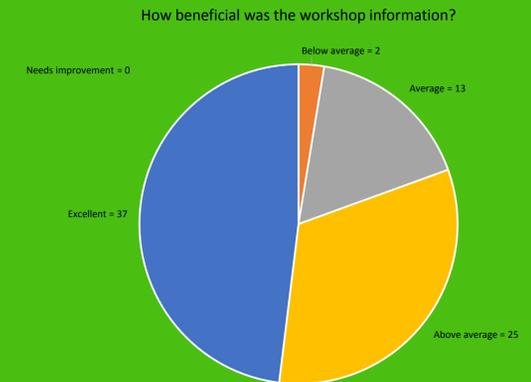




Topics and Information Credibility



Overall Rating by Students



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

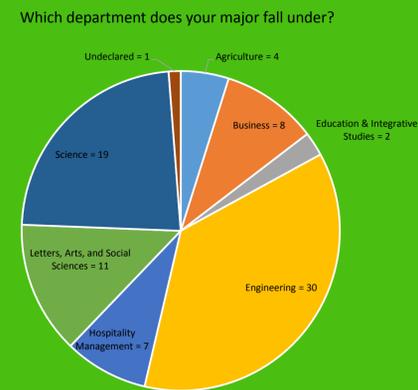
E-mail is an effective marketing strategy, but there is still a need for improvements in marketing to student populations who are underrepresented. The next step in marketing is to collaborate to First-Year Experience faculty and advisors and request that workshop attendance be part of the curriculum, 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.

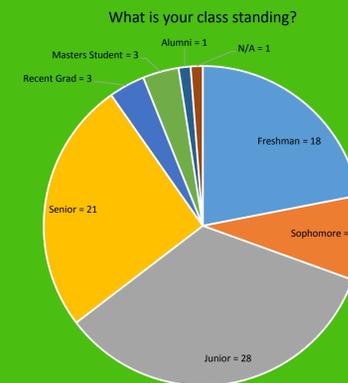
- The underrepresented department majors are Education & Integrative Studies, Agriculture, Hospitality, and Business. Undeclared majors are also underrepresented.

Department Major Attendance



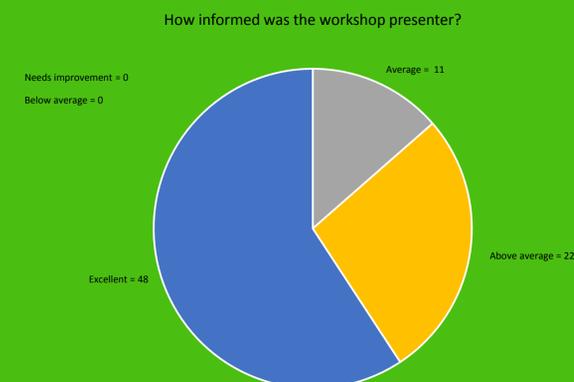
- Sophomores are underrepresented along with recent graduates, graduate students, and alumni.

Class Standing Attendance



- Presenters and programming are receiving positive feedback when looking at survey ranking questions, and the comment section (not shown). There were very few low rating and negative comments.

Workshop Presenter Credibility



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 is continuous into 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

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.

Target Learning Outcomes

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

Results

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

Marketing Strategy Effectiveness

