



**Career Development Center  
2014-2015 Goals**

**Outcome/Goal:**

**To provide innovative technology, resources, and programs that educate and engage students in a targeted, self-directed job search process.**

**Use of Prior Results Tab**

**Close the Loop**

***What changes have you made based on prior results?***

Last year's Future Assessment Changes stated: "For the Internship Advantage Program" (IAP), We need to identify opportunities to partner with classes or academic internship program on preparing students for internships. We continue to update our IAP web site with internship data. We have partnered with Business Communications and Entrepreneurship Dept. in teaching three 1-credit hour courses which would prepare students for interning. At all presentations, we are advising students that they must have 2 internships to be competitive in today's market. The response from academic internship programs remains slow.

**Data Collection Status**

***Is data collection complete?***      Yes

**Current Measures & Analysis of Results Tab**

<b>Measure 1:</b>	Revise and update the Cover Letter Writing Guide for student use in developing a targeted, self-directed job search campaign
Person Responsible	Dusty Doddridge
Completion Date	04/01/2015
Analysis of Results for Measure 1. (include strengths & weaknesses)	The Cover Letter Guide was updated with current examples and information. It was redesigned to match our recently revised Resume Guide. Both guides are currently in use on our web site and in presentations.

<b>Measure 2:</b>	Develop a career guide for Liberal Arts majors to assist in linking education and skills to career fields and using that knowledge in a proactive job search campaign.
Person Responsible	Joe Tucibat
Completion Date	04/01/2015
Analysis of Results for Measure 1. (include strengths & weaknesses)	The second draft of the publication is under review before submitting it to Creative and Visual Services for further professional editing and graphic design.

Attach Support Documents:

Data Collection Status:

Is data collection complete? Yes

## Future Actions Tab

### Summary

What actions will you take to improve departmental goals, student learning or programs in the future?

Future Program Changes	
Describe Program Changes (adding a course, assignment, project, etc.)	No additional changes are needed at this time. The Cover Letter Guide is a key part of our Document Drop program and will only need minor changes to stay current. The Liberal Arts Guide should not need any changes.
Future Assessment Changes	
Describe Assessment Changes (measures such as rubrics, exams, diagnostic instruments, etc.)	
Additional Resources	
Describe any additional resources needed (Leave blank if no additional resources are needed.)	

Data Collection Status:

Is data collection complete? Yes

#### Goal/Outcome:

To provide innovative technology, resources, and programs that connect students and employers for career opportunities.

## Use of Prior Results Tab

### Close the Loop

***What changes have you made based on prior results?***

Last year's Future Assessment Changes stated: "The University will need to review the survey procedures and the 7 areas identified to determine university-wide changes and resources to support those changes." The Career Development Center developed a comprehensive report titled, "Overview of the MTSU 1st Destination Survey, NACE Protocols and Best Practices" outlining issues regarding survey administration and data collection. This report was emails to all Deans, the Provost, and VP of Student Affairs for review and action.

We continue to monitor 1<sup>st</sup> Destination Survey Best Practices on an ongoing basis. This year, we have participated in the following webinars:

- NACE College and First Destination Surveys (2/20/2014)
- Best Practices: Career Outcomes Data Collection Webinar by CSO (9/24/14)
- Class of 2014 First-Destination Survey Initiative by NACE (1/7/15)
- Closing the Loop: Setting the Foundation for Strategic Data Gathering and Dash boarding to Make Meaningful Changes by SoACE/CSO (1/15/15)

**Data Collection Status**

*Is data collection complete?* Yes

**Current Measures & Analysis of Results Tab**

<b>Measure 1:</b>	Develop Career Fair Ambassador Program to recruit students to assist with marketing and implementation of annual fall career fair.
Person Responsible	Graduate Assistant
Completion Date	10/23/2014
Analysis of Results for Measure 1. (include strengths & weaknesses)	The Career Development Center, in response to declining Fall Career Fair attendance, launched the Career Fair Ambassador program August 2014. The vision was to recruit enthusiastic and influential student leaders to reach out to additional student populations through classroom and organization promotions for the Fall Career Fair. The program lasted 8 weeks and recruited nine students to serve as ambassadors. An estimated 1,850 flyers were distributed in classroom promotions and student organization meetings. The day of the fair, they assisted with personal employer escorts, transporting various items, directions, traffic flow, and employer relations during the fair. It is difficult to determine their impact from other external factors. However, student participation in the fair increased 20%. Also, Employers rating the arrival assistance from staff and students as excellent on the evaluation form increased 13% over the previous year. The cost of the program was certainly less than hiring student workers on an hourly wage. The one factor to consider is the GA time in coordinating the program.

<b>Measure 2:</b>	Research top turnkey solutions for collecting and analyzing first-destination outcome data and share results with Deans and Administration for further review.
Person Responsible	Bill Fletcher
Completion Date	12/01/2014
Analysis of Results for Measure 1. (include strengths & weaknesses)	<p>Three vendors were identified through the NACE Director's Listserv. They are 12 Twenty, The Outcomes Survey (TOS) by CSO Research, and CampusLabs. All three vendor's products were reviewed. Two of the three are recommended for further exploration in assisting with critical issues of MTSU's 1DS. Those vendors are 12 Twenty and The Outcome Survey (TOS).</p> <p>Strengths of implementing an outcome tracking product include:</p> <ol style="list-style-type: none"> <li>1. These two products provide a database in which to store the outcome data as opposed to the current process of individual Excel documents.</li> <li>2. The database would allow all campus constituents with a vested interest to enter in outcome data (academic advisors, career advisors, graduation analysts, academic depts., etc.). This would allow for implementation of a "knowledge rate" instead of a "response rate" while dramatically increasing that rate.</li> <li>3. The National Association of Colleges and Employers has taken the lead in outcome survey by implementing national standards and protocols which are based on the knowledge rate. They are collecting data from member universities to develop a national benchmark. They are also lobbying Congress on this initiative. This is quickly becoming the standard and universities not onboarding similar procedures will not be able to benchmark against the data.</li> <li>4. While participating in national benchmarking requires universities to have the same survey questions, both of these products offer flexibility in asking additional questions.</li> </ol>

	<p>5. The graduating class can be uploaded into the database using an Excel file from the Registrar, thus the survey does not have to ask questions for data already known (degree, major, minor etc.).</p> <p>6. As a turnkey solution, these two products create and administer surveys from start to finish; allow for input of known outcomes from other sources; and generate industry standard reports (NACE, MBA CSEA, or BusinessWeek). One valuable feature is the ability to remove survey respondents from the pre-graduation survey who did not actually graduate.</p> <p>7. The survey could be extended beyond its current 3 month survey period to 6 or 9 months which is more in line with the industry standard.</p> <p>8. Strong institutional data means the university will not have to rely on government data. Half of university presidents say it is appropriate for U.S. government to report data on career and other outcomes of graduates. Just 13% of presidents are confident data collected by the government will be accurate (<i>Inside Higher Ed's 2014 Survey of College and University Presidents</i>).</p> <p>Weaknesses:</p> <p>1. Cost: The cost would range from \$13,000 to \$25,000 annually, not including one-time fees. The annual license for TOS bills at \$5.00 per student surveyed. With just under 5,000 graduates a year, that would be almost \$25,000. 12 Twenty offers two products: the Career Adviser Platform and the Student Platform with pricing separated by undergraduate and graduate students. MTSU would most likely use the Career Adviser Platform for undergraduate and graduate students. This would require a \$7,000 one-time set-up fee and a \$13,000 annual license.</p> <p>2. Soliciting campus wide support for entering data beyond the survey into the system to increase the knowledge rate.</p>
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Attach Support Documents:

Data Collection Status:

Is data collection complete? Yes

**Future Actions Tab**

**Summary**

What actions will you take to improve departmental goals, student learning or programs in the future?

Future Program Changes	
Describe Program Changes (adding a course, assignment, project, etc.)	Continue to enhance the Career Fair Ambassador's program to recruit good volunteers. No additional changes are needed for researching turnkey solutions for the 1DS.
Future Assessment Changes	
Describe Assessment Changes (measures such as rubrics, exams, diagnostic instruments, etc.)	

<b>Additional Resources</b>	
Describe any additional resources needed (Leave blank if no additional resources are needed.)	<p>For Career Fair Ambassador Program: Continued GA support to coordinate the program.</p> <p>For the 1DS Turnkey Solutions: Cost: The cost would range from \$13,000 to \$25,000 annually, not including one-time fees. The annual license for TOS bills at \$5.00 per student surveyed. With just under 5,000 graduates a year, that would be almost \$25,000. 12 Twenty offers two products: the Career Adviser Platform and the Student Platform with pricing separated by undergraduate and graduate students. MTSU would most likely use the Career Adviser Platform for undergraduate and graduate students. This would require a \$7,000 one-time set-up fee and a \$13,000 annual license.</p> <p>Soliciting campus wide support for entering data beyond the survey into the system to increase the knowledge rate.</p>

Data Collection Status:

Is data collection complete? Yes