

**Institutional Effectiveness Review  
Career Services  
April 2009**

*The purpose of the review is to:*

Assess the following categories:

- Mission
- Services
  - Students
  - Community
- Leadership
- Organization/Structure
- Financial Resources

*The process will involve the following steps:*

- Collect and analyze data from student surveys
- Evaluate and discuss Employment Services
- Evaluate and discuss Career Development Services
- Analyze Career Development Budget
- Analyze data (SWOT analysis)
- Develop goals and action plan

*Time frames/timeline for the review will be:*

September – December

- Evaluate and discuss Employment Services
- Evaluate and discuss Career Development Services
- Create student survey

January – February

- Post and distribute student surveys for completion
- Collect and organize student surveys

March – April

- Analyze student surveys
- Analyze Career Development budget
- Develop goals and action plan

## Overview

### *Purpose of the service and how it relates to college mission, values, vision:*

Career Services is a collaborative effort between Career Development Services and Employment Services. Each area is essential in assisting students and community members to understand career options and prepare for employment opportunities.

The staff of Career Development Services provides information on career awareness and exploration, occupational information, and educational program selection. Information is provided to assist students make educated decisions concerning majors, transfer institution, and career choices.

The staff of Employment Services provides information on the job search process and employment preparation. Information is provided to assist students seek and apply for positions, including resume assistance, personal appearance, and job interview skills.

### Mission Statement:

Career Services is directly related to the College mission by providing career and employment information in various formats, striving to meet the diverse needs of the students and community members. In-person meetings, classroom and community presentations, and online information combine to provide an accessible, supportive learning environment, promoting personal growth.

### Statement of Values

Career Services values...

- ✓ Student Growth
  - Providing opportunities to identify personal and career goals
- ✓ Student Mastery of Skills
  - Providing opportunities to learn and master the steps to achieve set goals
- ✓ Student-Centered Services
  - Providing opportunities for students to explore career options and learn employment preparation skills in a nurturing environment
- ✓ Diversity
  - Providing opportunities for learning and excelling in a world of cultural and intellectual diversity
- ✓ Professional Growth
  - Providing opportunities for staff to remain current with career and employment information
- ✓ Community Service
  - Providing current career and educational information, employment preparation assistance, and job search opportunities to students and the community

### Relationship to College Mission, Vision, and Values

Career Services shares the College vision to become widely recognized as providing quality services for students and community members to explore and achieve their career goals.

Career Services staff assists students explore values, interests, skills, and competencies in an interactive, innovative learning environment. Through self-exploration, students and community members are able to identify career goals and the steps necessary to achieve those goals.

## **Institutional Effectiveness Review**

### **Present Status**

Service Goals and Actions from previous Institutional Effectiveness Review:

N/A

### ***Innovative Changes (in last 5 years)***

Career Services has undergone significant changes in the past five years. Most noteworthy is the creation of full-time positions to increase career counseling and employment related services.

#### **Career Development Services**

In March 2006, a Career Specialist position was created to coordinate career services for students and community members. This position included academic advising, maintaining a career center for students to explore career choices, collaborating with Career and Technical Education faculty to promote technical careers, coordinating job placement opportunities for students in technical careers, and providing up-to-date career and placement information on the website.

In July 2008, the Career Specialist position was restructured into two full-time positions: Career & Technical Education (CTE) Advisor and Employment Specialist. The CTE advisor position was designed to focus on academic advising, developing and promoting opportunities for students to explore career choices, and collaborating with CTE faculty to promote technical careers.

#### **Employment Services**

The Employment Specialist position was designed to focus on collaborating with CTE faculty to provide employment preparation services to students, coordinating employment opportunities, collaborating to collect job placement data, and providing up-to-date career preparation and employment services information on the website.

In addition to the Employment Specialist position, part-time secretarial assistance and office space were designated, thereby creating an Employment Services Office. This office is located in the Career Education Building, near students enrolled in career and technical education programs.

**Faculty/Staff** (Degree to which staff are qualified, effective, and supported.)

### ***Faculty/Staff Qualifications and Professional Development:***

Career Development and Employment Services staff report to the Director of Advising & Retention Services.

The Career & Technical Advisor has held the position since its inception in March 2006. He holds a BS in Agriculture and has numerous years experience in state government, industry, and self-employment positions. Prior to full-time assignment as CTE advisor, he was employed as half-time Employment Specialist at Jefferson College.

The Employment Specialist has held the position since its inception in July 2008. She holds a BS degree and has over 12 years experience facilitating seminars/workshops on employment preparation and job search related topics. In addition, she has organized and conducted over 15 job fairs and community service events to ensure students and alumni fully benefit from Employment Placement services.

Support staff includes a full-time Career Services secretary. She holds an AAS in Office Systems Technology and has over 15 years experience as career services office support. In addition, a part-time temporary position was created to offer secretarial support to the Employment Specialist.

The CTE Advisor and Employment Specialist are members of the National Association of College Employers (NACE). Both attend advisory board meetings for all CTE programs and are members of the Workforce Development Rapid Response Committee. Both actively pursue current career information and employment trends. Examples of conferences and training in which staff members have participated include:

Missouri Academic Advising Association (MACADA)  
National Academic Advising Association (NACADA)  
Missouri Association for Workforce Development (MAWD) conference  
Kuder – Career Planning System training  
JIST Job Search workshop  
Gateway Career Services Association meetings  
AgCareers Human Resources Roundtable conference  
Human Resources Association luncheon meetings  
University of Missouri Transfer Systems Conference  
Missouri Association for Career and Technical Education (MOACTE) Conference  
Webinar: Marketing from the Heart and Branding on the Budget  
Webinar: Get On-Board: Using a Career Advising Intake Process  
Chamber of Commerce: Twin City, Arnold, Fenton

**Students/Constituents** (The degree to which student needs are met.)

### *Student/Constituent Satisfaction and Feedback:*

An anonymous online survey of students was conducted in January 2009. The following is a summary of the 103 responses received.

#### Career Development Services

The *Career Planning Services* student survey was developed to ascertain feedback regarding the Career Development Center. Eighty-five percent (85%) of respondents reported not

visiting or accessing the resources or services available. When asked to indicate reasons for not using career services at all, fifty-four percent (54%) reported not being aware of services; fourteen percent (14%) indicated they knew their career goal and how to achieve it; thirteen percent (13%) responded that career planning was not yet a priority; five percent (5%) indicated time scheduling difficulties, and three percent (3%) indicated inconvenient location.

When asked what would have motivated usage of resources and services, many responded about the need to be informed of services available. Also of note is that Career Planning Services appears to be linked with needing a job as several responded no need for services due to current employment.

Over eighty percent (80%) of respondents indicated the importance of career planning services such as, help in understanding interests, skills, personality strengths and values and relating them to career choices; help in finding and researching career, educational and employment information; help in establishing and planning career goals; and help in exploring career options. Over ninety-five (95%) of those who did use services responded favorably about learning this information through Career Services.

Over seventy-two percent (72%) of respondents agreed or somewhat agreed that as a result of the Career Services office, they feel more motivated to pursue career exploration activities and fields of interest.

When asked which method they were most likely to use to seek career or employment services, 66 percent (66%) responded in-person, nineteen percent (19%) responded via e-mail, and fifteen percent (15%) responded via website. Eighty-one percent (81%) of responders were female; nineteen percent (19%) were male. Over ninety-five percent (95%) of responders were Caucasian.

### Employment Services

The ***Employment Services*** student survey was developed to ascertain feedback regarding the Employment Services Office. Ninety percent (90%) of respondents reported not visiting or accessing the resources or services available. When asked to indicate reasons for not using employment services at all, fifty-eight percent (58%) reported not being aware of services; nine percent (9%) indicated they knew their employment goal and how to achieve it; nine percent (9%) responded that employment services was not yet a priority. In addition, several reported being currently employed and not needing services at this time.

Over ninety percent (90%) of respondents indicated the importance of employment services such as, identifying job possibilities and employers related to interests; effectively presenting self as candidate for employment; obtaining information about employment/job-search strategies; connecting with employers through campus interviews, job listings, referrals, networking; identifying skills used in the workplace, and making employment decisions. Over seventy-five percent (75%) of those who did use services responded favorably about learning this information through Employment Services.

Sixty percent (60%) of respondents agreed or somewhat agreed that as a result of the Employment Services office, they feel more confident about the job search process.

When asked which method they would most likely to use to seek career or employment services, fifty-two (52%) responded in-person, twenty-seven percent (27%) responded via e-mail, and nineteen percent (19%) responded via website. Eighty-seven percent (87%) of responders were female; thirteen percent (13%) were male. Ninety percent (90%) of responders were Caucasian.

Survey results indicate the need to promote career development and employment services available to students. Various communication methods will need to be included in marketing strategies to students and members of the community. Survey results also indicate the need to educate students about the importance of establishing career goals and objectives early in their education. Strategies will be implemented to increase student awareness of career opportunities, connect careers to potential occupations, and link career goals to education.

### *Student/Constituent Success:*

#### Career Development Services

The CTE advisor works closely with GUD101 instructors to assist students increase awareness of career options. In addition, Choices is available to students and members of the community to assess interests, strengths, and skills. Survey results indicate those students who utilize the Career Development Center find help in researching career options and establishing career goals.

The CTE advisor has experienced increased student and community contact as county unemployment rates rise. Community members and students are seeking assistance in understanding educational and training opportunities available at Jefferson College. As a result, the College has increased and strengthened partnerships with area Missouri Career Centers.

#### Employment Services

Prior to the Employment Specialist position in July 2008, job placement statistics by program were not consistently maintained. Upon beginning her position, the Employment Specialist has developed a database and has actively pursued contacting previous CTE graduates to determine employment information. Below is a database of current 2007-2008 CTE graduate statistics.

Since previous statistics are not readily available, this data serves as baseline data for future employment reports. This information will be helpful in recruiting students to programs with higher placement rates and in reviewing programs and economic trends of those with lower placement rates.

Program	Employed -Related	Continuing Education	Employed Non-Related	Military	Unknown	Total Students	Placement Rate
Accounting Tech	2	2	2	0	2	8	33
Applied Tech	2	3	1	0	1	7	50
Automotive	4	2	0	1	1	8	80
Business Management	14	9	2	0	3	28	74
CADD	6	4	0	0	0	10	100
CIS	2	3	1	0	0	6	67
CJ Police	21	4	2	0	6	33	71
Culinary	1	2	0	0	0	3	100
ECE	5	2	0	0	0	7	100
Electronics	5	6	0	0	0	11	100
EMT	5	0	0	0	0	5	100
Fire	13	0	0	0	2	15	86
HVAC	12	1	3	0	3	19	50
MT-CNC	8	1	0	0	0	9	100
OST	11	1	1	0	4	17	69
Vet Tech	25	0	0	0	3	28	89
Welding	4	0	0	0	2	6	67
LPN Day	36	16	0	0	2	54	95
LPN Eve	16	2	1	0	2	21	67
RN Day	23	0	0	0	11	34	67
RN eve	21	1	0	0	4	26	83
Total	236	59	13	1	46	355	80

**Curriculum/Services** (The degree to which services are thorough, current, and supported.)

### *Curriculum/Services (Scope, Currency, Changes):*

Career Services strives to remain current with information related to career counseling, career development, employment preparation, and job search procedures. As referenced in the Staff component of this Review, staff members keep abreast of current career and employment trends through professional development opportunities, education, list serves, and networking. Staff collaborates with faculty of GUD136, Career Exploration, in order to maximize student interaction opportunities.

### Career Development Services

The staff of the Career Development Office provides information on career awareness and exploration, occupational information, educational program selection, and further educational opportunities. Assistance is provided to help students locate the information necessary to make educated decisions concerning majors, transfer institutions, and career choices.



Assessment tools are available to provide career profiles based on interests, skills, and abilities. Choices Occupational software is available online for student and community use. This program empowers users to build a meaningful plan of action as they compare and choose from a vast network of employment and education options. Choices is effectively integrated with national labor statistics.

Career information is organized in a convenient manner, consistent with assessment career profiles. The information is presented in a variety of forms including publications containing occupational and employment information, educational literature on transfer institution, and website information targeting career-technical programs and career options.

### Employment Services

The staff of Employment Services provides information on the job search process and employment preparation. Effective job search strategies including advice on resume development and interviewing techniques are presented, connections to job openings in the community are formed, and job placement data of career and technical program graduates are monitored.

Employment Services staff are committed to developing relationships between students and outside institutions, organizations, business/industry and government agencies where they will learn and work. Staff strive to enhance diversity and prepare students to succeed in a global market place. Employer tables and job fairs provide opportunities for student to interact with potential employers.

Career Services utilizes national and local publications and resources to remain current with employment information. Chronicle Guidance publications provide up-to-date occupational information, including Chronicle Occupational Briefs that provide over 650 comprehensive career descriptions (occupational titles/list of careers) of professional, technical, blue-collar, and white-collar jobs with information on more than 2,000 occupations. These are available in printed copies and online.

Additionally, Occupational Outlook Quarterly subscriptions, produced by the U.S. Department of Labor, are utilized. These publications provide occupational and employment information on careers and various aspects of the labor market. They contain a wealth of data, including projections about the future of the labor force, industry, and a variety of occupations.

### *Curriculum/Service Issues (Support, Technology, Equipment):*

Website information is difficult to organize in a user friendly manner. Job listings are currently available on the Jefferson College website. However, it is difficult for students and community members to access the information. Several clicks in a specific manner are required in order to locate job openings available in the surrounding areas. Additionally, the job listing template used to input job openings limits information and navigation abilities. Time and collaboration with the webmaster are required to provide a user-friendly navigation site.

The Career Development and Employment Services offices are housed in different buildings. The logistics in having one department with multiple services and offices can result in marketing difficulties. Communication is critical in keeping faculty, staff and students aware of services provided. Campus-wide communication relies heavily upon Stars, the online information portal available to faculty, staff, and students. Campus announcements posted on Stars, however, are only effective to those who read them. Again, website development is central to easily accessing information regarding services and resources, in order to facilitate appropriate referrals to respective departments.

**Community** (The degree to which the service contributes to the community and responds to community needs.)

Career Services provides assistance to empower students and community members to understand educational choices and employment options. Information is available to assist individuals make educated decisions regarding career selection, educational training, and employment opportunities.

#### Career Development Services

Both offices maintain a thorough understanding of employment and career trends. This background, along with awareness of employment opportunities associated with Jefferson College career and technical programs, provides students and community members resources to discuss career options. In addition, the availability of Choices Occupational software online for student and community use, enables individuals the opportunity to assess skills and abilities, so that compatible career options can be reviewed.

The Career and Technical advisor works directly with CTE administration and faculty to remain current with all program and curriculum changes. The Employment Specialist collaborates to gather job placement data for graduates in the College's career and technical programs. Through active communication at ARC staff meetings, information is exchanged so all staff remain current with curriculum updates and career trends. This allows all advisors the ability to discuss career options and provide appropriate career and employment resources to any student or member of the community.

#### Employment Services

The Employment Services Specialist provides employment preparation information, helping to prepare students and individuals for employment opportunities. Contact is initiated with community business organizations, such as Chamber of Commerce and Rotary, to communicate employment training and preparation services available at the College. Connections are made with area businesses in order to establish rapport and relationships with potential employers. These relationships are vital to the individuals preparing and seeking employment, and to the employers who are seeking trained, prepared employees.

The Employment Services office organizes and hosts two community job fairs each year. One fair is geared specifically for health-related organizations and employment opportunities. The other fair is geared for general employment opportunities. These fairs are

open to students and the community at-large, with preparation workshops held prior to the fairs in order to maximize employment prospects.

The CTE Advisor and Employment Specialist participate in career fairs geared for unemployed workers. These fairs are designed to assist the recently unemployed worker become aware of educational options, employment trends, and training opportunities. In addition, a Rapid Response Committee has been created that includes the CTE Advisor, Employment Specialist, Student Services staff, CTE faculty and administration, and various other campus staff who meet and work in a collaborative effort to assist this group of people make the transition to education and new employment opportunities.

### **Cost**

Career Services budget serves the Career Development Center and Employment Services. The job fair budget will be housed under Career Development beginning July 2009.

General Expenditures: \$12,000

Professional Development/Training	\$750
Professional Memberships: National Association Colleges & Employers Missouri Association Career & Technical Educators Missouri Association of Workforce Development Chamber of Commerce: Twin City Arnold Fenton	\$600
Software Expenses: Choices Occupational Database	\$850
Publications: Chronicle Guidance Publication Occupational Outlook Quarterly Career & the dis-Abled subscription	\$1,350
Career Development office supplies	\$1,225
Employment Services office supplies	\$1,225
Postage and copier charges	\$3,500
Other printing charges: Employment Services brochures	\$2,500

## **Summary (SWOT)**

After analyzing the survey results and evaluating services and budget, the following SWOT analysis was completed.

<b>Strengths</b> <ul style="list-style-type: none"><li>❖ Career Development and Employment Services offices report to the same Director, making communication a non-issue.</li><li>❖ CD and ES offices fall under the area of Advising &amp; Retention Services, a primary place for new and at-risk students to visit.</li><li>❖ Collaborative effort between the departments assists students relate career to employment.</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>❖ CD and ES office website information lacks in detailed information regarding services available. Appropriate links to labor market information and local, state, and national resources need to be easily identifiable and accessible.</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>❖ More unemployed workers seeking assistance with career and life changes.</li><li>❖ TRA and WIA funding options for laid-off workers increases interaction with the Missouri Career Center.</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>❖ The logistics in having one department with multiple services and offices can result in marketing difficulties.</li><li>❖ Communication is key to marketing and informing of services available, yet campus-wide communication options are not consistently utilized.</li></ul>

## **Future**

### Proposed Service Goals and Action Plan

<i>Proposed Service Goal</i>	<i>Proposed Assessment Measurement/Action</i>	<i>Person(s) to Implement</i>	<i>Timeframe</i>	<i>Resource Implications</i>
<b>Goal 1: Update Career Development webpage to become Career Services webpage, to include information/links for both departments.</b>	<b>Research and implement website development options with webmaster.</b>	<b>ES Specialist Career Secretary CTE Advisor Webmaster</b>	<b>Summer 2009</b>	<b>Staff</b>
<b>Goal 2: Increase awareness of services available.</b>	<b>Evaluate student survey results and implement appropriate marketing strategies.</b>	<b>CTE Advisor ES Specialist Career Secretary ARC Director</b>	<b>Fall 2009</b>	<b>Staff</b>
<b>Goal 3: Research opportunity to assess and revise GUD101.</b>	<b>Evaluate student survey results; research curriculum options.</b>	<b>ARC Director CTE Advisor ES Specialist Appropriate Division Chair</b>	<b>Spring 2010</b>	<b>Staff</b>
<b>Goal 4: Explore educational programs designed to prepare the student for employment.</b>	<b>Research curriculum options.</b>	<b>ARC Director ES Specialist CTE Advisor Appropriate Division Chair</b>	<b>Spring 2010</b>	<b>Staff</b>
<b>Goal 5: Increase interaction with evening students and faculty.</b>	<b>Identify and contact evening CTE faculty to discuss classroom interaction opportunities.</b>	<b>ES Specialist CTE Advisor</b>	<b>Fall 2009</b>	<b>Staff</b>
<b>Goal 6: Increase advising awareness and registration opportunities for CTE students.</b>	<b>Identify and contact CTE faculty to discuss classroom interaction opportunities.</b>	<b>CTE Advisor ARC Director</b>	<b>Fall 2009</b>	<b>Staff</b>

**STATUS**

\_\_\_\_\_ Satisfactory

\_\_\_\_\_ Requires Immediate Attention

\_\_\_\_\_ Unsatisfactory

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Dean

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Date