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.

Unit Objective 1

Increase student internship and job placement by building new relationships and restoring previous relationships with local/national companies and graduate schools.

Expected Outcomes and Assessment Tools

Engage employers by working with the Office of Institutional Advancement as well as expanding campus recruitment opportunities such as career fairs and information sessions.

Actual Assessment Results by Quarter

Q1:
Qualitative Outcomes- Employers and Graduate Schools were actively engaged. They interfaced with students through the Career and Graduate School Fair, information tables, and classroom visits. Engagement also took place through initial meetings with myself and the company and/or graduate school representative.
Quantitative Outcomes- During this quarter, a total of 86 employers and graduate schools were engaged.

Q2:
Qualitative Outcomes- Employers and Graduate Schools were actively engaged. They interfaced with students through the Nashville Area Career Fair Consortium’s (NACF) Teacher Recruitment and College to Career Fairs, information tables, and classroom visits. The NACF is hosted by 13 other colleges and universities in Middle Tennessee including Fisk University. Vendors have the opportunity to recruit all university students in one centralized location.
Engagement also took place through initial meetings with myself and the company and/or graduate school representative.

**Quantitative Outcomes**- During this quarter, a total of 365 employers and graduate schools were engaged. This does include the vendors from the NACF which equated to 334 participants. A total of 12 students participated in this fair which demonstrated a 55% participation increase from the 2013 fair.

**Q3:**
Qualitative Outcomes- Employers were actively engaged. They interfaced with students through information tables, a luncheon and a classroom visit. Engagement also took place through initial meetings with me and the company representative.
Quantitative Outcomes- During this quarter, a total of 4 employers were engaged. Of the 4, 3 were new contacts and 1 was a restored contact

**Q4:**
Qualitative Outcomes- Employers were actively engaged. They interfaced with students through information tables, a luncheon and a classroom visit. Engagement also took place through initial meetings with me and the company representative.
Quantitative Outcomes- During this quarter, a total of 8 employers were engaged.

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<tr>
<th><strong>Unit Objective 2</strong></th>
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<td>Complete Career Services Senior Exit Survey (First Destination) in three (3) phases to capture graduates’ post-baccalaureate status</td>
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**Expected Outcomes and Assessment Tools**
Collect First Destination Survey information in May 2013, November 2013 and May 2014

**Actual Assessment Results by Quarter**

**Q1:**
Qualitative Outcomes- The First Destination Survey (6 month follow up from initial survey) for 2013 graduates was administered in November 2013. The one-year follow-up will be administered in May 2014
Quantitative Outcomes- There was a 30% response rate from the 2013 graduating class.

**Q2:**
Qualitative Outcomes-
- The First Destination Survey (6 month follow up from initial survey) for 2013 graduates was administered in November 2013. The one-year follow-up will be administered in May 2014
- The First Destination Survey results for the 2014 graduates will be generated in its entirety May 2014

Quantitative Outcomes- There was a 30% response rate from the 2013 graduating class in November 2013.
Q3:
Qualitative Outcomes-
- The First Destination Survey (12-month follow up from initial survey) for 2013 graduates was administered in June 2014. Responses are still being collected.
- The First Destination Survey results for the 2014 graduates was administered and collected in April, May, and June 2014.

Quantitative Outcomes-
- There has been an 83% response rate from the 2014 graduating class.
- There has been a 26% response rate from the 2013 graduating class for their 12-month follow up survey.

Q4:
Qualitative Outcomes-
- The First Destination Survey (12-month follow up from initial survey) for 2013 graduates was administered in June 2014. Responses are still being collected.
- The First Destination Survey results for the 2014 graduates was administered and collected in April, May, and June 2014.

Quantitative Outcomes-
- There has been an 83% response rate from the 2014 graduating class.
- There has been a 26% response rate from the 2013 graduating class for their 12-month follow up survey.

Unit Objective 3
Implement 2 annual, signature large-scale programs that promote professional development, leadership development and career readiness.

Expected Outcomes and Assessment Tools
Host Career and Graduate School Fairs in the fall and spring. Provide programming that promotes professional and leadership development.

Actual Assessment Results by Quarter
Q1:
Qualitative Outcomes-
- Training for student leaders commenced in August 2013. Student leaders received training on professional and leadership development to be applied to their elected positions during the 2013-2014 AY.
- The Career and Graduate School Fair was hosted in October 2013. Companies and Graduate School recruited students related to their particular organizations.

Quantitative Outcomes-
- Roughly 80 students completed the week long training.
There were 3 leading workshops provided to the student body that addressed resume/cover letter development, networking, and graduate school placement. A total of 65 vendors participated in the fair which is a 65% increase from the 2013 fair

Q2:

Qualitative Outcomes-
Exceptional Confidence in Emerging Leaders (EXCEL) Program commenced in January 2014. The benefit of this initiative is to cultivate confident, competent and competitive students in their academic and professional pursuits post-graduation. This program is a co-curricular initiative that will supplement the classroom and bring awareness to the importance of being qualified when pursuing professional goals.

Quantitative Outcomes-
This was a 10-week program that covered professional development topics such as personal branding, goal setting, business etiquette, etc. A total of 11 students completed the program.

Q3:
No action taken

Q4:
Qualitative Outcomes-
The first large scale program is the annual Career and Graduate School Fair. It will be taking place October 8, 2014. Professional leadership and development and career readiness programs were conducted.

Quantitative Outcomes- To date 5 professional development programs have been hosted: How to Apply to Graduate School, How to Explore Graduate School, Securing an Internship, Grooming the Professional, and INROADS presentation

**Unit Objective 4**

Purchase and effectively utilize career management software by educating end users of its purpose and main functions—Bulldog CareerConnect (BCC)

**Expected Outcomes and Assessment Tools**
Purchase CSO software

**Actual Assessment Results by Quarter**

Q1:
Qualitative Outcomes- Bulldog CareerConnect (BCC) was introduced to the campus in November 2013. The office promoted the system through flyers, email blasts, and various events.
Quantitative Outcomes- Approximately 7% of the student population created profiles in the system this quarter.

Q2:
Qualitative Outcomes- Bulldog CareerConnect (BCC) was continuously promoted through flyers and email blasts.

Quantitative Outcomes- Approximately 30% of the student population created profiles in the system.

Q3:
Qualitative Outcomes- Bulldog CareerConnect (BCC) was continuously promoted through flyers and email blasts.
Quantitative Outcomes- Approximately 31% of the student population created profiles in the system.

Q4:
Qualitative Outcomes- Presented the benefit of BCC to the freshman, junior and senior class during their class meetings and Core 100

Quantitative Outcomes- Approximately 30% of the student population have profiles in the system.

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<th>Unit Objective 5</th>
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<td>Adopt upgraded reporting methods for tracking internship/employment placements, office visit types, and senior exit</td>
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Expected Outcomes and Assessment Tools
Effectively utilize career management system to implement and deliver upgraded reporting methods

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<th>Actual Assessment Results by Quarter</th>
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<tr>
<td>Q1: Qualitative Outcomes- The usage of BCC will allow such reporting to take place. All tracking information should be available by the 3rd quarter.</td>
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Q3:
Qualitative Outcomes- The usage of BCC and Adobe FormsCentral allowed such reporting to take place.

Q4:
Qualitative Outcomes- The usage of BCC and Adobe FormsCentral allowed such reporting to take place. A card swipe machine was purchased to track student office visits

Quantitative Outcomes
- To date, approximately <1% of the student body reported having an internship, research, experiential learning, or institute opportunity for the 2014-2015 AY
- An accurate list of visits will be provided after the new first quarter
Unit Objective 6
Publish an annual report that is comprised of all programming and metrics rendered by Career Services

Expected Outcomes and Assessment Tools
Compile necessary materials to produce brochures and summarized information on the Career Services office

Actual Assessment Results by Quarter
Q1:
Qualitative Outcomes- This report will not be published until the 4th quarterly report; however, the information is being collected to render such information.

Q4:
Qualitative Outcomes- Information is being collected to render such information however, and official brochure for the office was created and printed to distribute to students, employers and graduate school recruiters. They are also utilized by the Office of Admissions.