

Mock Interview Program Evaluations

2016-2017

There were 141 respondents representing approximately 46% of users. Students gave the Mock Interview Program a net promoter score of 75, which indicates the program will grow and is 4 points above last year’s NPS. Students were asked to answer five questions regarding learning outcomes for the Mock Interview Program in addition to some general feedback questions about the interviewer.

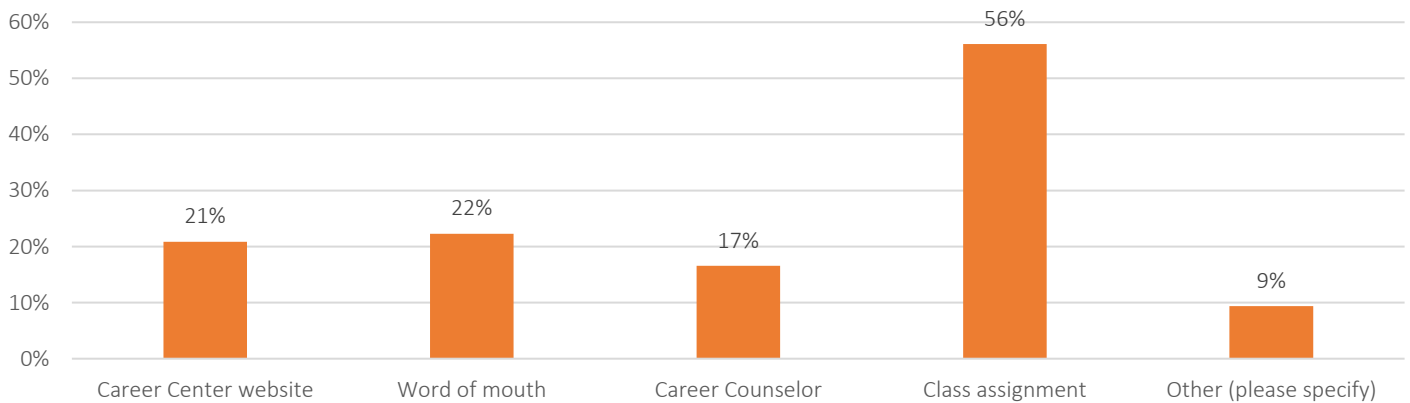
Highlights:

- Respondents heard about the Mock Interview Program through a variety of sources, most commonly through a class assignment (56%) followed by word of mouth (22%) and the career center website (21%). Except for word of mouth, which decreased by 9 percentage points, these responses are on par with last year.
- The Mock Interview Specialists received especially high marks with most respondents strongly agreeing or agreeing that the interviewers were prepared, dressed professionally, asked appropriate questions, and were knowledgeable. The scores for the interviewers were slightly more positive than last year, with all elements being 3-4 percentage points higher for strongly agree.
- 77% of respondents indicated that the Mock Interview Program had increased their preparedness either “Very much” or “A lot”; this is a 7 percentage point decrease over the previous year.
- 76% of respondents scored a 12 or above on the mock interview program rubric (included below), 14 percentage points lower than the goal of 90% but 6 percentage points higher than last year.

Additionally, attendees were offered one open-ended questions to provide their feedback. Please see the tables, graphs and qualitative summary below for further detail.

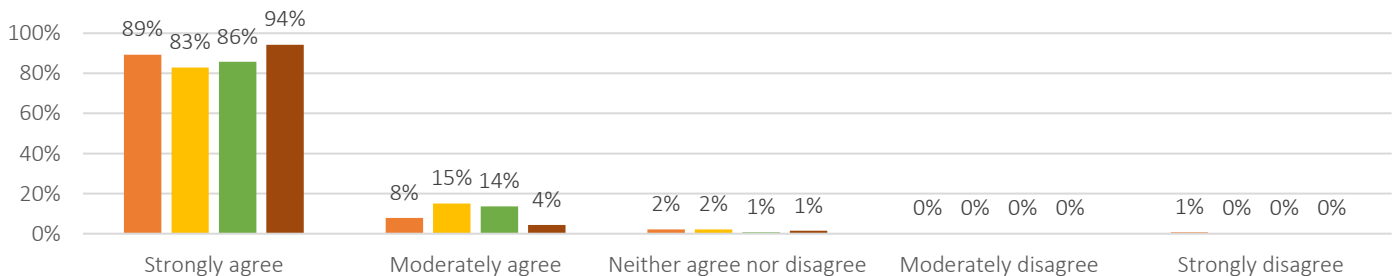
How did you find out about the mock interview program? (Check all that apply)

139 respondents, 174 responses



Interviewer Evaluation

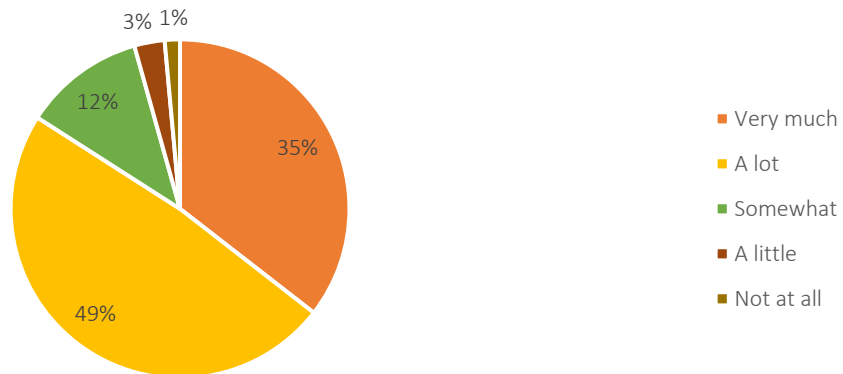
n=140



- The interviewer was prepared for the interview.
- The interviewer was dressed professionally.
- The interviewer asked appropriate questions related to my area of interest.
- The interviewer was knowledgeable about the interviewing process.

How much has your preparedness for interviewing increased by participating in a mock interview?

n=138



Open-ended feedback analysis:

Respondents were asked to comment on their response to the Net Promoter Question (how likely are you to recommend the Mock Interview Program to a friend). Sixty-three responded and 97% of the comments were positive in nature and were variations on how helpful and/or useful the Mock Interview Program is. A few people mentioned how helpful it would be to have more industry-focused questions. Below is a representative sample of responses:

- *I enjoyed the interview. The feedback was extremely helpful, because that isn't something I have ever had before.*
- *I think this is a great way to practice for an interview and get good tips on how to make a good impression at an interview*
- *The process was great and she was very positive and reassuring. I felt very comfortable and would diffidently recommend this interview to other. I liked the example questions given and seeing myself on film.*
- *This really helped me to feel more confident in the interviewing process. I know exactly what I need to improve on.*
- *I feel like they care about your interview and will do anything to help out*

Additionally, respondents were given the opportunity to share any additional comments they had; 4 respondents did:

- *I was offered great advice and expertise. Thank you!*
- *I will recommend it to my friends*
- *the mock interview process is great. i will definitely use it to prepare for upcoming interviews*
- *This is a great service. Both Wendy and Angela were fantastic.*

Learning Outcome Evaluation:

The five learning outcomes specific to the Mock Interviewing Program include:

Learning Outcome 1: Students will be able to identify 2 steps to prepare for an interview.

Learning Outcome 2: Students will be able to identify 2 ways to make a strong first impression.

Learning Outcome 3: Students will be able to identify the meaning of the acronym STAR.

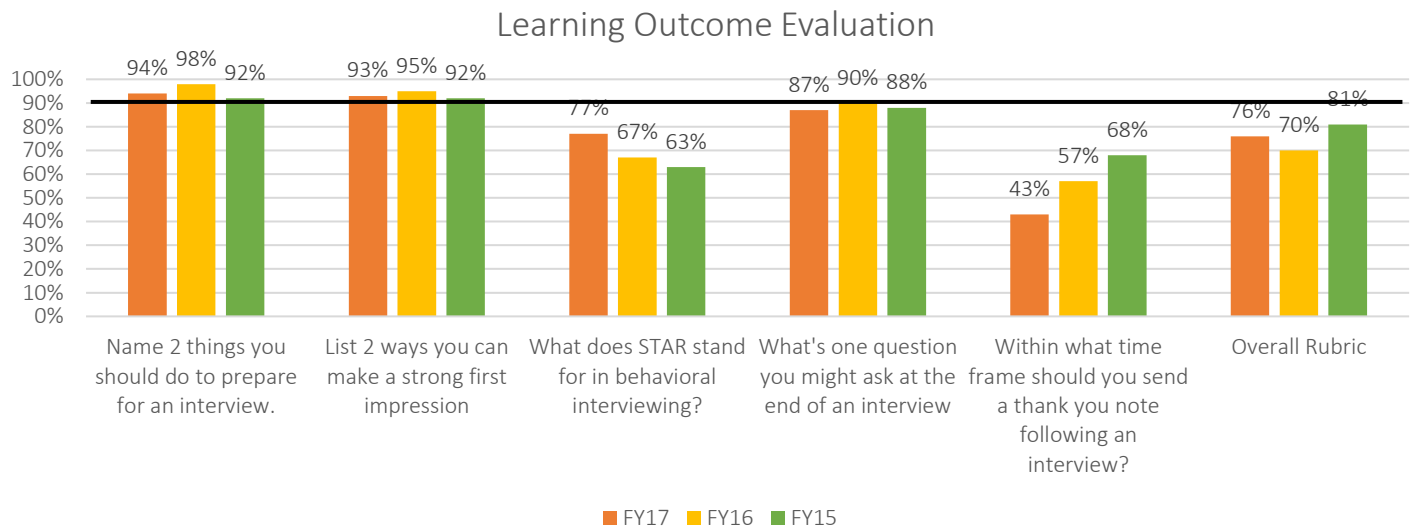
Learning Outcome 4: Students will be able to identify 1 question to ask at the end of an interview.

Learning Outcome 5: Students will be able to correctly identify 24 hours as the time frame to send a follow-up note.

These five learning outcomes support the Career Center's learning outcome that students will be able to demonstrate and promote their unique value through effective and professional communication channels.

The goal was set that 90% of those who participate in the Mock Interview Program will score at least a 12 on the Mock Interview rubric based on their answers to the Mock Interview Program evaluation. The graph below identifies the

percentage of respondents who received full points on the rubric for each of the learning outcomes and then the percentage that scored at least a 12 on the rubric. The line represents the goal of 90%.



Two of the learning outcomes had over or equal to 90% of respondents achieve them, one was slightly below, and 2 were significantly below the 90% goal. There were slight decreases in 3 of the 5 learning outcomes and one very large decrease in the time frame learning outcome (14 percentage points) over last year, but a large increase in those knowing what STAR stands for (10 percentage points) and the Overall Rubric (6 percentage points).