

Surveying Career Center Services & Events

Measuring Impact and Perception

CPP Career Center Year-Long Projects

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OAI Presentation

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Cal Poly
Pomona



S.T.A.R Reflection



- Currently, the Career Center plans events, but not based on data, because we are missing data on student impact



- Build structured and scalable way to collect and analyze data on CPP students on Career Center services



Project Goal

Giselle: Survey workshops, drop-ins, and expos to measure impact

Brian: Survey and focus groups of students gauging perception of Career Center events



Final Goal

- Holistic Career Center consultation for best steps moving forward and standardized surveying procedures



Education Career Expo Survey





Top Percentages for the Education Career Expo Post-Survey

38%

Felt Somewhat Confident

How confident did you feel?

67%

Apply to Jobs/Internships

What next steps are you going to take?

58%

Explore Career Paths,
Network, General Info
Did you achieve any goals?

58

Updating Resume

How would you prepare next time?

63%

Visit Career Center

What resources/tools would you use?

96%

Yes

Would you recommend the Expo?



Career Center Events Student Survey





Notable Points of Career Center Events Survey

700+

Students Surveyed

44

Students Secured Jobs via
a CPP Career Event

45%

Students Attended a
Career Fair

Major
Specific

Most Preferred Type of
Event

Free Swag

#1 Motivator for
Attending

Alignment with
Schedule

#1 Factor When Deciding to
Participate



Takeaways

Because of this experience, we are more prepared to conduct research, analyze data, and present consultations. We plan on pursuing careers that utilize these specific skills within Psychology and Business.

- Career & Self Development
- Critical Thinking



Thank You

Please take the Career Center Events Student Survey!

All respondents will be entered into a raffle for \$100 Bronco Bucks
(There'll be 5 Winners!)

