

INSTITUTIONAL ASSESSMENT REPORT

EMPLOYMENT SERVICES OFFICE / 2011

Department's Relationship to the College Mission and Strategic Plan *(completed Spring semester or on accreditation cycle)*

In a paragraph or two, discuss how the department's work carries out the Mission and Strategic Plan.

The Employment Services Office (ESO), in accordance with the Strategic Plan Aim #2- Student Support, provides students, graduates, and community members with access, and assistance in pursuing employment related goals. The ESO provides job search assistance, cover letter/resume writing assistance, and advice on interviewing skills. The ESO also provides access to job leads through our web-site, targeted emails, and sharing information with students and instructors.

The ESO, in accordance with Strategic Plan Aim #3-Community Collaboration, provides support to employers in the community by assisting in recruitment efforts, posting open positions. ESO is responsible for the planning and coordination of two annual events, a Job Fair and Career Expo on campus.

The Job Fair is open to students, graduates, and the community in general with advertising and outreach efforts through public presentations, print ads and a radio show appearance. ESO works hard to attract employers across a variety of industries to participate and last year had 50 employers attend, as well as over 250 job seekers.

The Career Expo is targeted to Jefferson County High School freshmen and sophomore students to allow them to explore career options and is coordinated with the ATS on campus. The ESO's responsibilities with the Career Expo involve the logistical planning of the event as well as outreach efforts to "career experts" in the community and on campus to represent the Career Clusters that the students may explore. This past year we had 38 "career experts" and over 600 students attend.

The ESO, in accordance with Strategic Plan Aim #1-Student Learning, is responsible for providing follow-up and placement data for Career and Technical Education graduates for Perkins reporting, and other college reporting as needed. The office provides Labor Market Information, and investigates industry trends as requested by students, faculty, and staff.

Summary of Departmental Activities, Assessment and Use of Results

(completed Spring semester or on accreditation cycle)

(may include process flowchart)

Provide a brief overview of major accomplishments since the last review and how assessment results have been used to improve services/learning outcomes.

This is the first review for the Employment Services Office as a stand-alone office. So the biggest accomplishment is the establishment of this office and the services offered.

Major accomplishments for this year include;

- Hosting an Annual Job Fair with 50 employers and over 250 job seekers to include students, alumni, and the community
- Hosting, in partnership with the ATS, a Career Expo for 600 Jefferson County High School students to explore career options with 38 “Career Expert” booths
- Providing recruitment help to community employers and employment opportunities for students, graduates, and community members by processing and posting over 200 job leads
- Assisted over 150 students, graduates, and community members with individual job search assistance, resume advice, and practice interview skills
- Initiated an employment survey at graduation practice to increase response rate for 180-day reporting because of the poor response rates for our mail surveys post graduation
- Worked with BIT, and Vet Tech program to provide resume assistance and mock interviews as a class assignment

Internal and External Data Collection and Analysis

(completed by Fall semester or on accreditation cycle)

Gather and analyze relevant internal and external data (link to data).

Following data refers to employment rates for CTE graduates. The first link shows a snap shot of graduates from 2007-2010. Beginning with the 2010-2011 graduates the ESO is tracking the number of responses per program to assist in developing outreach efforts to reach graduates to obtain this data. Prior to 2010 accurate tracking of graduate responses was lacking, the ESO is making a concerted effort to make connections prior to graduation to increase response rate for follow up and tracking of graduates. Data provided is for 180 day follow up but does not reflect if a graduate finds employment on or after day 181, which would be more reflective of graduate success rate for Jefferson College.

[Employment Rates 2007-2010.xls](#)

2010-2011 Graduate Placement Response
Total Graduates Employed Related + Military + Continuing Ed
Total Graduates - Unknown

Certificate Programs	ER	CED	ENR	MIL	UKN	Total Graduates	Total Student Response	Placement Rate Per Response
Accounting Tech.	1	3			2	6	5	80%
Applied Tech.	1					1	1	100%
Automotive Technology		1				1	1	100%
BIT	1	1			1	3	3	66%
Business Man	1				2	3	1	100%
CAD					1	1	0	NA
Culinary					1	1	0	NA
Early Childhood	1					1	1	100%
HVAC	8		3		14	25	11	72%
Welding	4	3			12	20	10	70%
LPN	34	40			7	81	74	100%
Total	51	48	3		40	143	107	96%

2010-2011 Graduate Placement Response
Total Graduates Employed Related + Military + Continuing Ed
Total Graduates - Unknown

AAS Programs	ER	CED	ENR	MIL	UKN	Total Graduates	Total Student Response	Placement Rate Per Response
Applied Tech.	3		1		3	7	4	75%
Apprenticeship		1	1		6	8	3	50%
Automotive Technology	7		1		2	10	8	87%
BIT	15		3		7	25	21	83%
Business Man	7	2			17	26	9	100%
CAD	3	3	1		7	14	7	86%
CIS	8	2	2		6	18	12	83%
Criminal Justice-CRJ	4				8	13	7	80%
Criminal Justice-LEA	27	2	2		17	48	34	94%
Culinary	2		1			3	3	67%
Early Childhood	3	1	2		7	13	9	44%
Electronics	6				6	12	6	100%
EMT	11				3	14	11	100%
Engineering		3				3	3	100%
Fire	4	1			2	7	5	100%
HVAC	9	1	1		13	24	11	91%
MT-CNC-CIM	1					1	1	100%
VET Tech	12	2			12	26	18	78%
Welding	4		1		2	7	5	80%
RN	36	4			34	74	43	93%
Total	162	22	16		152	353	220	83%

Annual Cost per FTE and Trend Analyses

(completed by Fall semester)

Provide cost per FTE and analyze for the period being evaluated.

The ESO office has one full-time employee at a salary of \$42,595 and one part-time, temporary position with a salary of \$9,080. ESO works to keep costs at a minimum, and has not been aware of a budget for the past 2 years. The Annual Job Fair represents the next biggest expense beyond salary and we worked under the assumption that the office should not spend more than the \$4439 that was incurred for the 2010 Job Fair. Expenses for 2011 Job Fair are listed below and depict an accurate picture for event cost moving forward. ESO has implemented electronic invitations for the Job Fair to decrease print/mailling costs.

2011 Job Fair Expenses

\$667.78	Table Covers
\$665.72	Sport Bottles-Employer Appreciation Items
\$25.30	Printing
\$672.60	Food
\$39.83	Supplies from Wal-Mart
\$602.03	Invitations Copies
\$99.10	Employer Raffle Give Away
Total	
\$2,772.36	

In order to fully evaluate the Annual Cost per FTE and provide an accurate Trend Analyses for the Employment Service Office it is recommended that the office establish and maintain its own budget. CTE enrollments have averaged 2674 students for the last 3 years, so an argument could be made that to adequately address post completion success of our graduates, and to do so after the current 180 day tracking, that more staffing would be needed. This is difficult to do currently without more in-depth analysis.

SWOT Analysis

(completed by Fall semester)

Using the data collected and analyzed, complete a SWOT analysis. Reference and link data for each.

Internal Strengths	Internal Weaknesses
<ul style="list-style-type: none">-Knowledgeable staff-Customer Service focus-Flexibility to meet needs of students/graduates-Increased visibility through class room presentations	<ul style="list-style-type: none">-ESO could benefit from purchasing software to connect students with employers and job openings-Lack of formal coordination of services across campus ex. Career Development, Work Force Development, Employment Services- Lack of graduate tracking beyond 180 Day Report-Under-utilization of services by students and graduates

External Opportunities	External Threats
<ul style="list-style-type: none"> -Connection to employers through MoHealthWins, and other initiatives which could provide more “opportunities” for graduates -Participation in Advisory Committee meetings 	<ul style="list-style-type: none"> -Current economy and hiring trends -Pressure to provide “placements” for funding -Continued Perkins funding levels -Employer bias towards CTE programs at Jefferson College

External Accreditation (if applicable)

Link to accreditation report.

INSTITUTIONAL ACTION PLANS for *Employment Services/ 2011*

Org	Aim	Obj	Action Plan	KPI	\$	Other Req	Responsible Party	End Date	Status	Target Year	Metric Desc	Metric Value	Benchmark Desc	Benchmark Value	Target Desc	Target Value
	1,2	10,13	Establish protocol for graduate employment follow up for Jefferson College to satisfy grant funding, financial aid, and program requirements and marketing	8												

DEPARTMENTAL ACTION PLANS for *Employment Services/ 2011*

Org	Aim	Obj	Action Plan	KPI	\$	Other Req	Responsible Party	End Date	Status	Target Year	Metric Desc	Metric Value	Benchmark Desc	Benchmark Value	Target Desc	Target Value
561	1	10	Increase student awareness/utilization of Employment Services Office as a resource	3			Tim Morrell		In Progress	2012						
561	2	13	Establish a connection to students through classroom presentations to increase graduation survey response rates	8			Tim Morrell		In Progress	2012						
561	2	13	Effectively survey instructors for graduate employment data for graduates	8			Tim Morrell		In Progress	2012						


☐ Meets Expectations
Comments:

☐ Requires Immediate Attention
Comments:

Follow-up report required by: _____
Comments: (date)

Division Chair/Director
Comments:

Date



Dean
Comments:

Nov. 1, 2012

Date

Vice President/President
Comments:

Date