**Institutional Effectiveness Planning/Reporting Form**

**Administrative Unit**

Unit: Career Services  Division: Enrollment Management  By: Tashaye Byrdsong Woods  Year: 2012-2013

**Unit Purpose Statement:** To help you build on your academic experience by providing timely, practical and customized career information. We strive to motivate you and facilitate your vocational ingenuity. Our services will be the bridge between academic achievement and lifelong success. We will actively offer career counseling for students and alumni to assist each person in gaining self-awareness regarding goals and preferences, and to use that awareness in decision-making related to career planning and professional development. We seek to provide individual appointments to provide assistance in setting career goals, to review majors and occupation that match interests and abilities, and to help students plan for and obtain career related experience prior to graduation.

<table>
<thead>
<tr>
<th>Unit Objectives (Program Outcomes)</th>
<th>Expected Outcomes and Assessment Tools</th>
<th>Actual Assessment Results</th>
<th>Use of Results (Changes Implemented)</th>
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</thead>
</table>
| 1). Increase student placement and vendor participation in annual Career and Graduate School Fair so as to broaden opportunities for student exposure and increase placement | A). Increase student internship and job placement by 10% over highest placement 11-12 year.  
B). Increase student participation by 5%.  
C). Increase vendor participation by 5%.  
Job placement increased 13.2% from 12% in 2011-2012 to 25.2%.  
B.) Student participation increased by 3%. 2011-2012=231; 2012-2013=238  
C.) Vendor Participation decreased by 14%. 2011-2012=49; 2012-2013=42  
4D). N/A |  |