

## ASSESSMENT COMPONENTS

### ASSESSMENT PURPOSE

To assess the effectiveness of the Career Center Summer Workshop Series, conducted twice during summer 2014 (July 9<sup>th</sup> and August 6<sup>th</sup>) in three one-hour blocks. The topics of the series are Resume Development, Effective Interviewing and Job Search Strategies.

### INFORMATION OBJECTIVES

Who is coming to the Summer Workshop Series?

What aspects of the Summer Workshop Series do students find most helpful? What are students learning?

What do students recommend for improvement of the workshops?

### METHODOLOGY

Students completed post-workshop surveys (11 questions) to capture the following information: class standing, college/major, workshop effectiveness and learning outcomes. Surveys were duplicated electronically, providing the ability to derive statistical results and narrative compilations. Narrative responses of reported learning were coded in relationship to targeted learning outcomes.



# SUMMER WORKSHOP PROGRAM

## LEARNING OUTCOMES

### REPORTED LEARNING OUTCOME RESULTS

- Learn the standard components of a resume and how to format educational and employment experiences effectively. (73%)
- Learn the structure of a cover letter and what content should be included in a cover letter. (21%)
- Learn what to expect in an interview with regard to structure and types of interviews (26%)
- Learn how to prepare for an interview. (32%)
- Learn how to answer specific interview questions and how to use the "S.T.A.R." method to answer behavioral questions (40%)
- Learn how to incorporate networking into an effective job search. (28%)
- Learn job search strategies and resources, including how to vary one's approach to a job search. (54%)

Learning reported with regard to one or more targeted learning outcomes by workshop:

- Resume Workshop: 89%
- Interviewing Workshop: 87%
- Job Search Workshop: 83%

Would Recommend Workshop Series to other students ( yes 95%)

## ATTENDANCE BY CLASS

FRESHMEN 8%

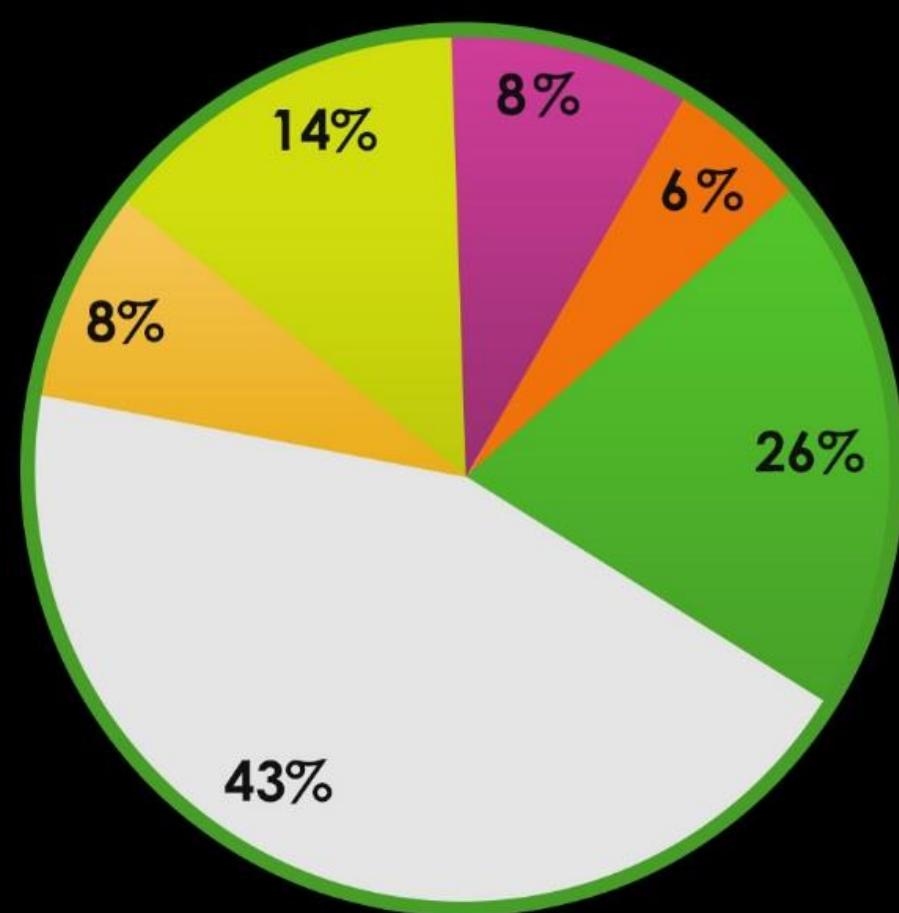
SOPHMORE 6%

JUNIORS 26%

SENIORS 43%

GRADUATE 8%

ALUMNI 14%



## CONCLUSIONS

- There is a growing demand for the Career Center Summer Workshop Series among upper division students and recent graduates.
- The current format appears effective. Students will stay for the three hour series with lunch and stay engaged.
- Our Summer Workshop Series is well attended by College of Business, Engineering and C.L.A.S.S. However, ENV and the College of Agriculture are minimally represented or not represented at all.
- Most students report finding the workshops helpful and would recommend them to other students.
- Survey results clarify which learning outcomes are being communicated effectively and/or are valued by students.
- Some students express specific needs for improvement in the presentations to meet their needs and expectations.

## IMPLICATIONS FOR PRACTICE

Program: Continue Summer Workshop Series, in its current format, making some adjustments in response to student feedback. Make facility provisions for growing attendance.

Outreach: Be intentional to reach out to colleges whose students are not attending the summer workshops e.g. ENV and AG

Content: Review learning outcome results to amend content as needed. Rework weaker content modules to reinforce learning. Eliminate redundancy in presentations when presented as a series.