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)

Instructions: This form should be used to report on each of your **Unit Outcomes**. Although you may not assess every program outcome every year, you will have a report for each outcome based on the year that it *was* assessed.

1. **Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

   > 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** (What did you do?)

   > 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 class rooms 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 (How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-the-Trip Impact Statements, Internal and/or External Audit, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, Program Reviews, etc.).

   > 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 (How did you use the findings?)

> 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. (How did you determine achievement? Explain the means or measure. See section 3a for examples of measures.)
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> On-line survey to receive information from the students and prospective employers

4b. Results/ Findings. (How did you do?)

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

4c. Use of Results (How did you use the findings?)

> 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 (What is the evidence? Where is the evidence located? e.g. Vice President's Office, Office of the Associate Provost, Director's Office, Assessment Coordinator's Office, etc.?)*

> 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.

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1. **Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

   > Outcome 2: Administration of programs and services which foster opportunities for students to enhance their pre-employment skills.

2. **Strategies Used to Meet Program Outcome** (What did you do?)

   > 2004-2008
   > 1. Sponsored several workshops and seminars to assist students with pre-employment skills.
   >
   > 2. Co-sponsored activities with student organizations to include resume' writing/critiques, mock interviews, leadership training, networking workshops and networking socials with company representatives.
   >
   > 3   Classroom visits by staff and corporate employers to discuss pre-employment skills, such as interviewing techniques, resume writing, etc.
   >
   > Fall 2008
   > 4. Implemented "The Perfect Interview", an online mock interview program designed to assist students with interviewing techniques, which provides feedback at the end of each session.

3a. First Measure or Means of Assessment for Outcome above and Criteria for Success (How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-the-Trip Impact Statements, Internal and/or External Audit, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, etc.).

> 1. Satisfaction survey data from students and employers. Paper/pencil survey completed by students and employers in 2004-2006. An on-line survey was implemented in 2006-2008.

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

> More than 90 percent of the respondents reported a favorable to excellent response on the satisfaction survey. Staff noticed comments from respondents alluded to a desire to move from paper/pencil to computer based survey. A new on-line survey was begun in 2006.

3c. Use of Results to Improve Unit Services (How did you use the findings?)

> 1. Results of surveys led to the continuation of pre-employment activities and the classroom visits by prospective employers and Career Services staff members.
>
> 2. Findings also led to teaming up with student organizations to improve student participation in pre-employment activities.

4a. Second Measure or Means of Assessment for Outcome above and Criteria for Success, if available. (How did you determine achievement? Explain the means or measure. See section 3a for examples of measures.)
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> N/A

4b. Results/ Findings. (How did you do?)

> N/A

4c. Use of Results (How did you use the findings?)

> N/A

5. **Documentation** (What is the evidence? Where is the evidence located? e.g. Vice President's Office, Office of the Associate Provost, Director's Office, Assessment Coordinator's Office, etc.?)*

> Copies of flyers, announcements, letters and paper/pencil surveys are available in the office of Glenda Jones, Director for Career & Outreach Services, Evans Hall, Room 217. Results of the electronic data are retrievable by the Director through a password protected in NACElink.

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Instructions: This form should be used to report on each of your **Unit Outcomes**. Although you may not assess every program outcome every year, you will have a report for each outcome based on the year that it *was* assessed.

1. **Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

   > Outcome 3: Maintenance of public school, business, and community partnerships to increase the long-range employability of perspective students.

2. **Strategies Used to Meet Program Outcome** (What did you do?)

   > 2004-2008
   > 1. In 2004 the university business/industry cluster was reactivated. The university business/industry is a partnership among corporate and government employers, university administrators and students designed to aid and assist the University in producing programs to achieve its goals of preparing students for careers.
   >
   > 2. Strengthened the partnership with the parent association.
   >
   > 3. Reactivated the Career & Outreach Services Advisory Board which is a partnership among employers, Career Services staff and students.
   >
   > 4. Enhanced the Pre-College Enrichment programs with emphasis on the arts.
   >
   > 5. In 2007-2008 implemented the ExxonMobil-Bernard Harris Summer Science Camp, an external partnership, for middle school students in the surrounding area of Prairie View A&M University.

3a. First Measure or Means of Assessment for Outcome above and Criteria for Success (How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-the-Trip Impact Statements, Internal and/or External Audit, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, etc.).

> The achievement of the goal was determined by the number of outreach/partnerships which were established or maintained.

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

> The success measure this outcome was achieved. Outreach/partnerships maintained or established are as follows:
> 2004 – reactivated the University Business/Industry Cluster which represents a renewed relationship with 35 companies.
> 2005
> 2006 – A shortage of staff adversely affected operation the Career & Outreach Services Advisory Board.
> 2007 – Membership declined to 17 companies within the Cluster due to the economic downturn.
>   Middle school summer science program represents an expanded partnership with ExxonMobil.
> 2008 – Renewed partnership was established with The Pepsi Bottling Group.

3c. Use of Results to Improve Unit Services (How did you use the findings?)

> The office will seek to strengthen the Advisory Board in the future.
> A graduate student has been hired to assist with the Pre-College Enrichment program.
> We will also make efforts to regain former and attract new members in the Cluster organization when the economy improves.

4a. Second Measure or Means of Assessment for Outcome above and Criteria for Success, if available. (How did you determine achievement? Explain the means or measure. See section 3a for examples of measures.)

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> N/A

4b. Results/ Findings. (How did you do?)

> N/A

4c. Use of Results (How did you use the findings?)

> N/A

5. Documentation (What is the evidence? Where is the evidence located? e.g. Vice President's Office, Office of the Associate Provost, Director's Office, Assessment Coordinator's Office, etc.?)*

> Copies Advisory Board, Cluster members and ExxonMobil Bernard Harris members can be found in the office of Glenda Jones, Director of Career & Outreach Services.

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1. **Program Outcome** (What characteristic, skill, behavior, attitude, service, performance, product, system, process, output, etc., did your program intend to offer or enhance?)

> Outcome 4. Maintenance of quality staff to administer the programs and services of the office. Subscriptions, memberships and attendance (NACE, TAMU Symposium, SoACE).

2. **Strategies Used to Meet Program Outcome** (What did you do?)

> Staff members maintained membership and participated in professional organizations throughout the year, participated in conferences, workshops and other career services related organizations.

3a. **First Measure or Means of Assessment for Outcome above and Criteria for Success** (How did you determine achievement? Explain the means or measure. e.g. Satisfaction Surveys, Mock Interviews, Activity Evaluations, Focus Group Product, After-the-Trip Impact Statements, Internal and/or External Audit, Project Participation Rates, Percentage Increases, Attendance, Completion Rates, etc.).

> Participation rates of the staff.

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

> 100% staff participation in development activities.

3c. **Use of Results to Improve Unit Services** (How did you use the findings?)

> Implementation of new innovative programs for the students, involvement of other units and organizations in delivery of service. Conference information regarding best practices was shared with other departments. Lastly, improvements were made in various projects and the implementation of new ideas to enhance career service programs for students.

4a. Second Measure or Means of Assessment for Outcome above and Criteria for Success, if available. (How did you determine achievement? Explain the means or measure. See section 3a for examples of measures.)

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N/A

4b. Results/ Findings. (How did you do?)

N/A

4c. Use of Results (How did you use the findings?)

N/A

5. Documentation (What is the evidence? Where is the evidence located? e.g. Vice President's Office, Office of the Associate Provost, Director's Office, Assessment Coordinator's Office, etc.?)*

Copies of programs and registration materials are available in office of Glenda Jones, Director of Career & Outreach Services.