

Assessment and Student Learning Report Fall 2010-Spring 2011 Gwynedd-Mercy College: Career Services

Career Services Staff from 2010-2011:

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Assessment and Report:

This report was created to show those interested (students, alumni, parents, faculty, staff, and others) the effectiveness of Career Services' programming.

Each of the following assessments and reports are based on one of the goals within our Mission Statement in the next section. All of our yearly goals are based on the goals from our Mission. Both goals are indicated under each program when appropriate.

The evaluation of career programs and services is measured by several methods, including surveys, pre-post tests, rubrics and other techniques. The assessments aimed to figure out program satisfaction levels and student learning. Overall the response showed a significant increase in both knowledge and skills acquired after each workshop.

Career Services Mission and Goals:

Our mission is to provide guidance and resources to support GMC students and alumni through the career development process. As a result of utilizing Career Services, students/alumni will be able to accomplish the following learning goals:

- Identify potential majors/career paths through exploring interests, skills, personality and values and conducting research on careers/jobs.
- Enhance resume and cover letter writing knowledge and ability.
- Develop a better understanding of job search skills and planning and interview techniques.
- Increase understanding of the value of experiential/service learning opportunities through internships, volunteering and campus involvement, as well as how to find these opportunities.

Academic Majors Fair Student Survey—October 2010:

- Mission Goal:
 - Identify potential majors/career paths through exploring interests, skills, personality and values and conducting research on careers/jobs.
- 2010-2011 Goal:
 - Improve undecided students' knowledge of the different majors offered at GMC, through individual appointments and conducting an Academic Majors Fair.
- Details and Results:
 - Students were asked to rate the following statements on a scale of 1-5 before and after the event.
 - Faculty, staff and upper class students represented the college's majors to provide information to students seeking details on specific majors/minors.
 - The responses showed that students improved their knowledge of the different majors/minors that GMC offers after attending the event.

Question	Average Rating (out of 5)
1. Rate your knowledge of the majors and minors at GMC <u>before</u> the Majors Fair	3.2
2. Rate your knowledge of the majors and minors at GMC <u>after</u> the Majors Fair	4.2

Scale for questions 1-2: 1 Not knowledgeable- 5 Very knowledgeable

Resume Marathon Student Survey—October 2010:

- Mission Goal:
 - Enhance resume and cover letter writing knowledge and ability.
- 2010-2011 Goal:
 - Increase students’ knowledge of resume writing through a Resume Marathon Workshop and individual appointments.
- Details and Results:
 - Students were asked to rate the following statements on a scale of 1-5 before and after the event.
 - Career Services staff and human resources professionals from local employers met with students to critique and review resumes.
 - The responses showed that students improved their knowledge of resume writing after the meeting.

Question	Average Rating (out of 5)
1. Rate knowledge of resume writing <u>before</u> appointment	3.5
2. Rate knowledge of resume writing <u>after</u> appointment	4.75
3. How helpful was your appointment?	4.75

Scale for question 1-2: 1 Not knowledgeable- 5 Very knowledgeable

Scale for question 3: 1 Not helpful – 5 very helpful

First Year Experience (FYE) Presentation—November 2010:

- Mission Goals:
 - Identify potential majors/career paths through exploring interests, skills, personality and values and conducting research on careers/jobs.
 - Increase understanding of the value of experiential/service learning opportunities through internships, volunteering and campus involvement, as well as how to find these opportunities.
- 2010-2011 Goals:
 - Increase first-year students’ understanding of Career Services through presentations in all FYE classes.
 - Increase publicity of volunteer and service opportunities to students through the following: creating a volunteer section on our website; discussing the importance of volunteering in our FYE presentations; joining the Philadelphia Nonprofit Career Fair Consortium and posting more volunteer opportunities on College Central.
- Details and Results:
 - Students were asked to rate the following statements on a scale of 1-5 before and after the presentation.
 - Staff from Career Services spoke with freshmen from all the FYE classes about its services and resources. Our goal was to improve their knowledge of how we can assist them during their time at GMC.
 - The responses showed a significant increase in student’s knowledge of Career Services after the presentation.

Question	Average Rating (out of 5)
1. Rate your knowledge of how Career Services can help students <u>before</u> the presentation	2.28

2. Rate your knowledge of how Career Services can help students <u>after</u> the presentation	4.5
3. How helpful was this presentation?	4.4

Scale for questions 1-2: 1 Not knowledgeable – 5 Very knowledgeable

Scale for question 3: 1 Not helpful- 5 Very helpful

Student Responses to Networking Workshop—March 2011

- Mission Goal:
 - Develop a better understanding of job search skills and planning and interview techniques.
- 2010-2011 Goal:
 - Improve student’s knowledge of Networking through a workshop/common hour.
- Details and Results:
 - Students were asked to rate their knowledge of networking as a job search strategy on a scale of 1-5 before and after the workshop.
 - The responses showed an increase in student’s knowledge of networking and why it is an important job search strategy.

Rate your knowledge on networking BEFORE the presentation:

Question:	Average (out of 5)
1. I understand why networking is important	3.5
2. I know how to effectively network	2.5
3. I can identify various networking methods	3

Rate your knowledge on networking AFTER the presentation:

Question:	Average (out of 5)
1. I understand why networking is important	5
2. I know how to effectively network	4.5
3. I can identify various networking methods	5
4. How helpful was this presentation?	5

Scale for questions 1-3: 1 Not knowledgeable- 5 Very knowledgeable

Scale for question 4: 1 Not helpful – 5 Very helpful

Student Responses to Interviewing Presentation—March 2011

- Mission Goal:
 - Develop a better understanding of job search skills and planning and interview techniques.
- Details and Results:
 - Students were asked to rate their knowledge of interviewing on a scale of 1-5 before and after the workshop.
 - The responses showed an increase in student’s knowledge of interviewing.

Rate your knowledge on networking BEFORE the presentation:

Question:	Average (out of 5)
1. I am confident in my ability to perform well in an interview	2
2. I know how to answer questions based on my strengths and weaknesses	3
3. I understand what a behavioral interview question is	2.5

Rate your knowledge on networking AFTER the presentation:

Question:	Average (out of 5)
1. I am confident in my ability to perform well in an interview	3.5
2. I know how to answer questions based on my strengths and weaknesses	4.5
3. I understand what a behavioral interview question is	5
4. How helpful was this presentation?	5

Scale for question 1: 1 Not confident - 5 Very confident

Scale for questions 2-3: 1 Not knowledgeable- Very knowledgeable

Scale for question 4: 1 Not helpful - 5 very helpful

Student/alumni Resume Reviews—Fall 2010-Spring 2011

- Career Services goal based on Mission:
 - Enhance resume and cover letter writing knowledge and ability.
- Details and Results:
 - Staff in Career Services randomly selected student/alumni resumes to critique and score using a rubric that analyzed seven different areas of the resume.
 - The resumes were analyzed twice: once before they met with a staff member of Career Services and again after they met with a staff member.
 - The responses showed a significant improvement in all areas of the resume in the second draft (after they met with a staff member to review and discuss the resume).
 - Students were scored on their first resume and then again on their second resume review. Ten students in all were evaluated.
 - The scale ranged from 1 (unsatisfactory) to 4 (excellent). All the resumes that we scored were averaged for each category.

	1st Draft Averages	2nd Draft Averages
Content/ Phrasing	1.7	3.0
Design	1.7	3.3
Readability	2	3.1
Errors	1.5	2.7
Consistency	1.7	3.2
Evidence of Professionalism/ Experience	2.3	2.8
Relevant Information	2	2.4
Total Draft Average	1.8	3.0

Student/alumni Satisfaction Survey—Fall 2010-Spring 2011

- Mission Goals:
 - Identify potential majors/career paths through exploring interests, skills, personality and values and conducting research on careers/jobs.
 - Enhance resume and cover letter writing knowledge and ability.
 - Develop a better understanding of job search skills and planning and interview techniques.
 - Increase understanding of the value of experiential/service learning opportunities through internships, volunteering and campus involvement, as well as how to find these opportunities.

- Details and Results:
 - Staff emailed students who had an appointment (in-person, email or over the phone).
 - Students were asked to rate the following statements on a scale of 1-5 before and after the appointment.
 - Students also were asked to rate their overall satisfaction with the help they received on a scale of 1-4.
 - The responses showed a significant increase in student’s knowledge of what they sought assistance in after each appointment.

Question	Resume/ Cover Letter Help	Job Search	Interview Prep	Choosing/ Changing Major	Internship Info	Career Library Resources	Other
Why did you come to Career Services?	22	7	4	4	4	2	1

Other= Grad School Info

Question:	Average Rating (out of 5)
Rate your knowledge of the reason you came to Career Services <u>before</u> the appointment	2.96
Rate your knowledge of the reason you came to Career Services <u>after</u> the appointment	4.76

Rating Scale:

1= Not Knowledgeable

3= Somewhat Knowledgeable

5= Very Knowledgeable

Question:	Average Rating (out of 4)
Rate your level of satisfaction with Career Services and the delivery of its services and resources	3.9

Rating Scale:

1=Dissatisfied

4= Extremely Satisfied

Summary Information:

The details and numbers in the assessments and surveys strongly indicate the importance for students and alumni to seek out assistance from a Career Services staff member to help with their career development needs. The information also demonstrates that Career Services is meeting and in some cases exceeding the goals from its Mission Statement. Additionally, based on the results we can adapt our programs and services in the future to better meet the needs of our audience.