THE UNIVERSITY OF KANSAS
Undergraduate Studies

2017-2018 UGS Assessment Plan

General Information:

Unit	University Career Center
Unit Mission	The mission of the UCC is to: educate students about the career development, planning, and implementation process; connect students with employment and experiential learning opportunities; and develop partnerships with administrators, faculty, alumni, and employers on projects that enhance career opportunities for KU students.
Unit Student Learning Outcomes	Students who utilize or interact with the programs and services offered by the University Career Center will be able to: 1. Apply concepts learned in appointment to write an effective resume. (CLD 1) 2. Demonstrate preparedness for interactions with potential employers. (CLD 6) 3. Establish career or internship networking connections with potential employers. (CLD 4)

Program/Service Specifics:

Program/Service	Resume Review Appointments
Description of Program/Service	Students can make one-hour resume review appointments with career education team members to learn the concepts needed to write an effective, targeted resume for their job search. Students may email or make an additional appointment to review the updated resume at a subsequent time with their Career Coach.
Staff Contact(s)	Wendy Shoemaker wshoe@ku.edu
Applicable Student Learning Outcome(s)	SLO #1
Criteria for Success	Students will demonstrate an improvement in scores from the first rubric evaluation to the second rubric evaluation.
Direct or Indirect Assessment	Direct
Assessment Method	Rubric. This is a scored evaluation of the resumes of students who participate in resume review appointments and follow-up appointments. Career Coaches will evaluate student resumes across five categories: formatting, organization, evidence of skills and accomplishments, content, and grammar and spelling. The student will receive a rating between one (beginner) and five (expert) in each category. Coaches will meet in a norming session to ensure intercoder reliability prior to the implementation of the

	assessment. Cumulative rubric scores from the initial and final submissions will be compared.
Population/Sample	The sample will include 100 of the students who participate in resume reviews and follow-ups.
Timeline/Frequency	Two times; Fall 2017 & Spring 2018
Use to Inform Current Practice	Collected data will enable Career Coaches to norm their evaluations of student resumes, as well as identify areas for improvement in teaching students resume writing strategies. The UCC will also be able to determine if there are trends in areas where students are weak or strong and tailor resume workshops to address these areas.
Results Reporting	The University Career Center and Career Education Team will use the data internally to improve practice. The data will be reported to the Career Coaches during their regularly scheduled seminar time twice a semester.

Program/Service	Career Questions with Queso
Description of Program/Service	Career Questions with Queso prepares students for success at career events by helping them navigate four areas: what to say, who to talk to, what to bring, and what to wear. Assisting students in appropriate preparation removes barriers for students to optimize success at career events.
Staff Contact(s)	Rhiannon Racy rmracy@ku.edu
Applicable Student Learning Outcome(s)	SLO #2
Criteria for Success	On average, students will demonstrate an improvement in scores from the pre-test to the post-test.
Direct or Indirect Assessment	Indirect
Assessment Method	Pre/post-tests. This assessment will focus on self-reported opinions or thoughts related to perceptions, skills, and knowledge. Students who attended the event will use iPads to rate their confidence in each of the four areas before and after the event. The instrument used is a four question self-assessment that asks students to rate (on a scale of 1-5, 1 being low, 5 being high) their confidence in each of the four areas (who to talk to, what to wear, what to bring, and what to say) before and after attending the event. The instrument will be built and housed in the CampusLabs system. A paired t-test will be administered to determine a statistical difference in performance.
Population/Sample	The population will consist of approximately 50 students who attend the Career Questions with Queso.
Timeline/Frequency	Two times; Fall 2017 & Spring 2018
Use to Inform Current Practice	The information is used to determine the success of the event as an intervention to prepare students to optimize success at career events. Areas that students self-reported low confidence could be topics that need to be further addressed. These topics can be added to our workshops or marketing material related to preparing for a career fair.
Results Reporting	Results are used internally with University Career Center staff and used to plan future career fair preparation events and identify potential barriers that

	can be addressed to further optimize student success at career events. The event coordinator for the One Stop Shop will communicate the results back to the staff, who will determine how we can improve student professional interactions with employers. The information will be provided to the staff at the staff meeting immediately following the One Stop Shop.

Program/Service	University Career Fair
Description of Program/Service	The annual career fair brings employers from industry, government, non-profits and graduate schools to campus to network with KU students about internships and career opportunities. The career fair is attended by students in all majors and at all levels, freshmen through graduate students.
Staff Contact(s)	Ann Hartley ahartley@ku.edu
Applicable Student Learning Outcome(s)	SLO #3
Criteria for Success	Students will score an average of 4 (on a 5-point scale) for both questions.
Direct or Indirect Assessment	Indirect
Assessment Method	Survey. This assessment will focus on self-reported responses to an event survey. The instrument used will be a campus lab survey taken by students on an iPad as they exit the career fair. The survey will ask questions about career fair preparation and engagement. We will look at the data from two Likert-scale questions on the survey: 1. What is the probability you will follow-up with an employer you met today? (follow-up can be email, in-person, LinkedIn, etc.); and 2. To what extent did today's career fair allow you to learn more about your potential career opportunities? These two questions will allow us to determine if career fair attendees were able to identify potential internship or career opportunities. The instrument will be built and housed in the CampusLabs system. Data will be compiled into spreadsheets to calculate values.
Population/Sample	The population will consist of approximately 100 students who attend the University Career Fair.
Timeline/Frequency	One time; Spring 2018 (February)
Use to Inform Current Practice	The data will be used to determine if the career fair is an effective networking experience for students. The results will be used to refine participant experiences. Specifically, findings will help determine ways to make the experiences more individualized at future networking events.
Results Reporting	The event coordinator will share the data during a Career Center Staff meeting following the event. The data will also be reported in the UCC annual report.