

## UNIT REPORT

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

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# 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 Statement:**

The mission of the Center for Career Development is to assist students and alumni in planning, organizing, and conducting a successful job search. Our primary objective is to provide students with the skills (Career Ready) they need to gain full-time, part-time, or experiential employment. We connect employers with students and graduates through a state-of-the-art recruiting platform to assist in the transition from college to the world of work.

The Center for Career Development is a division of Enrollment Management. The unit fully supports the mission of Tennessee Technological University by our commitment to the life-long success of our students. Through an experiential education program and a focus on career outcomes (assisting students in securing their first designation after college), the Center for Career Development is aligned to contribute to the professional success of our graduates. Our center is committed to student retention initiatives that support the Flight Plan and correlate directly to the university's Vision Statement: "producing practical, ready-to-work graduates from a broad range of academic disciplines prepared to compete in a technologically driven world."

## Goal 1: Collect and Report First Destination Survey Data

**Define Goal:**

Collect student First Destination data.

First Destination data is the percentage of graduates who fall into the following categories: employed full-time in my career field, employed but not in my career field, still seeking employment in my career field, planning to attend graduate school, joining military, or starting my own business. This survey is designed to assess the career and employment outcomes for Tennessee Tech graduates, as well as to understand more about the employment and continuing education goals and activities of our graduates. First Destination data provides important information to help inform various university stakeholders about post-graduation outcomes.

**Intended Outcomes / Objectives:**

Report student First Destination Survey results.

## Goal 2: Conduct Five On-Campus Career Fairs

**Define Goal:**

Conduct five on-campus career fairs.

**Intended Outcomes / Objectives:**

Create venues for career exploration and increase opportunities for co-op, internship, and post-graduate employment.

## Goal 3: Develop and Implement Innovative Career Development Workshops and Programs

**Define Goal:**

Proactively develop and implement innovative career development workshops and programs by employing both traditional and web-based delivery methods.

**Intended Outcomes / Objectives:**

Increase student engagement.

## Goal 4: Generate Career Fair Revenue

### Define Goal:

Generate career fair revenue.

### Intended Outcomes / Objectives:

Annual career fair revenue should meet or exceed \$82K. Note: This revenue objective is derived from comparing previous year's revenues and the strength of the job market.

## Goal 5: Increase Employer, Student, and Faculty Communication

### Define Goal:

Utilize Tech Times, surveys, and targeted marketing via emails to communicate.

### Intended Outcomes / Objectives:

Increase employer, student, and faculty communication.

## Goal 6: Manage the Experiential Education Program

### Define Goal:

Manage the university experiential education (cooperative education) program.

### Intended Outcomes / Objectives:

Support retention efforts.

## Assessment Tool: Goal 1 - Handshake First Destination Survey

**Goal/ Outcome/ Objective:** Collect and report student graduation and First Destination Survey data

**Type of Tool:** Survey

**Frequency of Assessment:** At the end of every fall and spring semester.

### Rationale:

Handshake 1st destination survey is the tool that the Center for Career Development uses to compile First Destination data. It will indicate the number of respondents from the graduating class who are reporting their destination data. Our goal is to obtain a minimum 65% response rate from the graduating class to deem the data representative of the class. The survey includes questions on student career outcomes (graduate school, military, full-time job) and future career plans.

## Assessment Tool: Goal 2 and 3 - Event tracking module in Handshake is used to capture student attendance data for each event when students use their Eagle Card to sign in.

### Goal/ Outcome/ Objective:

Develop and implement innovative career development workshops and programs employing both traditional and web-based delivery methods; conduct five on-campus career fairs.

**Type of Tool:** Other

**Frequency of Assessment:** During each on-campus event, including workshops and career fairs.

### Rationale:

The event tracking module in Handshake software maintained by the Career Development will indicate the number of student participants at Career Center events. The Center for Career Development reports attendance data and establishes attendance goals for workshops and career fairs. The software provides comprehensive information on all events offered by the Center for Career Development. Student attendance information includes the student major and class level. All employer career fair and recruiting data is maintained within this software framework, allowing access to who attended an event, as well as the revenue associated with employer events. Card swipe technology is used at each event in order to measure attendance data for events associated with the Career Readiness Certification program, which offers students a program to acquire marketable skills to prepare a professional resume, to perfect their interview skills, and to network successfully with potential employers. In addition to career events, the Career Center delivers web-based career development and career exploration programs for students/alumni including InterviewStream, TypeFocus, Career Spots, and GoinGlobal.

## Assessment Tool: Goal 4 - Banner and ePrint reporting that is analyzed monthly.

### Goal/ Outcome/ Objective:

Generate annual career fair revenue of \$82K. Note: This revenue objective is derived from comparing previous year's revenues and the strength of the job market.

**Type of Tool:**

**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 received, the associate director works with the student and employer to implement a professional development plan. See Employer's Evaluation for form.

Attached Files

 [Employer's Evaluation](#)

**Results: Goal 1 - Handshake tool reports on First Destination Data**

**Goal/Objective/Outcome Number:** 1

**Results:**

Data collected for each academic year. Data is collected primarily through Senior Salutes however follow-up automated messages are also used for up to six months after graduation. Yield rates are typically in the 60% range.

The Center for Career Development built a survey asking question of graduates that coincide with the standards set forth by the National Association of Colleges and Employers (NACE). The survey captures, employment data, graduate schools plans,

military commitments and/or indications of unemployment or "still seeking".

The Handshake survey is placed on laptops and iPads and administered by Career Development career ambassadors and peer mentors at fall and spring Senior Salute events.

**Attachments:** Attached Files

[Fall 2018 Grad Outcomes.xls](#)

[Spring 2019 Grad Outcomes.xls](#)

## Results: Goal 2 and 3 - The Event Tracking Module in Handshake

**Goal/Objective/Outcome Number:** 2 and 3

### Results:

2018-2019 results are listed below.

2018-2019 Events	Engagement
Workshops	1,363 participants / 12 employer speakers
Career Day (October 2016)	1,254 participants / 133 employers
Business Fair (Nov. 2016)	248 participants / 33 employers
Engineering Fair (Feb.2017)	850 participants / 141 employers
Healthcare Fair (Feb. 2017)	99 participants / 25 employers
Education Fair (March 2017)	185 participants / 40 employers
On-Campus Interviews	750 participants / 86 employers
Employer Info Sessions	21 events / 17 unique employers

## Additional Activities    Engagement

Career Readiness Certifications	254
Students Registered With      TechWorks	N/A
Active Alumni Using TechWorks	N/A
Resume Referrals	N/A
Student Mock Interviews with Interview Stream software	516
What Can I Do With This Major? Users (Major Exploration web-based tool)	N/A
TypeFocus Users (Career Assessment web-based tool)	567
SIGI 3 Users (Career Exploration web-based tool)	N/A
Career Spots Users (Career Development web-based software)	2,117
GoinGlobal Users	902

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. Industries with decreased 2016 co-op hiring projections included the construction, computer/electronics manufacturing, miscellaneous manufacturing, motor vehicle manufacturing, and oil/gas extraction industries. Co-op Hiring Projections-2016 details 2016 hiring trends.

**Attachments:** Attached Files

[Cooperative Education Program Summary 2018-2019 AY.docx](#)

### **Career Readiness Certification: A Modification Based on Results from Goal 3**

**Goal/Objective/Outcome Number:** Goal 2

**Program Changes and Actions due to Results:**

Results from Goal 2 indicated that during the 2018-2019 academic year, 254 students received their Career Readiness Certification.

The Career Center's Career Readiness Certification can be completed by any student from any major during any academic year. By the time they have completed the Career Readiness Certification program, students have received instruction in interview preparation, interviewing skills, career fair preparation, business etiquette, and networking.

The number of Career Readiness Certifications awarded increased during the 2018-2019 academic year to 254. Career Development staff believe this increase in certifications awarded is a result of campus awareness of the programs strength. Partnerships were formed with the College of Engineering, the College of Business, Center Stage, and the Service Learning Center - to allow professional development events in these areas to count toward a student's Career Readiness Certification during the 2018-2019 academic year. This will allow students to more efficiently obtain their certification by using programming in their own academic areas to meet certain Career Readiness Certification requirements.

Plans for the future include adding a a technology based, self paced, Career Readiness Component that is scalable to more students. This software solution would have to be purchased and implemented in summer 2020 and would be ready for fall 2020 semester.

**Link to Assessment:**

Please see the Program Changes and Actions due to Results section for the link between modifications to strategies and reported assessment results.

**Link to 'Tech Tomorrow' Strategic Plan:** Experiential Learning  
Programs, Certificates, and Training

### **Handshake: A Modification Based on Results from Goals 2, 3, 4, 5, and 6**

**Goal/Objective/Outcome Number:** 2, 3, 4, 5, and 6

**Program Changes and Actions due to Results:**

During the 2016-2017 academic year, 13,658 student and alumni logins were recorded in the TechWorks system. Based on this metric and other Career Center performance results relating to Goals 2, 3, 4, 5, and 6 – including the number of students interacting with the Career Center's web-based resources, student and employer attendance at career fair events, and the number of students taking advantage of experiential education opportunities – the Career Center made the decision to discontinue use of the TechWorks career services platform and switch to the Handshake platform. The Career Center sought to provide students and alumni with a streamlined and modern resume and job database experience.

This technology enhancement allows students to access a significantly larger pool of employers in more diverse locations as they seek out co-op, internship, and full-time positions through an interface that has been customized for them based on their major and profile settings. Over 200,000 companies currently utilize Handshake as their recruiting platform of choice. The system allows an employer to post the same position across multiple schools with a single account. With the Handshake partnership, Tennessee Tech students have access to the same employment opportunities as students at over 400 other universities that include Stanford, Princeton, and Carnegie Mellon, among others. Many of these universities are world-renowned and classified as doctoral research universities according to the Carnegie Classification of Institutions of Higher Education.

The Handshake system went live to employers on June 27, 2017 and to students on August 1, 2017. During this short period, Career Center interactions with both students and employers have made Career Center staff optimistic that Goals 2-6 will be positively impacted by the transition from TechWorks to Handshake.



Since turning Handshake on to students and employers, the Career Center has received positive feedback from students regarding Handshake's modern interface, which resembles Facebook in design and is tailored to each student based on the student's major and the information that student inputs into their profile. The TechWorks system lacked a dashboard customized to each student, and students often noted feeling as if the opportunities available through TechWorks were not applicable to their particular major. Handshake allows the Career Center to provide a more student-specific experience that will induce more students to interact with the platform. In addition to career opportunities, students can access all Career Center event information, as well as direct links to many of the Career Center's web-based resources, through Handshake. As a one-stop shop for students seeking information and opportunities, Handshake will increase student engagement with the Career Center earlier in students' academic careers and as early as freshman year.

The Career Center has also begun working with new employer partners who connected with Tennessee Tech through the Handshake system. Thus, the Career Center has been able to attract new employer attendees to the university's upcoming on-campus career fairs who are seeking students for co-op, internship, and full-time opportunities.

#### **Link to Assessment:**

Please see the Program Changes and Actions due to Results section for the link between modifications to strategies and reported assessment results.

**Link to 'Tech Tomorrow' Strategic Plan:** Experiential Learning

Programs, Certificates, and Training

Network of Scholars

Economic Development

### **Improvement to Assessment Plan for Goal 1: Collect and Report First Destination Survey Data**

#### **Improvements to Assessment Plan:**

As of fall 2019 Career Development implemented the use of Handshake's 1st Destination tool for assessing the outcomes of Tech students. Approximately 95% of the data captured occurs during Senior Salutes. The Salutes are held approximately a month before graduation which is very early to capture 1st destination outcomes. Career development and the Handshake tool do conduct follow-up prompts for graduates to complete but capturing data after the student has left the school is difficult. The plan going forward is send the survey to the graduates **personal email address** (now that it is being captured) in hopes to add an addition 20% response rate to the current level of 56%.

### **Improvement to Assessment Plan for Goal 5: Increase Employer, Student, and Faculty Communication**

#### **Improvements to Assessment Plan:**

The Career Development now utilizes the Handshake platform to track student appointments. This system allows students to view a staff availability calendar inside their Handshake account and schedule appointments by category online without having to call or email the office. Once a student has selected a time slot online, they receive an automatic email response confirming their appointment and relaying any pertinent information regarding preparation for their appointment. For example, a student who has scheduled a resume review would receive a confirmation email reminding them to bring a printed resume draft with them to their appointment. Once a student's appointment time has passed, the student receives a follow up email thanking them for their visit. Career Center staff have the ability to add notes to student appointments for the information of other staff members, as well as comments that Career Center staff can use to communicate with students when needed.

Not only does the Handshake appointment scheduling function allow students and alumni to have a more efficient, customer-friendly appointment scheduling experience, but it allows Career Center staff to keep an accurate count of student appointments by both number and category for reporting purposes.