

## Career Center Classroom Presentation Assessment Spring 2018

This year, the Career Education Team identified a need to understand what learning and impact classroom presentations had on students. Each year, the Career Center presents to approximately 3000 plus students in classes. Students are not opting into this experience as this is part of their class requirements. Career educators questioned the impact of these presentations given the required nature and identified three questions:

- How likely are students to use the Career Center after a class presentation?
- Are students able to identify at least one piece of information from the presentation that will inform their career exploration or job search process?
- Are students able to name at least one Career Center service or program they will likely use?

Paper and electronic surveys were distributed by Career Educators in their classroom presentations during Spring 2018 resulting in 300 responses.

Results include:

- 86% of respondents indicated that they were likely to use Career Center services after class presentation.
- 96% of respondents were able to identify at least one piece of information that will inform their career exploration or job search process.
- 73% of respondents were able to identify at least one Career Center service or program that they will use

### Detailed Results

Learning Outcome 1: Students who are a part of a Career Center classroom presentation will be able to identify at least one piece of information that will inform their career exploration or job search process.

- 96% of respondents were able to identify at least one piece of information that will inform their career exploration or job search process.
- Common responses listed include:
  - Situation, Action, Result for answering behavioral interview questions
  - The profile and alumni search tool of LinkedIn
  - The prevalence and features of LinkedIn generally
  - The importance of networking - 80% of jobs are found through networking
  - The importance of following up after an interview
  - Utilizing Handshake
- Sample responses include:
  - *situation, action, reflection interview response technique*
  - *The alumni section of linked In seems very useful for decidng what to do with my degree*
  - *how to craft a linkedin profile summary that will actually be useful*
  - *Linkedin is an extremely valuable tool and having a solid profile can greatly improve the possibility of finding a job/being discovered*
  - *80% of jobs are found are found networking*

- *always be sure to send thank you 24 hours after an interview*
- *I like handshake and will likely utilize it*

Learning Outcome 2: Students who are a part of a Career Center classroom presentation will be able to name at least one Career Center service or program that they will likely use.

- 73% of respondents were able to identify at least one Career Center service or program that they will use.
- Common responses included:
  - Career/job fairs
  - Handshake
  - 1:1 assistance including resume, cover letter, & interview help
  - Industry Tours
  - Mock Interviews

**Recommendation:**

Classroom presentations do appear to be an effective use of career educators’ time and a way to reach a large number of students with key information regarding their job search. Many respondents identified that much of the information presented was new to them while only a small number indicated that they did not learn anything new.

As students were much more likely to identify a piece of information they would use to inform their career exploration or job search process than a Career Center service, examine how to integrate the two more closely together, so that students can identify services that will continue to assist them in their career readiness process.

**Appendix A: Classes Surveyed**

	Count
Academic Advancement Center	5
CLA Internships Workshop	1
CO150 10AM	20
CO150 11AM	22
CO150 1PM	22
CO150 2PM	19
JTC300-003	73
JTC300-004	89
JTC351	15
JTC460	20
Key Mentor	10
Morgan Library	1
RisetoC4E	3
<b>Grand Total</b>	<b>300</b>