Institutional Effectiveness Planning/Reporting Form

Administrative Unit

Unit: Career Services Division: Enrollment Management


**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**

Survey 100% of spring 2015 graduates by May 15, 2015

**Expected Outcomes and Assessment Tools**

To meet or exceed this goal by actively engaging the senior class through programming

**Actual Assessment Results by Quarter**

---

**Unit Objective 2**

Resurvey a minimum 70% of the class of 2014 by May 15, 2015

**Expected Outcomes and Assessment Tools**

To meet or exceed this goal by conducting 6-month and 12-month follow up surveys

**Actual Assessment Results by Quarter**

---

**Unit Objective 3**

Participate in one communication development course/workshop by July 1, 2015

**Expected Outcomes and Assessment Tools**

Research opportunities and pursue them actively
### Unit Objective 4

Increase the amount of students seeking career guidance by 10%

**Expected Outcomes and Assessment Tools**
Meet or exceed this goal by actively providing customized programing.

### Unit Objective 5

Increase the # of alumni who participate in events/programming from 3 to 10 by Dec. 31, 2015

**Expected Outcomes and Assessment Tools**
Utilize the Office of Alumni Affairs to meet this goal

### Unit Objective 6

Conclude Career Services budget in the "Black" or $0.00 expense by the end of the FY 2014-2015 cycle

**Expected Outcomes and Assessment Tools**
Utilize spreadsheets and budgets to maintain staying in the black

### Unit Objective 7

Attend 2 management workshops by December 31, 2015

**Expected Outcomes and Assessment Tools**
Research opportunities and pursue them actively