

Center for Career & Leadership Development

Division of the University: Student Affairs

Administrative Unit Assessment Year Reporting: FY22 (July 2021 – June 2022)

Department and Assessment Report Information Prepared on: 7/31/2022 3:08:47 PM

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Department 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.

<p>6. What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</p>	<p>The Center for Career & Leadership Development 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</p>
<p>7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</p>	<ol style="list-style-type: none">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 FY22. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY23.

Objective 1

8. Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Student Leadership Programs will use targeted outreach to faculty and staff (in addition to students) in order to involve 50 students in Knights LEAD.
9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of participants
10. Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	50 students will participate in at least one Knights LEAD activity
11. Objective 1: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	Original goal set for the program when it was proposed and launched Fall 2019/pre-Covid
12. 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)	25 students
13. Objective 1: Did your department meet this objective?	The department did not meet this objective.
14. Objective 1: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	We conducted outreach starting in March 2021 to students who were accepted into MGA and could only do summer outreach via email since we did not have a traditional summer orientation. A new coordinator was hired in July; applications prior to his arrival plus those collected during August on campus outreach totaled 54 students by August 31, 2021. We learned that being able to hire a qualified and experienced Coordinator for Student Leadership Programs is key for engaging students who sign-up for the program. Coordinator must communicate with applicants in August when they begin

classes and set the first program meeting for August. New first-year students must be engaged immediately, Students must also receive a schedule for the fall semester during their first meeting in order to maintain engagement. In Summer 2022, we have already implemented these changes with a newly hired Coordinator for Student Leadership Programs. 41 students have applied for the program as of July 31 and additional students will be recruited until the Cochran and Macon groups meet on August 19 and August 26, respectively. The coordinator has developed a schedule of meeting dates that will be shared with student attendees. We have also partnered with Housing to offer the Knights LEAD Themed Housing/Living Learning Community option in Macon and Cochran and plan to have information in all first-year student rooms during move-in.

Objective 2

<p>15. Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>The Office of Career Development will increase Handshake activations, measured by 40% of current undergraduate students imported into Handshake will have activated accounts.</p>
<p>16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>Number of activated non-alumni users as of July 31, 2022</p>
<p>17. Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>40% of enrolled students (use 6,682 – Fall 2022 enrollment as of 7/31/2022)</p>
<p>18. Objective 2: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>In the Handshake dashboard report, other universities average 33% of students with activated accounts</p>
<p>19. 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)</p>	<p>3072 enrolled students with activated accounts; 46%</p>
<p>20. Objective 2: Did your department meet this objective?</p>	<p>The department exceeded this objective.</p>
<p>21. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>We have been able to increase this number by using Handshake to schedule student appointments and track student engagement with the department. In addition, Handshake is a consistent career resource available to students no matter where they are located. Including the Handshake link on every communication with students and implementing a weekly newsletter through Handshake has improved student usage. Going forward, we will continue these strategies but will enhance our promotion of how to use Handshake and the value of using Handshake. Student activations are high but usage of the resource for searching and applying to jobs and internships could be improved.</p>

Objective 3

22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Student Leadership Programs will use targeted outreach to faculty and staff (in addition to students) in order to involve 50 students in Emerging Leaders.
23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of Participants
24. Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)	50 students will participate in at least one Emerging Leaders activity
25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	Original goal set for the program when it was proposed in 2019/pre-Covid and before it was launched in Fall 2020 during Covid
26. 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)	16 participants
27. Objective 2: Did your department meet this objective?	The department did not meet this objective.
28. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	AY2022 was the second year for Emerging Leaders. While the participation numbers increased by 3, we were unable to reach our goal of 50. A new coordinator was hired in July; applications prior to his arrival plus those collected during August on campus outreach totaled 38 students by August 31, 2021. Being able to hire a qualified and experienced Coordinator for Student Leadership Programs is key for engaging students who sign-up for the program. In addition, the coordinator must communicate with applicants in August when they begin classes and set the first program meeting by early September rather than late September. Students must also receive a schedule for the fall semester during their first meeting and regular communication after the first meeting in order to maintain engagement. In Summer 2022, we have already implemented these changes with a newly hired Coordinator for Student Leadership Programs. 44 students have applied for the program as of July 31

	and additional students will be recruited until the Cochran and Macon groups meet in September. The coordinator has developed a schedule of meeting dates that will be shared with student attendees.
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Objective 4

<p>29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</p>	<p>The Office of Career Development will use targeted outreach to faculty and staff (in addition to students) to increase student participations by 25%/1568 students.</p>
<p>30. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</p>	<p>Number of individual student participations</p>
<p>31. Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</p>	<p>25% increase from 2020 participation number</p>
<p>32. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)</p>	<p>Baseline number is from AY2020 since that has been the highest participation number since before the pandemic</p>
<p>33. 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)</p>	<p>1214 students</p>
<p>34. Objective 4: Did your department meet this objective?</p>	<p>The department did not meet this objective.</p>
<p>35. Objective 4: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>Although we have still not exceeded AY2020 student participation numbers, we did exceed numbers from AY2021. Compared to AY2021, we increased student participation by 15%. In addition, we had just 41 fewer student participations in AY2022 compared to AY2020. The Cochran office was without a Career Advisor from August 1 – October 12 and fewer students on campus taking classes in Fall 2021 had a negative impact on numbers. Moving forward, we are working on additional campus partnerships to increase student involvement in career fairs. Career Development is also part of the FYS initiative so we anticipate increased first-year student use of the department and services, which in turn should increase student use over time. We have also worked with Academic Advising to initiate proactive communication with students who complete the pre-enrollment survey. We have also learned that setting goals based on where we were spring</p>

	2020 or what we hoped to achieve pre-pandemic was not achievable.
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Future Plans

<p>36. Please identify and detail three to 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 of X will provide training in ABC for at least 73 MGA faculty and staff.</p>	<ol style="list-style-type: none">1. The CCLD will conduct informercials about programs and services for 25 undergraduate classes by May 2023.2. Student Leadership Programs will engage at least 160 students in the Student Leadership Programs (Knights LEAD, Emerging Leaders, iLEAD, and the Student Leadership Conference) by May 2023.3. The CCLD will increase the number of students completing at least one career assessment in Focus 2 by 25%.4. The CCLD will use a new internship reporting form to collect data from at least 50 students completing internships from Summer 2022 to Summer 2023.
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Open Box for Assessment Comments

<p>37. In this field, please document the overall use of assessment results for continuous improvement of this department area (consider the past, present, and future and specifically address these in your narrative).</p>	<p>We use participation results to analyze which students are and are not using services. This data helps us identify outreach strategies with faculty, students, and employers. In the spring, we conducted informercials for 15 faculty members so that we could increase awareness of our services to students taking classes in-person. From this outreach, we were able to recruit 97 students to attend the spring career fair. By analyzing the participation at that event, we have determined that programs with high numbers of online courses are less likely to have student participate in networking opportunities. In addition, we have focused most of our outreach for the Student Leadership Programs on students who have enrolled for fall classes to increase the number of serious applications to the programs and have moved away from outreach to those who have been accepted to MGA. Rather than make decisions based on assumptions or expectations of student behavior, we strive to look at data to understand the reasons behind student</p>
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	participation when we begin planning for each fall and spring semester. We need to use assessment to examine quality of services and plan to improve how we're doing that with student appointments and workshops in Fall 2022.
38. Optional Open Text Box for Assessment Comments:	
42. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	Student participation was still impacted by Covid-19. In fall, students were not on campus as much as expected. With the increase in the number of faculty being able to teach online (even if the academic program isn't a complete online program) or departments making decisions to go more online to attract students, our efforts are not reflected in the number of student participations. Even with virtual programs, which we continue to offer, student participation is small. The ability to attract and retain qualified and experienced staff has continued to be a challenge since Fall 2020.

MGA's Strategic Plan

39. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf) by checking all associated and relevant Imperatives / Strategies from the list below. (Check all the apply)	Grow Enrollment with Purpose 1. Expand and enrich the face to face student experience, Own Student Success 4. Expand student engagement and experiential learning
40. Please indicate which of the following actions you have taken because of the 2021/2022 Assessment Cycle (Note: These actions are documented in reports, memos, emails, meeting minutes, or other directives within the reporting area) (Check all the apply)	Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community, Process Changes: Improve, Expand, Refine, Enhance, Discontinue, etc. Operational Processes, Request for Additional Financial or Human Resources

Other

41. Please indicate (if appropriate) any local, state, or national initiatives (academic or otherwise) that are influential in the operations, or goals, and objectives of your unit. (Complete College Georgia, USG High Impact Practice Initiative, LEAP, USG Momentum Year, Low-Cost No-Cost Books, etc.)	USG Momentum Year, USG High Impact Practice Initiative, Complete College Georgia
43. Mindset Update (Academic Deans ONLY)	