

Northern Illinois University
Division of Student Affairs
Career Services
Assessment Summary Report for 2004-2008
November 2008

1. Departmental History

According to an article found in the Northern Illinois University Archives, employment services began in the President's Office and was then given to the director of Training Schools in 1917. In order to help students with job placement, the Bureau of Appointments was established in 1922. This office later became the Appointments Committee in 1928, then the Placement Bureau in 1930. The office was assigned to Student Personnel Services in 1953 and then became part of the Student Affairs Division in 1972, where its name was changed to the Career Planning and Placement Center. Since its name change in 1972, and until the year 2000, there had only been one Director. When a new Director was selected in 2000, the department began a transformation in terms of accountability of programming, fiscal responsibility and technology. In January 2005 recommendations from an external review resulted in the merger of the Cooperative Education/Internship Program (CO-OP) and the Career Planning and Placement Center (CPPC). The single unit was renamed Career Services to reflect a broader population and mission. The department offers comprehensive centralized services to students and alumni who are seeking employment with the following programming:

- Individual career counseling and planning
- Practice interviews
- Career testing/assessments
- Workshops on resume' writing, interviewing, networking, job searching, and business dining etiquette
- Internship and all-majors job fairs each fall and spring
- Educators job fair in the spring
- Online job search utilizing eRecruiting software
- On-campus interviews

2. Mission, Goals/Priorities and Objectives

Mission Statement

Career Services is a comprehensive, inclusive department that supports and enhances the mission of the Division of Student Affairs by collaborating with diverse constituencies by:

Empowering students and alumni to achieve lifelong career success through career exploration and the development of job search skills;

Partnering with employers to create learning and career opportunities beyond the classroom to strengthen the global workforce;

Enriching the NIU Community by building interactive relationships among students, faculty, and staff;

Sharing awareness and knowledge about the world of work with civic and professional organizations.

Department Program Goals:

GOAL 1. Career and job search related counseling for students and alumni.

GOAL 2: Educational programming and information to students and alumni.

GOAL 3: Recruiting and other employment services to students and alumni.

GOAL 4: Communication links between the faculty, departments, university, community, employers and student/alumni candidates.

Department Program Goals with Related Annual Planning Priorities:

Goals/Priorities and Objectives

NOTE: Where available, objectives, assessment targets, and learning outcomes from 2004-2008 are documented.

GOAL 1. CAREER AND JOB SEARCH RELATED COUNSELING FOR STUDENTS AND ALUMNI

2004-2005: Develop a plan for serving under-represented student populations:

Identify one liaison for each of the newly created units that represent students and programs that traditionally have not been extensively served. These units represent ethnicity, gender orientation, students with disabilities, and academic majors where job seeking is difficult.

2005-2006: Initiate the process for establishing a career exploration network whereby students, early in their career decision-making process, can interview and/or job shadow people in careers that the students intend to pursue.

Outcome: (a) Career Services will become aware of the specific resources and expenses required to implement a job shadowing project; (b) Develop small-scale version of the project with a sample from the student population; (c) Students in sample will increase their awareness of their potential career fields and will gain knowledge of how to explore other fields in the future.

Assessment Target: (a) Decrease number of items endorsed on "My Vocational Situation" by at least 5 (about 20% of items) for sample; (b) Sign up 50 volunteers to be interviewed or shadowed; (c) An evaluation will be written.

2006-2007: 1. Establish collaborative working relationships with personnel in Academic Affairs (i.e., academic advisors and key influencers in departments)

Outcome: (a) increased use of Career Services by underserved majors and departments, (b) development of more relevant materials, presentations, and processes to work with selected academic areas.

Assessment Target: (a) refine the best practices to work with students and academic personnel, (b) develop a system to track interactions

2006-2007: 2. Establish a career exploration network, which is an organized system in which students early in the career decision-making process interview and/or shadow people in careers that the students are considering.

Outcome: (a) develop small-scale version of the project with a sample from the student population, (b) students in the sample will increase their awareness of their potential career fields and will gain knowledge of how to explore other fields in the future.

Assessment Target: (a) sign up 50 volunteers to be interviewed or shadowed, (b) an evaluation of program will be written

GOAL 2: EDUCATIONAL PROGRAMMING AND INFORMATION TO STUDENTS AND ALUMNI

2004-2005: 1. Improve Awareness of Service: Increasing current arrangements with the Northern Star, workshops, classroom presentations, attendance at business meetings in the community, professional society participation, departmental posters, and staff participation in campus activities lend themselves to alerting others of the services provided by Career Services.

Assessment Target: Increased student attendance at job and internship fairs.

2004-2005: 2. Refinement of the Assessment Plan: This is an ongoing activity. Already in place are student and employer evaluations of the career/job fairs, greater use of the data and reports to quantify performance, and review of the need for workshops on networking and related career services aimed at students and employers.

2005-2006: 1. Career Services will develop a comprehensive campus relations marketing plan.

Outcome: (a) Increased students registering with online system; (b) Increased request for workshops; (c) Increased individual career advising appointments; (d) increased services to underrepresented majors.

Assessment Target: (a, b, c, d) Freshmen and sophomores registering for internships, Juniors preparing for job market, and seniors using online system for job search. Have touch points with 15% Fr, 30% So, 45% Jr, and 60% Sr.

2005-2006: 2. Career Services will develop a peer advisor program.

Outcome: (a) Increased usage of career services, by more varied constituents; (b) Enhanced skill sets on the part of participating students (in domains such as leadership, knowledge of career development, etc.); (c) More efficient usage of professional staff members' time.

Assessment Target: New program, so data not available.

2006-2007: 1. Develop new ways to use technology to promote student learning and delivery systems for services and programs

Outcome: (a) evaluation of NIU's current technology status, (b) recommendations on ways department should revise or improve technology, (c) increased awareness of role technology can play in Career Services' deliveries.

Assessment Target: (a, b, c) Develop a clear understanding of what technology is helping students achieve career learning outcomes, and how.

2007-2008: 1. Develop a manual that details for academic departments and employers all of the elements of a successful internship program.

Outcome: Students will have better awareness of internships in their major.

Assessment Target: Increase the reporting of the number of internships in which students participate by 15%.

2007-2008: 2. Implement a job seeker self-managed credentials process.

Outcome: Students will learn how to maintain their own credential files electronically.

Assessment Target: Establish the number of applications to open credentials files (not currently measured) through eRecruiting.

GOAL 3: RECRUITING AND OTHER EMPLOYMENT SERVICES TO STUDENTS AND ALUMNI;

2005-2006: Career Services will select one job search database to be used by students, alumni, and employers.

Outcome: (a) Selection of one database for use by Career Services.

Assessment Target: (a) One system adopted and fully functional by December 31, 2005.

2006-2007: 1. Develop best practices for employer relations activities and participation in Career Services programs and services

Outcome: (a) increase number of employers recruiting at NIU by 10%, (b) increase minority-friendly employers recruiting at NIU for internships and full-time jobs by 10%, (c) establish best practices for career counselors' roles in employer relations.

Assessment Target: (a, b) 10% increase of employers recruiting for internships and full-time jobs, (c) best practices process drafted for role of career counselors in employer relations.

2006-2007: 2. Develop a new comprehensive campus relations marketing plan for students, faculty, and academic advisors.

Outcome: (a) increased students registering with online job search system, (b) increased request for workshops by faculty, (c) increased individual career advising appointments, (d) increased services to underrepresented majors.

Assessment Target: (a, b, c, d) establish touch points on using services with 50% Fr., 30% So., 45% Jr., and 60% Sr.

GOAL 4: COMMUNICATION LINKS BETWEEN THE FACULTY, DEPARTMENTS, UNIVERSITY, COMMUNITY, EMPLOYERS, AND STUDENT/ALUMNI CANDIDATES.

2004-2005: Redesign Career Services Website: A review of the website design is currently occurring to make it more user friendly. A team is constituted to perform this task.

2005-2006: Create a new Career Services website.

Outcome: (a) New website developed for Career Services.

Assessment Target: (a) One website fully developed and being used by students by December 31, 2005.

2006-2007: Establish an NIU best practices for a University Internship program.

Outcome: a) determine goals for providing high-quality internship services, (b) develop criteria for how internships support learning outcomes, (c) develop new processes and procedures to streamline internship services, (d) clarify how to market services to students with attention to situational factors.

Assessment Target: (a, b, c) establish best practices for assisting students with internships and an improved system for evaluating student learning outcomes from internships, (d) develop system for more accurate tracking of students completing internships.

3. Methods

DATA COLLECTION TIMELINE TABLE

1. Career and job search related counseling for students and alumni;
2. Educational programming and information to students and alumni;
3. Recruiting and other employment services to students and alumni; and
4. Communication links between the faculty, departments, university, community, employers and student/alumni candidates.

Method	Description	Timeline	Person(s) Responsible	Goals Addressed
Program Evaluations and Surveys	<u>Walk-in Services</u> Students utilizing walk-in services are surveyed to assess major, graduation date, ethnicity and citizenship to determine the populations that are aware of and utilize our services. (Appendices A1, A2).	Ongoing	Assoc Dir, IT; Counseling, and Employer	1, 4
	<u>Workshop Evaluations</u> Evaluations are completed by workshop participants to gauge effectiveness via students' ability to write learning outcome statements. (Appendices B1-B8).	Analyzed each semester and summarized yearly	Assoc Dir, IT; Assoc Dir Counseling	1, 2, 3, 4
	<u>Campus Recruiting Evaluations</u> Employers and students using the Campus Recruiting program are asked to complete demographic information and assess their preparedness, expectations, and marketing outreach. (Appendices C1-C4).	Analyzed each semester and summarized yearly	Assoc Dir IT and Employer	2, 3, 4
	<u>Job Fair and Other Event Evaluations</u> Evaluations are provided to students to address interview readiness, major, and	Summarized after each event	Assoc Dir IT and Employer	2, 3, 4

Method	Description	Timeline	Person(s) Responsible	Goals Addressed
	<p>demographics. (Appendices D1-D3).</p> <p>Evaluations are provided to employers to assess candidate preparation and software utilization. (Appendices E1-E3).</p> <p><u>Graduate Follow-up Survey Data</u> Information about university services used by alumni is included in the university's annual follow-up survey. (Appendix F).</p>	<p>Summarized after each event</p> <p>Summarized annually</p>	<p>Assoc Dir IT and Employer</p> <p>Assoc Dir, IT; Testing Services</p>	4
Internal/External Review	Per the Student Affairs Assessment Strategy grid, the review is conducted using the elements of the CAS (Council for the Advancement of Standards) Standards during the fall semester. An External Review team reviews the Internal Review report and completes an on-campus review of departmental programs and services during the spring semester.	Every 5 years beginning 2007/2008. External Review timeline adjusted from spring 2008 to spring 2009.	Executive Director; Internal Review: NIU Colleagues; External Review: External Colleagues	1, 2, 3, 4
Benchmarking	Divisional Benchmarking for the internship programs at other institutions of similar size for programmatic effectiveness	Spring 2007 Subsequent benchmarking studies every 5 years per Divisional rotation.	Executive Director	1,3,4

Method	Description	Timeline	Person(s) Responsible	Goals Addressed
Pre/Post Evaluations	Career Counseling Evaluations Pre/Post Appointments determine if students have gained confidence or learning in areas related to planning a lifelong career plan. (Appendices G1-G3).	Analyzed each semester and summarized yearly	Assoc Dir, IT; Assoc Dir Counseling	1, 2
Observation	Career Counselors are observed and recorded to determine that students are receiving consistent counseling techniques according to a list of standards internally agreed upon. (Appendix H).	Analyzed once per semester	Assoc Dir Counseling	1
Participation Rates	<u>Record of Clients Seen</u> Data gathered for all client services in eRecruiting. Data included major, graduation date, and reason for appointment. (Appendix I).	Summarized annually	Assoc Dir IT and Counseling	1, 2, 4
	<u>Career Counseling Notes</u> Counselors maintain notes on counseling sessions in database. (Appendix J).	Summarized annually	Assoc Dir IT and Counseling	1, 2
	<u>Alumni Services</u> Number of alumni using various CS services is tabulated. (Appendix K).	Summarized annually	Assoc Dir IT	1, 3, 4
	<u>Positions Posted for Alumni in the data base</u> are tabulated. (Appendix L).	Summarized annually	Assoc Dir IT	3, 4
	<u>Credential Services</u> Number of credential files processed is tabulated separately for paper or electronic files. (Appendix M).	Summarized annually	Assoc Dir IT and Counseling	2, 4
	<u>Job Location and Development (JLD) Part-time Employment and Volunteer positions</u> Number of positions is tabulated. (Appendix N).	Summarized annually	Assoc Dir IT and Employer	3, 4
	<u>Employers Using the Campus</u>	Summarized each semester	Assoc Dir IT and Employer	3, 4

Method	Description	Timeline	Person(s) Responsible	Goals Addressed
	<p><u>Recruiting Program</u> Numbers are tabulated for total employers; jobs posted and interviews. (Appendix O).</p> <p><u>Students and Alumni Using the Campus Recruiting Program</u> Number is tabulated for total users for full-time positions, plus graduation date, major, total resumes submitted, and total interviews conducted. (Appendices P1, P2).</p> <p>Positions posted for internships and co-ops in the data base are tabulated. (Appendix Q).</p> <p>Students using the Campus Recruiting Program for internships and co-ops, plus graduation date, major, total resumes submitted and total interviews conducted. (Appendix R).</p>	<p>Summarized each semester</p> <p>Summarized annually</p> <p>Summarized each semester</p>	<p>Assoc Dir IT and Employer</p> <p>Assoc Dir IT; Counseling and Employer</p> <p>Assoc Dir IT; Counseling and Employer</p>	<p>3, 4</p> <p>1, 3, 4</p> <p>3, 4</p>

OUTCOMES BY METHODS MATRIX

	Program Evals/Surveys	Internal/ External Review	Benchmarking	Pre/Post Evaluations	Observation	Participation Rates
Career and job search related counseling		X	X		X	X
Educational programming and information		X		X		X
Recruiting and other employment services	X	X	X			X
Communication links between stakeholders		X	X			X

4. Evidence by Goal/Objective or Priority/Target (Results, Available Data)
5. Use of Results by Goal/Objective (and *Other*)

Findings reported for Goals 1-4 from 2004-2007 are quoted directly from annual reports. The criteria being used at that time was significantly different. It is important to note the many changes that have occurred in Student Affairs and Career Services over the past five years. Additionally, the change in assessment methodology that shifted focus from customer satisfaction to learning outcomes resulted in a significant reduction in the amount of information that could be provided for this report. Quantitative data (which, in many cases, does exist) does not accurately reflect the efforts of the staff. However, clarity has been articulated by current administrators that should eliminate this ambiguity for future report cycles.

Department Program Goals:

GOAL 1. CAREER AND JOB SEARCH RELATED COUNSELING FOR STUDENTS AND ALUMNI

2004-2005: Develop a plan for serving under-represented student populations:

Identify one liaison for each of the newly created units that represent students and programs that traditionally have not been extensively served. These units represent ethnicity, gender orientation, students with disabilities, and academic majors where job seeking is difficult.

Findings: With the reorganization of Student Affairs to include the diversity and equity programs, significant progress was made in achieving many more collaborative efforts that were very successful.

2005-2006: Initiate the process for establishing a career exploration network whereby students, early in their career decision-making process, can interview and/or job shadow people in careers that the students intend to pursue.

Outcome: (a) Career Services will become aware of the specific resources and expenses required to implement a job shadowing project; (b) Develop small-scale version of the project with a sample from the student population; (c) Students in sample will increase their awareness of their potential career fields and will gain knowledge of how to explore other fields in the future.

Assessment Target: (a) Decrease number of items endorsed on "My Vocational Situation" by at least 5 (about 20% of items) for sample; (b) Sign up 50 volunteers to be interviewed or shadowed; (c) An evaluation will be written.

Findings: A key portion of the initiative involved the use of the database maintained by the Alumni Office. The feasibility of utilization was overstated and could not be accomplished.

2006-2007: 1. Establish collaborative working relationships with personnel in Academic Affairs (i.e., academic advisors and key influencers in departments).

Outcome: (a) increased use of Career Services by underserved majors and departments, and (b) development of more relevant materials, presentations, and processes to work with selected academic areas.

Assessment Target: (a) refine the best practices to work with students and academic personnel, (b) develop a system to track interactions.

Findings: Career Services and Academic Advising co-present a workshop to a majority of the UNIV101 classes. A system has not been developed that can track other interactions other than the number of presentations.

2006-2007: 2. Establish a career exploration network, which is an organized system in which students, early in the career decision-making process, interview and/or shadow people in careers that the students are considering.

Outcome: (a) develop small-scale version of the project with a sample from the student population, (b) students in the sample will increase their awareness of their potential career fields and will gain knowledge of how to explore other fields in the future.

Assessment Target: (a) sign up 50 volunteers to be interviewed or shadowed, and (b) an evaluation of program will be written.

Findings: A key portion of the initiative involved the use of the database maintained by the Alumni Office. This was a second attempt at collaboration; the feasibility of utilization was overstated and could not be accomplished.

Other Evidence by Goal (obtained via methods not explicitly addressed via Annual Planning Priorities noted above):

2007-2008:

Program Evaluations and Surveys

Walk-In Services

Findings: 2,299 students visited the office for services that did not require scheduling an appointment with a Career Counselor. These included resume critiques and use of the Career Resource Center and computer lab.

Use of Results: Analysis revealed that we had no demographic data to determine if minority students were included in these numbers. Irrespective of the future results, we have initiated a resurgence of our liaison relationships with each of the diversity centers for the 2008-2009 academic year.

Workshop Evaluations

Findings: 5,166 students attended 316 workshops on subjects such as Career Planning, Business Dining Etiquette, Resume Writing, and Job Fair Preparation.

Use of Results: Students are able to articulate learning outcomes that validated the effectiveness of the workshop. The number of workshops indicates we will continue to provide them and could indicate future increases in staffing.

Benchmarking

Findings: The NIU Internship program was benchmarked with other internship programs in institutions of similar size in the Mid-America conference to determine changing needs of employers and to discover better methods of reporting the numbers of internships.

Use of Results: We found that enhancing our liaison relationships with academic departments was instrumental in the increase of the number of reported internships. We also identified the need for more marketing to stress the advantages of reporting internships in order to have documentation on transcripts.

Pre/Post Evaluations

Findings: The method we developed is not a viable method of analyzing all of the data we collected. It would require an enormous amount of labor that we cannot dedicate.

Use of Results: A new method of determining learning outcomes is being developed.

Observation

Findings: Career Counselors developed an internal checklist of competencies in order to standardize the service we deliver to our clients.

Use of Results: We have developed a release form in order to ensure compliance with FERPA requirements. We have also been able to provide the same level of service to students of majors other than those who traditionally utilize Career Services.

Utilization Data/Participation Data

Record of clients seen

Findings: We delivered services to 17,403 students via workshops, online, and telephone for the period 7/1/07 through 6/30/08. This number is not a unique number, but instead reflects multiple uses of services.

Use of Results: Our outreach efforts reflect an effective use of time and resources.

Career counseling notes

Findings: 4,606 clients made appointments with our Career Counselors for the period 7/1/07 through 6/30/08.

Use of Results: Our counselors provide direct service to students an average of 18 hours per week. We do not have numeric targets for staff in this area simply because so much of their time can be delegated to a number of other areas (especially workshops). This number actually reveals that staff is extremely active in the services they provide.

Alumni Services

Findings: 2,374 alumni utilized one of our services for the period 7/1/07 through 6/30/08. This number is not a unique number, but instead reflects multiple uses of services.

Use of Results: We are using this number to gauge anticipated usage in light of the national economic climate.

GOAL 2: EDUCATIONAL PROGRAMMING AND INFORMATION TO STUDENTS AND ALUMNI

2004-2005: 1. Improve Awareness of Service: Increasing current arrangements with the Northern Star, workshops, classroom presentations, attendance at business meetings in the community, professional society participation, departmental posters, and staff participation in campus activities lend themselves to alerting others of the services provided by Career Services.

Assessment Target: Increased student attendance at job and internship fairs.

Findings: A practice was initiated with the student newspaper, Northern Star, to create a regular column for Career Services. Post merger (of Co-op and Career Planning) practices with the paper saw a bi-monthly column, entitled Career Beat, that addressed articles concerned with job preparation and search. An arrangement was instituted with the College of Education and nine academic departments in the College of Liberal Arts and Sciences, as well as the following Departments in other colleges: Mechanical Engineering; Kinesiology and Physical Education; Family, Consumer and Nutrition Science; and six cultural centers to provide a Host-A-Poster display board that provided career information to students related to the majors of each college and/or department. However, there was no method in place to measure the effectiveness of any improvements that were made. Job seeker attendance was reflective of normal economic trends, and instead reflected a lesser diversity of positions offered.

2004-2005: 2. Refinement of the Assessment Plan: This is an ongoing activity. Already in place are student and employer evaluations of the career/job fairs, greater use of the data and reports to quantify performance, and review of the need for workshops on networking and related career services aimed at students and employers.

Findings: One person was designated to monitor marketing activity and subsequent use of services, but the use of a sampling assessment method reflecting customer satisfaction did not provide useful quantifiable data.

2005-2006: 1. Career Services will develop a comprehensive campus relations marketing plan.

Outcome: (a) Increased students registering with online system; (b) Increased request for workshops; (c) Increased individual career advising appointments; (d) increased services to underrepresented majors.

Assessment Target: (a, b, c, d) Freshmen and sophomores registering for internships, Juniors preparing for job market, and seniors using online system for job search. Have touch points with 15% Fr, 30% So, 45% Jr, and 60% Sr.

Findings: The Campus and Employer Outreach Team developed a marketing plan to reach out to the various constituencies outlined in Objective 1c. This consisted of brochures for the faculty and employers; departmental display boards; posting information flyers on campus bulleting boards; generating signage for Internship and Job Fairs; writing articles for Northern Star newspaper; Host-A-Poster displays in various campus sites; development of flyers announcing workshops, job fairs; making classroom presentations; attending DeKalb County Economic Development and regional professional

association meetings to announce the services offered by Career Services; establishing a relationship with the three NIU Regional Centers in order to provide services to the students at those sites; and sponsoring a workshop about students with disabilities. However, there is no quantifiable data for this target.

2005-2006: 2. Career Services will develop a peer advisor program.

Outcome: (a) Increased usage of career services, by more varied constituents; (b) Enhanced skill sets on the part of participating students (in domains such as leadership, knowledge of career development, etc.); (c) More efficient usage of professional staff members' time.

Assessment Target: New program so data not available.

Findings: The program is in place, but there is no data to validate the above outcomes.

2006-2007: 1. Develop new ways to use technology to promote student learning and delivery systems for services and programs.

Outcome: (a) evaluation of NIU's current technology status, (b) recommendations on ways department should revise or improve technology, (c) increased awareness of role technology can play in Career Services' deliveries.

Assessment Target: (a, b, c) develop a clear understanding of what technology is helping students achieve career learning outcomes, and how.

Findings: There is no data to substantiate customer understanding.

2007-2008: 1. Develop a manual that details for academic departments and employers all of the elements of a successful internship program.

Outcome: Students will have better awareness of internships in their major.

Assessment Target: Increase the reporting of the number of internships in which students participate by 15%.

Findings: The number of students reporting internships has increased by 15% (see attached addendum).

2007-2008: 2. Implement a job seeker self-managed credentials process.

Outcome: Students will learn how to maintain their own credential files electronically.

Assessment Target: Establish the number of applications to open credentials files (not currently measured) through eRecruiting.

Findings: Over 200 students have established new electronic credential files, and the number of students requesting maintenance by our office has decreased by 10%.

Other Evidence by Goal (obtained via methods not explicitly addressed via Annual Planning Priorities noted above):

2007-2008:

Program Evaluations and Surveys

Workshop Evaluations

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Campus Recruiting Evaluations

Findings: This student evaluation is related to the process for participating in the Campus Recruiting program. 506 students completed the session for the time period 8/15/07 to 6/30/08. By comparison, workshops conducted in previous years rarely had more than 100 participants.

Use of Results: We are in the process of developing additional on-line resources for students, including learning outcomes related to their interview experience, that are currently paper documents.

Job Fair Evaluations

Findings: The rate of return on evaluations is 10% for students. Evaluations collect demographic data and identify learning outcomes related to researching companies, confidence, and the interviewing experience.

Use of Results: The data is used to determine future marketing efforts, underserved majors, and enhancements to the events.

Career Counseling Evaluations Pre/Post Appointments

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Utilization Data/Participation Data

Record of clients seen

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Career counseling notes

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Credential Services

Findings: 261 senior education majors utilized the online database to establish and maintain an electronic credentials file for the time period 8/1/07 to 6/30/08.

Use of Results: We will continue the creation of new credentials files and begin the planning for transitioning of existing paper files to the electronic version. This is a multi-year project.

GOAL 3: RECRUITING AND OTHER EMPLOYMENT SERVICES TO STUDENTS AND ALUMNI

2004-2005: Employer Development: The identification of employers is coordinated with career counselors, academic department chairs and personnel; especially those who represent underserved majors. Employers who do not recruit at NIU will be contacted to be active. Effort is being exerted to increase student participation in Job Location and Development program. A plan to define methods for school districts and NIU students to utilize eRecruiting is being developed. Career/job fairs registration and attendance of employers has been automated.

Outcome: Not defined.

Assessment Target: Not defined.

Findings: There is no data to suggest a significant increase in employer use of services.

2005-2006: Career Services will select one job search database to be used by students, alumni, and employers.

Outcome: (a) Selection of one database for use by Career Services

Assessment Target: (a) One system adopted and fully functional by December 31, 2005.

Findings: The eRecruiting database was selected and fully functional on January 1, 2006.

2006-2007: 1. Develop best practices for employer relations activities and participation in Career Services programs and services.

Outcome: (a) increase number of employers recruiting at NIU by 10%, (b) increase minority-friendly employers recruiting at NIU for internships and full-time jobs by 10%, (c) establish best practices for career counselors' roles in employer relations.

Assessment Target: (a, b) 10% increase of employers recruiting for internships and full-time jobs, (c) best practices process drafted for role of career counselors in employer relations.

Findings: There is no data to suggest this goal was attained.

2006-2007: 2. Develop a new comprehensive campus relations marketing plan for students, faculty, and academic advisors within the campus and employer relations team.

Outcome: (a) increased students registering with online job search system, (b) increased request for workshops by faculty, (c) increased individual career advising appointments, (d) increased services to underrepresented majors.

Assessment Target: (a, b, c, d) establish touch points on using services with 50% Fr., 30% So, 45% Jr, and 60% Sr.

Findings: The following programs were implemented: new advertising on Facebook and MySpace, online tutorials for students on eRecruiting, and collaboration with the College of Business for a Dress for Success Program. The employer participation at fairs grew a healthy 11%, and thus, associated income grew this year by 19%. There is no evidence

available that indicates specific percentage targets were met. However, information was delivered to 100% of students in the database, which represents the entire student body that is loaded from registration and records.

Other Evidence by Goal (obtained via methods not explicitly addressed via Annual Planning Priorities noted above):

2007-2008:

Program Evaluations and Surveys

Workshop Evaluations

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 2, Other Evidence by Goal, subset 2007-2008.

Campus Recruiting Evaluations

Findings: 80% of the employers who recruit provide feedback on NIU superiority over other schools, their use of the job posting database, and the candidates' interview preparations.

Use of Results: We share the summarized information with academic advisors regarding student preparation. Employers who indicate any level of disagreement with the system are contacted and offered assistance in utilizing the system.

Job Fair Evaluations

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 2, Other Evidence by Goal, subset 2007-2008.

Benchmarking

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Utilization Data/Participation Data

Alumni Services

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Positions Posted for Alumni

Findings: 3,671 jobs were posted for the period 7/1/07 to 6/30/08. This is not a unique number, since employers may have positions suitable for alumni, seniors, and graduate students. The number does, however, represent the number of opportunities that are available for our students and alumni.

Use of Results: Analysis of data assists in determining labor market needs and provides realistic information for our students regarding the necessity for an early start to the job search process based on a competitive market. It also demonstrates the preference for NIU graduates that can be used by admissions during the recruiting process.

JLD Part-time Employment and Volunteer Positions

Findings: 1,507 part-time jobs were posted for the period 7/1/07 to 6/30/08.

Use of Results: These results are reported to the Financial Aid office for inclusion in their report to the Federal Government as part of the requirements of the grant that funds this initiative.

Employers Using the Campus Recruiting Program

Findings: 566 employers utilized the Campus Recruiting program for the period 7/1/07 to 6/30/08. This is not a unique number since many employers recruit for both internships and full-time jobs. The number does, however, represent the number of opportunities that are available for our students.

Use of Results: This data is analyzed to determine the industries that are not represented to encourage them to choose NIU over other schools.

Students and Alumni Using the Campus Recruiting Program

Findings: 3,509 students and alumni utilized the Campus Recruiting program for the period 7/1/07 to 6/30/08. This is not a unique number since many students interview for more than one position and, often, with more than one employer.

Use of Results: Students are contacted if they have a gross number of interviews, have not reported a job placement, or have not utilized any of our other services for assistance in employment.

GOAL 4: COMMUNICATION LINKS BETWEEN THE FACULTY, DEPARTMENTS, UNIVERSITY, COMMUNITY, EMPLOYERS, AND STUDENT/ALUMNI CANDIDATES.

2004-2005: Redesign Career Services Website: A review of the website design is currently occurring to make it more user friendly. A team is constituted to perform this task.
Findings: This goal was interrupted to await recommendations from an external review that was completed in the spring of 2005.

2005-2006: Create a new Career Services website.
Outcome: (a) New website developed for Career Services.
Assessment Target: (a) One website fully developed and being used by students by December 31, 2005.
Findings: This goal was accomplished. A new website was developed and fully functional on January 1, 2006.

2006-2007: Establish an NIU best practices for a University Internship program
Outcome: a) determine goals for providing high quality internship services, (b) develop criteria for how internships support learning outcomes, (c) develop new processes and procedures to streamline internship services, (d) clarify how to market services to students with attention to situational factors.
Assessment Target: (a, b, c) establish best practices for assisting students with internships and an improved system for evaluating student learning outcomes from internships, (d) develop system for more accurate tracking of students completing internships
Findings: There are no action steps that were implemented to achieve this goal.

Other Evidence by Goal (obtained via methods not explicitly addressed via Annual Planning Priorities noted above):

Program Evaluations and Surveys

Walk-in Services

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Workshop Evaluations

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Campus Recruiting Evaluations

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 3, Other Evidence by Goal, subset 2007-2008.

Job Fair Evaluations

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 2, Other Evidence by Goal, subset 2007-2008.

Graduate Follow-up Survey

Findings: This report is compiled by testing services and distributed to our office. Career Services is identified as one of the services utilized by alumni. It categorizes the employers that have hired NIU graduates by industry and average salary.

Use of Results: This information resides on our website and is used to assist employers in developing average salary offers. It is useful for employers in the Northern Illinois area as they gauge the salaries their competitors offer.

Benchmarking

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Utilization Data/Participation Data

Record of Clients Seen

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Alumni Services

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 1, Other Evidence by Goal, subset 2007-2008.

Positions Posted for Alumni

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 3, Other Evidence by Goal, subset 2007-2008.

Credential Services

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 2, Other Evidence by Goal, subset 2007-2008.

JLD Part-time Employment and Volunteer Positions

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 3, Other Evidence by Goal, subset 2007-2008.

Employers Using the Campus Recruiting Program

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 3, Other Evidence by Goal, subset 2007-2008.

Students and Alumni Using the Campus Recruiting Program

Findings/Use of Results: Please see information under Section 5, Department Program Goals, Goal 3, Other Evidence by Goal, subset 2007-2008.

EVIDENCE RELATED TO ALL GOALS

Internal/External Review: In 2005, an internal/external review was completed according to CAS Standards. The result of that assessment was the merger of the Co-op office and Career Planning. Since that time, many of the items addressed in the annual reports were related to that transition.

During the fall semester of 2007, an additional Internal Review of Career Services was initiated as part of a Division of Student Affairs cycle of assessment methods encompassing all departments. An External Review had been scheduled during spring semester 2008. Due to other priorities taking precedence post-February 14, 2008, the External Review has been rescheduled for spring semester 2009. Specific data obtained from this review will be reported at a later time.

6. Further Information Needed & Timeline

Several assessment elements have been identified as requiring attention. With the beginning of the 2008 school year, some of those enhancements have been implemented. We now ask students for ethnicity and disability data for our walk-in services for counseling, job and internship fairs, and campus recruiting to determine the populations that may be underserved. We have developed a new tool for the pre/post evaluations that will give us usable data regarding learning outcomes achieved after meeting with a career counselor. We have determined that more of the data from Survey Monkey needs to be retained in summary form. Beginning spring 2009, we will summarize data in report form for retention. In the summer of 2009, we will review all of our assessment documents to determine which can be transitioned to electronic data. We will also make decisions on forms that are outdated or serve no useful purpose.

7. Resources Needed

No further resources are requested at this time.

8. Appendix by Method

PROGRAM EVALUATIONS AND SURVEYS

Walk-In Services

- A1 – Client Information
- A2 – Career Counseling Information

Workshop Evaluations

- B1 – Education Workshop Assessment
- B2 - Strong Inventory
- B3 – Athlete Learning Outcomes
- B4 – Huskie Intern Learning Outcome
- B5 – Freshmen Athlete Career Action Plan
- B6 – Resume Workshop Assessment
- B7 – Business Etiquette
- B8 – UNIV 101

Campus Recruiting Evaluations

- C1 – Recruiting Candidates
- C2 – Student Survey
- C3 – Accountancy Candidate Survey
- C4 – Accountancy Interviewer Survey

Job Fair and Other Event Evaluations

- D1 – Internship Fair Student Survey
- D2 – Job Fair Candidate Survey
- D3 – Educator Fair Candidate Survey

Employer Evaluations

- E1 – Educator Fair Employer Evaluation
- E2 – Job Fair Employer Evaluation
- E3 – Internship Fair Employer Evaluation

Graduate Follow-up Survey Data

- F – Survey of 2007 Baccalaureate Graduates

PRE/POST EVALUATIONS**Career Counseling Evaluations**

- G1 - Career Counseling Pre Evaluation
- G2 – Career Counseling Post Evaluation
- G3 – Counseling Appointment Post Survey

OBSERVATION

- H – Observation Checklist

PARTICIPATION RATES

- I – Record of Clients Seen
- J – Career Counseling Notes
- K – Alumni Services
- L – Positions Posted for Alumni
- M – Credential Services
- N – Job Location and Development Part-time and Volunteer Positions
- O – Employers Using the Campus Recruiting Program
- P1 – Alumni Using the Campus Recruiting Program
- P2 – Student On-line Orientation for Campus Recruiting
- P3 – Student On-Line Orientation Report
- Q – Number of Internships and Co-ops Posted
- R - Number of Students Using Campus Recruiting