



Career Center

Impact on Learning: On-Campus Interview Program Orientation Assessment

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Date of Assessment Implementation: November 2012

Date of Report: July 2013

Purpose of the Assessment:

To evaluate the effectiveness of the On-Campus Interview (OCI) Orientation Program in preparing students for the on-campus interview process.

Division Learning Outcome:

Personal and Practical Competencies

Targeted Learning Outcomes:

The targeted learning outcomes for the assessment process were for students to gain a clear understanding of the on-campus interview process and the ability to schedule on-campus interviews, with ease, utilizing Bronco Connection.

Additional goals of the survey were to gather information on what percentage of students participating in on-campus interviews attend the OCI orientation workshops or accessed the online tutorial. Also, to determine if there was any correlation between students having more information about the OCI process and their perception of Career Center staff and service in relationship to the OCI process.

Methodology: Post-Interview Survey

Students who completed on-campus interviews for a two week period in November 2012 were surveyed, after their interview, regarding their experience with OCI Orientation. The survey compared a) those who attended the OCI orientation, b) those who completed the online orientation *only*, and c) those who viewed no orientation material at all, in their perception of the ease of understanding and utilizing the on campus interviewing process and the use of Bronco Connection to schedule an on-campus interview.

Results:

Students who attended the orientation workshops scored highest on the targeted learning outcomes. Students who did not attend the workshops or view any orientation material scored lowest on targeted learning outcomes. There was a more positive perception of Career Center staff and service among students who viewed the orientation materials or attended the orientation sessions as compared to those who did not. 50% of students surveyed did not attend OCI Orientation or view the online orientation information.

Conclusions:

It was clear from the program assessment that while students are able to self-serve and obtain information about the On-Campus Orientation process without a formal orientation, that their overall comfort level with the OCI process, as viewed from the vantage point of having completed the interview, was enhanced by having viewed orientation materials or attending an orientation workshop prior to entering the OCI process. It can also be said, insofar as the sample is representative of all students who engage in the OCI process, that students who attend orientations view Career Center staff more positively insofar as relates to the service they receive in the OCI process. While not the focus of the assessment, this information also supports the benefits of pre-process orientations in the implementation of the OCI program. It is also evident that a significant number of students (50%) who participate in the OCI process do not participate in OCI orientations, or view the online Orientation PowerPoint and Quiz.

Implications for Practice

- Market OCI orientation workshops more aggressively: Since the workshops show a high incidence of promoting the targeting learning outcomes, work to increase attendance.
- Expand workshop access online: Create a YouTube version of orientation workshop for the Career Center website.
- Review accountability structure for completing OCI Orientation as a pre-requisite to participating in the OCI process and the communication of this requirement to students.
- Utilize OCI Orientation to market other Career Center interview success programs. OCI Orientation participants represent a population with high interest in interview success who would benefit from related Career Center services e.g. interviewing workshops, mock interviews and online interviewing software available through the Career Center website.