

New Mexico Highlands University
Co-Curricular Activities Outcomes Assessment Report Template
Program: Career Services and Internships
Date: June 29, 2018

At NMHU, co-curricular activities are defined as out-of-class experiences that complement and extend the formal learning experience of a course or academic program. Co-curricular activities develop a student's social, intellectual, cultural, democratic, civic, and aesthetic domains. They are supervised and/or financed by the institution and facilitate the attainment of NMHU's four essential traits (or student learning outcomes). These experiences are voluntary, ungraded, and non-credited, although they may be compensated through student employment.

Four identified traits/student learning outcomes that the NMHU community of faculty, students and staff identified that our graduates are expected to display:

- Mastery of content knowledge and skills
- Effective communication skills
- Critical and reflective thinking skills
- Effective use of technology

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Program Mission: The mission of the Career Services Center is to support University's mission, goals, and core values by empowering students to make career-planning decisions, to connect them with regional and global employers, and to provide job search skills to successfully gain internships and employment in a rapidly changing and competitive job market.

Intended Audience: 1) All recent graduates (Master, Bachelor, and Associate degrees) from the Class of 2016-2017 and 2) all currently enrolled students in the spring 2018 semester on the main campus, center sites and online.

Please include data on student utilization of the program over the past year (be sure to include online and Center students if part of your intended audience)

1. Total number of graduates (master, bachelor and associate degrees) from the Class of 2016-2017: **989**.
2. Total number of current students during the spring 2018 semester: **2,855**.

Describe how you measure student satisfaction with your program and results for this year:

1. Conducted a First Destination Survey sent to all graduates of master, bachelor, and associate degrees for the class of 2016-2017. This survey helped measure the graduates' satisfaction in using Career Services; their satisfaction of services exceeded the targeted threshold. **Two-hundred twenty-nine (229) of 989** graduates completed survey resulting in **23%** response rate.
2. Conducted a Skyfactor Career Services Survey sent to all current students in the spring 2018 semester to assess their learning outcomes and satisfaction with Career Services: **416** of **2,855** students completed survey resulting in **14.5%** response rate. All learning outcomes and satisfaction levels exceeded targeted thresholds.

Student Learning Outcome 1: Students who have graduated in 2016-2017 with a master, bachelor, or an associate degrees and have used Career Services will be satisfied with resources on 1) internship and job postings, 2) résumé writing assistance, and 3) job interviewing tips/preparation.

University Traits Linked to SLO:

- Mastery of Content Knowledge and Skills
- Effective Communication Skills

- Critical and Reflecting Thinking
- Use of Technology

Means of Assessment:

The First Destination Survey was created by the Career Services Director using Survey Monkey and following the National Association of Colleges and Employers (NACE) guidelines for assessing career outcomes and the student use of career services. Based on a Likert scale of 1 (very dissatisfied) to 5 (very satisfied), the average score of the responses regarding student satisfaction of resources (question 47 in the First Destination Survey) includes:

1. Internship and job postings = 3.94
2. Résumé writing assistance = 4.47
3. Job interviewing tips/preparation = 4.32

Timeline for Measurement:

The First Destination Survey was emailed to graduates of the class of 2016-2017 on April 17, 2018. The timeline to complete the survey was May 28, 2018.

Key Performance Indicator(s):

1 = Yes: The average score results for each of the three resources exceeded the targeted threshold score of 3, thus indicating achieved satisfaction outcome for each of the services.

Summary of Data:

Each of the average scores for satisfaction of resources exceeded the targeted threshold score of 3.

Strategy for Improvement:

Plan is to continue increasing the student satisfaction level for each of the resources by:

1. Improving the visual quality of internship/job posting webpage to make it easier to view the listings. Conduct more promotion of Going Global, a database on our website containing over 16 million internships and jobs posted daily.
2. Conduct more outreach to students and alumni about internships and services via emails and social media.
3. Refining/streamlining handouts and presentation materials for résumé writing and job interviewing skills.
4. Conduct more outreach to faculty to help promote career services and encourage faculty to invite Career Services staff to give class presentations on its services such as resume writing assistance and job interviewing skills

Student Learning Outcome 2: Currently enrolled students who utilized Career Services will learn: 1) How to obtain internships, 2) Construct an effective résumé, and 3) Effectively develop job interview skills for employment/graduate school.

University Traits Linked to SLO:

- Mastery of Content Knowledge and Skills
- Effective Communication Skills
- Critical and Reflecting Thinking
- Use of Technology

Means of Assessment:

Utilize Skyfactor’s standard Career Services Survey to assess a variety of learning outcomes regarding career services. Based on a Likert scale of 1 (strongly disagree) to 7 (strongly agree), the average score results for 3 of the following learning outcomes include:

1. How to obtain and internship = 5.38
2. Construct an effective résumé = 5.48
3. Effectively interview for employment/graduate school = 5.10

Timeline for Measurement:

The Career Services Survey was emailed to all current students April 16, 2018. The timeline to complete the survey was May 11, 2018.

Key Performance Indicator(s):

1 = Yes: The average score results exceed the targeted threshold score of 4, thus indicating achieved learning outcome for each of the 3 services.

Summary of Data:

Each of the average scores for satisfaction of services exceeded the target threshold score of 4.

Strategy for Improvement:

Plan is to continue increasing the learning outcome level for each of the three services by:

1. Refining/streamlining handouts/presentation materials and conducting more class presentations on finding internships, constructing résumés, and developing job interview skills.

Student Learning Outcome 3: Currently enrolled students who used Career Services will have an overall satisfaction with its services.

University Traits Linked to SLO:

- Mastery of Content Knowledge and Skills
- Effective Communication Skills
- Critical and Reflecting Thinking
- Use of Technology

Means of Assessment:

The average score result for the overall satisfaction of career services = 4.89.

Timeline for Measurement:

The Career Services Survey was emailed to all current students on April 16, 2018. The timeline to complete the survey was May 11, 2018.

Key Performance Indicator(s):

1 = Yes: The average score for overall satisfaction exceeds the targeted threshold score of 4—Based on a Likert scale of 1 (strongly disagree) to 7 (strongly agree)—thus indicating achieved overall satisfaction outcome.

Summary of Data:

The average score for current students' overall satisfaction of Career Services exceeded the target threshold score of 4.

Strategy for Improvement:

The Career Services Center plans to continue increasing the students' overall satisfaction of our program by constantly refining our services to meet students' needs as provided by the detailed results from Skyfactor's Career Services Survey. In addition, we will continue to increase student awareness and usage of our services by conducting more campus outreach such as student emails, class presentations, social media, creative marketing campaigns and faculty partnerships/collaborations with Career Services. A proposal to improve Career Services, which was submitted to the Dean of Students in December 2017, calls for a need for more staffing and

resources. Career Services is currently understaffed with only one Director and one Administrative Secretary. A Career Advisor (Counselor Counselor) position has been vacant for the last 2.5 years due to budget cuts. At minimum, this position needs to be reinstated. However, the proposal for improving career services requests a career counselor position for each of the University's four colleges in order to provide more individualized assistance to help students increase their success rate for obtaining internships and employment opportunities.

Summary of the Outcomes Assessment Data:

All four learning outcomes were achieved as indicated by the measurement results exceeding the average score threshold for each of the learning/satisfaction outcomes.

Based on your assessment, what are your overall plans for program improvement in the upcoming year?

Please refer to the Plan for Improvement section for each of the four learning outcome objectives. Career Services is constantly looking for ways to improve its program services to keep up with students' and employers' needs in a rapidly changing and competitive job market. The use of surveys every year will help serve in making necessary improvements. Additionally, the Director submitted a 68-page proposal in December 2017 on improving career services based in comparison to the Career Services Standards set by the National Association of Colleges and Employers (NACE).

Based on the current assessment results, some of the outcomes Career Services will target next year include:

1. Refining/streamlining presentations and materials for teaching effective résumé writing and job interviewing skills.
2. Conducting more student outreach to increase student awareness and usage of career services, especially for center and distance students, Outreach will include more frequent emails to students and developing a greater social media presence for Career Services.
3. Collaborate with ITS/webmaster to improving the visual quality of our job posting webpage to make it easier for students to review internships of interest.
4. Considering that our Career Advisor vacancy has been frozen due to budget cuts, we will need to hire more students to serve as career peer advisors to assist the Career Services Director in providing services to students. Considering that career peer advisors serve in para-professional roles, we will need to increase their pay to match their level of responsibilities and to attract students with higher skill levels in writing, communications, and leadership.

What, if any, changes or improvements need to be made to your assessment plan for next year?

Career Services needs to be placed as one of the top priorities of the University. A detailed proposal for improving career services was submitted in December 2017. For improvements to be made, the Career Services Center will need more staffing and resources.