

[REDACTED]

UNIT REPORT

**Center for Career Development -
Institutional Effectiveness Final
Annual Report 2019**

Generated: 1/10/20, 2:22 PM

Center for Career Development

Definition of Unit: Center for Career Development

Reporting Year: 2018-2019

Providing Department: Center for Career Development

Department/Unit Contact:

Mission/Vision/Goal

Goal 4: Generate Career Fair Revenue

Define Goal:

Genero

Frequency of Assessment: At the end of every month.

Rationale:

Banner and ePrint reporting is a reporting mechanism that indicates revenue and expense budget results. The Center for Career Development is self-supporting through career fair revenues. Revenue from these annual events must be managed to ensure that all expenses are met. Banner reports indicate 100% of the revenue generated and the expenses incurred. Data is reconciled each month, and the director tracks actual data to projected and budgeted data.

Assessment Tool: Goal 5 - The Career Fair Employer Evaluation Survey for career fairs and evaluation of services and programs; student logins into Handshake.

Goal/ Outcome/ Objective:

Increase employer, student, and faculty communication through Tech Times, office newsletters, surveys, and emails.

Type of Tool: Survey

Frequency of Assessment:

After Every Career Fair (Employer Satisfaction Survey); Periodically Throughout the Year (TechWorks Login Metrics)

Rationale:

The Career Fair Employer Evaluation Survey is deployed to employer contacts after every on-campus career fair to gauge employer satisfaction in a number of categories, including event facilities; Center for Career Development staff; Tennessee Tech student preparedness regarding resumes and interviewing skills; and other categories. Survey responses enable the Center for Career Development to evaluate its career fairs, services, and programs based on external feedback and adjust its programming and resources accordingly in an ongoing effort to improve the services and programs it offers to students and employers. The Handshake system contains a reporting function that allows the Center for Career Development to view # of student logins during a designated period of time to measure student engagement. Reports can be modified to report student login information based on student status (first year, sophomore, junior, senior, alumni, etc.).

Attached Files

 [Employer Evaluation.docx](#)

Assessment Tool: Goal 6 - Performance Appraisals for students enrolled in the Experiential Education program are collected at the end of each semester.

Goal/ Outcome/ Objective:

Support retention efforts by managing the university Experiential Education (Cooperative Education) program.

Type of Tool: Other

Frequency of Assessment: At the end of every semester a student is enrolled in experiential education.

Rationale:

Performance appraisals for students enrolled in the Experiential Education program: Each student participating in a cooperative education assignment is evaluated by their on-site employment supervisor every semester. The evaluation form allows the employer to evaluate student performance in the areas of attendance, initiative, teamwork, and workplace skills within their chosen profession. All evaluations are received by the associate director and forwarded with the student's term report to the student's academic advisor/department chair for review and grading. This tool provides comprehensive information on student work performance, as employers must complete an appraisal of the student's progress each semester on assignment. When a below average rating is

1:

Additional Activities Engagement

Career Readiness
Certifications 254

Students Registered
With TechWorks N/A

Active Alumni
Using Tech N/A

Resume Referrals N/A

Student Mock
Interviews with
Interview
Stream software 516

What Can I Do ~~att~~ DT
Do e o rk reÉ rrT

Freshman-Specific	Engagement
TechWorks Logins	N/A
Workshop Attendance	101
Office Visits	62
Career Fair Attendance	578
Freshman-Friendly Career Fair Employers	N/A

Attachments: Attached Files

[Career Development Annual Report.docx](#)

Results: Goal 4 - Banner and ePrint Financial Reports

Goal/Objective/Outcome Number: 4

Results:

Monthly Banner reports were reconciled with the career fair revenues tracked in the TechWorks system. Career fair revenue exceeded the projected goal of \$82,000.

Attachments:

Results: Goal 5 - Career Fair Employer Evaluation Survey and TechWorks Login Statistics

Goal/Objective/Outcome Number: 5

Results:

During the 2016-2017 academic year, 13,658 student and alumni logins were recorded in the TechWorks system.

Career Fair Employer Evaluation Surveys were provided to all employers at each career fair event. A total of 151 unique survey responses were collected in total. These surveys requested employer feedback on Tennessee Tech students' level of preparation in the following areas: interview skills, appearance, resumes, qualifications, preparation, and professionalism. Students attending Tennessee Tech career fairs from 2016-2017 scored above a 4.0 out of a 5.0 scale in all areas. See Employer Survey Results for additional details.

Attachments: Attached Files

[Education Fair 2019 Employer Evaluation.xlsx](#)

[Engineering Fair 2019 Employer Evaluations.xlsx](#)

[Healthcare Fair 2019 Employer Evaluation.xlsx](#)

Results: Goal 6 - Experiential Education Performance Evaluation

Goal/Objective/Outcome Number: 6

Results:

Evaluations and cooperative education reports were forwarded to the student's academic advisor or department chair for review and grading. Of the 210 student evaluations received during this time frame, no students received an unsatisfactory rating or grade for any cooperative education course.

210 evaluations were received during the 2016-2017 academic year, an 8.7% decrease from the 2015-2016 academic year (230 evaluations). This decrease was in line with national hiring trends for co-op positions. According to the National Association of Colleges and Employers (NACE) 2016 Internship and Co-op Survey, co-op hiring was expected to drop 9.9% nationally during

2016. Indust

Since turning Handshake on to students and employers, the Career Center has received positive feedback fr