

## Center for Career and Leadership Development

### Student Affairs

### Administrative Unit Assessment

FY 19 (July 2018-July 2019)

### Department and Assessment Report Information

Prepared on:7/11/2019 3:45:27 PM Updated on 12/12/2019 by <a href="mailto:mary.roberts3@mga.edu">mary.roberts3@mga.edu</a>	By: <a href="mailto:melinda.moffett@mga.edu">melinda.moffett@mga.edu</a>
For which department or area are you reporting?	Center for Career and Leadership Development
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### Departmental Mission and Goals

The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.	The Center for Career and Leadership Development (CCLD) provides innovative, student-centered career, leadership, and professional development programs and services that prepare and empower students to identify, build, and articulate career and leadership competencies needed to be successful in a competitive, global marketplace. Using best practices from the student affairs profession, we address the holistic needs of students and collaborate with faculty, staff, employers, graduate programs, and community leaders to ensure post-graduation success.  (Mission updated 12/16/2019 due to change in leadership)
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What are the goals for this department? These should be the "big things" the	1.Expand career development, internships, and experiential learning opportunities. 2. Employ tools for assessing of the first destination of MGA students within
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**department/area intends to accomplish within 5 years.**

6 months of graduation. 3. Increase education and availability of professional/career-ready attire on campus. 4. Provide welcoming environments for students to network with employers on campus and in the community.

Update by MJR – 12/16/2019

1. Increase Center outreach to academic areas to support student participation in career development and student leadership programs.
2. Expand student access and participation in internships.
3. Prepare students for a global workforce through Student Leadership Programs focused on the NACE Career Competencies.
4. Use technology to increase student access to career development resources across the five campuses.
5. Create a culture that supports early and frequent career, professional, and leadership development preparation for students.

## Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY 18. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY19.

### Objective 1

<b>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Assist MGA student population with the creation of an account in Handshake (the university's newest career management software) which will allow account-holders to search for open positions, upload a resume, then apply for full-time, part-time, and internship positions.
<b>Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Electronic reports generated from Handshake; the data within this system was self-reported by MGA students who possessed a valid 9-digit student ID number.
<b>Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	10% or more of the current students in any academic major.
<b>Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	The Center for Career and Leadership Development has met this goal by having 12% (744) of the 6,145 students (fall 2018 enrollment) to create an account in Handshake (the MGA online job board that allows students to communicate with employers directly, upload their resume, view/apply for jobs, internships, and service opportunities).
<b>Objective 1: Did your department meet this objective?</b>	The department exceeded this objective.
<b>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Many students engaged with the system as a reactive step in the job search process (i.e. extended difficulty finding a job, meeting the request of an employer, completing an assignment, etc.) rather than being proactive (following best practices for managing their career development skills). When asked why, student generally commented on the difficulty of using Handshake. As a result, the department concluded that more proactive training is needed for student, faculty, and staff on the uses of Handshake.

## Objective 2

<b>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Survey MGA Graduates about their career/professional destination at the conclusion of spring 2019.
<b>Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Assessing the number of surveys completed by graduates.
<b>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	40% of graduates will complete the survey.
<b>Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	Survey link was emailed to a little over 500 (564) graduates as part of the graduation application process. Survey has a response rate of 50% with 284 respondents for May 2019 graduates.
<b>Objective 2: Did your department meet this objective?</b>	The department exceeded this objective.
<b>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	<p>Information we seek to identify is: Number of students who are employed, along with the name of their employer, position and salary; Number of students continuing their education after graduation, where and in what field; Number of students still seeking employment. Next year the survey will be emailed to graduates sooner and multiple times in an effort to send reminders of the importance.</p> <p><b>Update:</b> Handshake offers a career outcomes survey based on national standards that we would like to launch for the May 2020 graduating class. According to the Director of Alumni Relations, the fall 2019 survey was part of the graduation process in the Registrar's office but may not have included additional emails sent to students. A consistent and ongoing process for distributing the survey to graduates prior to and after graduation is needed in order to increase student participation in the survey and to improve the data we have on recent graduates. Once all students are included in Handshake, using Handshake would be a best practice for administering the career outcomes survey. MJR</p>

### Objective 3

<b>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increase employers' satisfaction with the professional preparedness in professional attire of students.
<b>Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Paper surveys
<b>Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	Increasing employers' satisfaction with the professional preparedness specific to the business attire of our students. There was no benchmark prior to this assessment.
<b>Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	Responses counted indicated "Excellent" or "Good" in response to the inquiry: Demonstrated professional appearance and appropriate attire on the Employer Mock Interview Survey and "Excellently (5)," "Good (4)," or "Fairly (3)," on the Career Fair Employer Survey inquiring about Professional Preparedness specific to attire.
<b>Objective 3: Did your department meet this objective?</b>	The department exceeded this objective.
<b>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Based on the results of these surveys the fiscal resources placed into creating The Professional Closet on the Cochran campus was a worthwhile endeavor. Gently used items are provided to students and graduates at \$3-\$5 per item. Moving forward it would be recommended that faculty and staff share in the promotion of The Professional Closet as our on campus resource for gently used career ready attire. Students should be educated on the importance of appearance, the positive/negative impact it could have on their career, and the settings which denote professional attire (i.e. career fairs, interviews, formal employer sponsored networking events, etc.). The Center will support this effort by proactively promoting The Professional Closet in Macon and Cochran more frequently to students, faculty, and staff.

#### Objective 4

<b>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Increasing the number of shoppers in The Professional Closet as a method of promoting appropriate career ready attire for interviews and career fairs.
<b>Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Log in for each visitor of The Professional Closet in Macon and Cochran
<b>Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	100 visitors combined
<b>Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	214 visitors collectively for the year
<b>Objective 4: Did your department meet this objective?</b>	The department exceeded this objective.
<b>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Students and staff responded very well to email communications specific to "sales" and the need for donations. Additionally, combining The Professional Closet with other services offered in the center (i.e. a free headshot) was very beneficial in getting visitors into the Center who then patronized The Closet.

## Future Plans

**Please identify at least four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department to X will provide training in ABC for at least 73 MGA faculty and staff.**

- 1) The Center will increase the number of employer contacts made with MGA students and graduates by 5% in hopes that these connections will lead to job creation or job promotion for our students/graduates.
- 2) The Center will survey the intended career trajectory of MGA graduates more frequently via surveys and collaborative efforts with the Office of Alumni Services.
- 3) The Center will increase employers' satisfaction with the professional preparedness of students specific them wearing career ready attire at interviews and career fairs.
- 4) The Center will further identify a process for supporting student internships using Handshake, faculty, and staff from all five campuses.

### Update

Because of recent changes within the department (new name, mission, and director), we have updated our overarching 5 year goals and our 2020 objectives.

1. Implement an outreach plan to academic department and student support areas to support student participation in career development.
2. Implement an outreach plan to academic department and student support areas to support student participation in student leadership programs.
3. Increase current student account activation of Handshake.
4. Launch and implement the Knights LEAD program for first-year students.

**Based on this assessment, please share your thoughts on the current status and future direction of this department or area.**

This department has grown considerably in the past year. Now having two full time employers and made a hiring of one additional person to led leadership-oriented efforts university-wide. The name Career Services is no longer used to represent the department; now we are known as the Center for Career and Leadership Development. The Center is located in a larger space permitting more services and attendees. It is my hope that we will continue to grow the number of students and graduates who utilize these services and the number of faculty, staff, and employers who partner with us.

Form run:

Tuesday, January 14, 2020

Summary of Updates – MJR, 12/16/2019

Overarching, big picture 5 year plan:

1. Increase Center outreach to academic departments and student support areas to support student participation in career development and student leadership programs.
2. Expand student access and participation in internships.
3. Prepare students for a global workforce through Student Leadership Programs focused on the NACE Career Competencies.
4. Use technology to increase student access to career development resources across the five campuses.
5. Create a culture that supports early and frequent career, professional, and leadership development preparation for students.

2020 Objectives

1. Implement an outreach plan to academic department and student support areas to support student participation in career development.
2. Implement an outreach plan to academic department and student support areas to support student participation in student leadership programs.
3. Increase current student account activation of Handshake.
4. Launch and implement the Knights LEAD program for first-year students.

2020 Student Learning Outcomes

Students in the Knights LEAD program will demonstrate application of the eight career competencies after participating in the corresponding leadership session.

Students attending the Student Leadership Conference will report an increase in their understanding of each career competency related to the session they attend.

Students will demonstrate understanding of career options related to their major or career interest after attending a career fair.

Students will understand how to articulate their transferable skills through their resume.

(Evaluation after resume review appointments, drop-ins)