

Cal Poly Pomona Career Center  
**Career Planning Workshop Series**  
Assessment Report

**Choose One:** Program Assessment

**Date of Report:** May 2017

**Purpose of Assessment**

The information attained from surveys will be used to attain a snapshot of student attitudes toward the effectiveness of the workshop series. In addition, adjustments to the workshop marketing are made to target student populations underrepresented in the data. It is important that all students are aware of the workshop series because career planning begins the day the student is admitted to the university. It is the Career Center's goal to make sure we do everything to ensure students are aware of the workshop series programming, and that our programming meets the needs of students.

Division Learning Outcome: Program Effectiveness and Perceived Value

**Targeted Learning Outcome**

- 1) Which marketing strategies are effective; e-mail, Career Center website, social media, instructor/ advisor referral, Marquee, poster, and student organization?
- 2) Which department majors are underrepresented in attendance?
- 3) Which class categories are underrepresented in attendance?
- 4) Are the presenters and programming receiving positive feedback from students?

**Assessment Methodology**

Students completed electronic surveys (6 questions & 1 comment section) which were e-mailed to their CPP account upon kiosk log-in to capture the following information: Department major, class standing, how they were informed about the workshop, and the quality rating of presenter and content information. Survey results and statistical data were generated from Career Center BroncoConnection data base.

**Results**

- 1) Career Center e-mail notifications are the most common way students are informed about the workshop series.

**Marketing Strategy Effectiveness**

How were you informed about the workshop you attended?	
Career Center E-Mail	43
Career Center Website	10
Facebook/ Instagram	1
Instructor/ Advisor	12
Marquee	2
Poster	2
Student Organization	12

- 2) The underrepresented department majors are Education & Integrative Studies, Agriculture, Hospitality, and Business. Undeclared majors are also underrepresented.

**Department Major Attendance**

Which department does your major fall under?	
Agriculture	4
Business	8
Education & Integrative Studies	2
Engineering	30
Hospitality Management	7
Letters, Arts, and Social Sciences	11
Science	19
Undeclared	1

- 3) Sophomores are underrepresented along with recent graduates, graduate students, and alumni.

**Class Standing Attendance**

What is your Class Standing?	
Freshman	18
Sophomore	7
Junior	28
Senior	21
Recent Grad	3
Masters Student	3
Alumni	1
N/A	1

- 4) Presenters and programming are receiving positive feedback when looking at survey ranking questions, and the comment section. There were very few low rating and negative comments.

**Workshop Presenter Credibility**

How informed was the workshop presenter?	
1 - Needs improvement	0
2 - Below average	0
3 - Average	11
4 - Above average	22
5 - Excellent	48

**Topics and Information Credibility**

How beneficial was the workshop information?	
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1 - Needs improvement	0
2 - Below average	2
3 - Average	13
4 - Above average	25
5 - Excellent	37

### Overall Ratings by Students:

Did the workshop meet your expectations?	
Yes	76
No	5

### Conclusion

The Career Planning Workshop Series is meeting the needs of students as indicated from the collected survey results. Second, we need to improve marketing to balance workshop attendance by class standing and department major representation. However, these results are from 82 surveys of 589 students who attended. The data might be different had more students completed the survey.

### Implications for Practice

#### Program

One of the key goals is to ensure that the workshop content remains relevant over time with overall career planning standards regardless of major. In addition, recognizing student feedback as useful information to improve the workshop programming. Therefore content and programming should be continually changing and evolving each year in accordance to career planning demands and student input.

#### Outreach

E-mail is an effective marketing strategy, but there is still a need for improvements in marketing to student populations who are underrepresented. The next step in marketing is to collaborate to First-Year Experience faculty and advisors and request that workshop attendance be part of the curriculum, or extra credit be offered for workshop attendance. This strategy will meet the need of exposing students to career planning as soon as their first year.

#### Content

The main topic from the survey responses regarding content was ensure presentations offer specific information and resources. Secondly, review survey comments to discover which types of information is viewed as valuable and informative by our attendees. Lastly, focus on leaving a lasting impression with workshop attendees by ensuring presentations are interactive, hands on, and leave ample time for questions.