

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>
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7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.

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.

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

	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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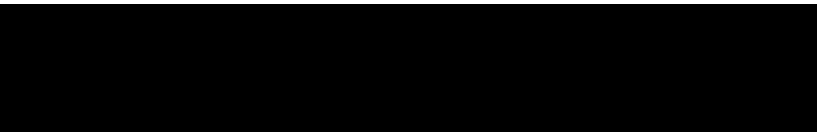
Objective 4

29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.

The Office of Career Development will use targeted outreach to faculty and staff (in addition to students) to increase student



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



Future Plans

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

	<p>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.</p>
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<p>38. Optional Open Text Box for Assessment Comments:</p> <p>42. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.</p>	<p>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.</p>
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