University. Moreover, our knowledge base is reflective of the career service standards of the Council for the Advancement of Standards for Higher Education (CAS), as well as the different learning styles of students, cultural differences, special needs, current research, theories, economic trends, and employment practices in small businesses, large corporations, government, and nonprofit organizations, and the resources of Prairie View.

Assessment will be continuous and entered into with the goal of producing improvements in our students' learning and development. Career services will administer instruments to collect direct responses, in both qualitative and quantitative formats. We will collect data at the end of each semester and results will be analyzed by the Departmental Assessment Committee chaired by the director of career services. Results will be disseminated throughout the department and shared with all stakeholders. Being led by the data, the department will secure the needed resources, as appropriate, to implement changes suggested by the survey results. This Assessment Plan will be updated annually utilizing the 2-question data analysis questionnaire which is already in use and appears in a subsequent section of this document.

PRAIRIE VIEW A&M UNIVERSITY

Program Name: Career And Outreach Services

INSTITUTIONAL GOALS

**Program Outcomes, Action Strategies, Success Measures, Responsible Person(s), and Cost Estimates
FY '07**

GOAL 7. Promote Programs that Contribute to Student Success					
Objective	Action Strategies	Success Measure	Person(s) Responsible	Cost Estimate	Improvement
Increase the number of students attending Career Fair in technical and non-technical areas of employment.	Collaborating with Academic and Student Affairs and the corporate community, engage each department/school in: 1) Annual co-curricular planning enhancement; and 2) Occupational assessment activity. Each activity relates to increasing production and quality of graduates prepared to enter the world of work. Sponsor activities to encourage faculty participation and promotion of career services.	100% participation with at least one student from each academic department/school. Each College/School will receive flyers and announcements and reminders for a minimum of 3 times before the event.	Director, Career and Outreach Service AVPSS Chairpersons Deans	\$2,000	Faculty invited to join Cluster
	Identify the employment interest and skill capabilities of ALL students with graduation status or the equivalent of program completion.	Capability information is compiled and disseminated via a current and effective student resume.	Director, Career and Outreach Service AVPSS Chairpersons Deans	N/A	Students participate in pre-graduation survey.
Increase the number of students participating in on-campus interviews	Encourage students to participate in “mock interviews” to prepare them for the interview. Involve corporate executives in sponsoring various career development seminars.	Interview scheduled dates listing the names of organizations interviewing will be sent to each dean.	Director, Career & Outreach Services, Chairpersons, Deans	N/A	Received donations through corporate sponsorships

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Objective	Action Strategies	Success Measure	Person(s) Responsible	Cost Estimate	Status
Increase the number of students participating in career development seminars and workshops.	Collaborate closely with student organizations; inform department heads of career development seminars and workshops.	Students will receive employment offers and/or acceptance in a graduate or professional school program.	Director, Career & Outreach Services Student Organizations	\$8,000	Done, and is still continues
	Create various brochures, flyers and secure subscriptions to professional career journals for students.	Brochures, flyers and professional career magazines will be distributed and put announcements in The Panther.			
Improve student awareness of services available that will aid them in their career search.	Career Services student handbook will increase the awareness of students regarding services available for all majors and classifications.	Students will use Career Services regularly.	Director, Career and Outreach Services	\$3,000	Currently in progress
	Develop and print Handbooks on career services and its programs.	Handbooks will be distributed to all deans and department heads.			

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To involve alumni in the enhancement and transition of graduates from campus to the world of work and/or continued studies.	Enhance the Alumni Corporate Mentoring and Career Ambassador's programs. Work closely with National Alumni Association and other related organizations to identify participants. Develop various marketing and promotional materials to promote the program.	Present marketing materials to the alumni association and other related parties; invite alumni and students to participate in program. Identify and recruit highly motivated students to serve as ambassadors and mentees.	Director, Career and Outreach Services and Assistant Director of Career Services	\$3,000	Currently in progress
To provide support and program initiatives to enhance the PVAMU Parents' Association.	Assist Association elected officers to involve parents/guardians in programs for student development to ensure students' retention and graduation. Create marketing materials: brochures, T-shirts, bags and portfolios for parents.	Distribute enhanced marketing and promotional materials to parents for special events.	Director, Career Services and Support Staff	\$4,000	Done, and still continues
Support students financially to participate in conferences off-campus.	Assist selected students traveling off-campus to participate in leadership and career/professional development conferences and career fairs.	Students will be required to attend orientations regarding conference conduct and agenda.	Director, Career & Outreach Services, Administration	\$15,000	Done

2006-2007 Results Data

Request for information – Due August 31, 2007

College/School or Administrative Unit Career & Outreach Services _____

Using data from your college/school or administrative unit's assessments (surveys, interviews, focus groups, tests, etc.) conducted during the 2006-2007 academic year; please provide the information as requested below. Please provide at least three responses for each question. Examples are provided on page 2.

- **What does your assessment data (surveys, interviews, focus groups, etc.) tell you about student learning and/or service delivery?**
 - Student Learning (Interviewing)
 - 90% of student interview evaluations received from employers indicated students interviewed well and were well prepared for the interview.
 - 55% of the students completing the fall 2006 Career Fair surveys on line indicated the Career Fair was beneficial. For the spring 2007 Career Fair, 46% indicated the Career Fair was beneficial.
 - Surveys issued to employers participating in the fall 2006 Career Fair indicated 85% were very satisfied and the Career Fair was a well organized event. For the spring 2007 Career Fair employers indicated the Career Fair was well organized and they were pleased with the appearance and behavior of the students. However, more food selections were also indicated on the survey, and students should wear name tags.
- **How will the assessment data (surveys, interviews, focus groups, etc.) be used to improve student learning and/or service delivery?**
 - While comments of the students' interview skills were good, there is an opportunity for Career & Outreach Services to reach the freshmen class.
 - More career development seminars will be held to assist students improve their skills in interviewing and written communications.
 - Students will wear name tags at career fairs for identification of name, major and classification.