

# University of Louisiana at Lafayette

## Detailed Assessment Report 2015-2016 Career Services

As of: 11/21/2016 01:14 PM CENTRAL

(Includes those Action Plans with Budget Amounts marked *One-Time, Recurring, No Request.*)

### Student Learning Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

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#### **SLO 5: Faculty Relationships**

To assist students and alumni in developing and implementing their career goals, Career Services will continue to collaborate and create new partnerships with faculty. We will seek out new ways to collaborate with faculty to reach more students.

### Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

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#### **O/O 1: Further Develop Employer Relations**

1. To maintain quality university-employer relationships, Career Services will engage in relationship building with employers and organizations currently recruiting at UL Lafayette, and seek additional prospective employers in order to provide job and internship opportunities for our students and alumni.

#### **Connected Documents**

[2009-10 Career Services Narrative](#)

[2009-10 Career Services Statistics](#)

[2010-2011 Career Services Narrative](#)

#### **Related Measures**

##### **M 1: Employer Recruiting Activity**

We are measuring our success based on the number of employers that are actively recruiting students through our services.

Source of Evidence: Activity volume

##### **Target:**

We will create an employer outreach plan which will include activity both on and off campus. These activities will result in an increase of at least of 10% in employers recruiting on campus and will include at least 3 new employers from our target list.

##### **Finding (2015-2016) - Target: Met**

We partnered with several community organizations to meet and build relationships with local hiring companies. Through these partnerships, UL Lafayette students and alumni were able to meet face to face with local recruiters to discuss jobs and internships. We assisted in coordinating the first INNOV8 Technology Career Networking Event which attracted over 150 job seekers. We also partnered with Once Acadiana, LEDA, and the UL Lafayette Alumni Association to host the first Welcome Home Acadiana networking career event during Festival International.

##### **Related Action Plans (by Established cycle, then alpha):**

### Employer Outreach Plan

At the beginning of the fall 2009 semester we created an employer outreach plan. We enhanced the services that we were providing to our existing employers and created new ways to reach out to local employers. Given the tough job market and the slowdown in full time hires, we continued to discuss entry-level positions but also placed an emphasis on co-op and internships. We allocated financial resources and staff time outside of the office to achieve our goals which included the following:

- Invited employers to lunch for the UL Lafayette Hospitality Management Lunch Club program.
- Attended community networking events such as LEDA Networking Lunches and Chamber of Commerce Networking sessions.
- Amy Chauvin, Assistant Director, is actively involved in the Lafayette Regional Business Advisory Committee and the BRING Committee (Bring Regional Initiatives to Greater Acadiana).
- Attended three meetings with local/perspective employers with the LEDA Workforce Development Director
- Participated in the Industrial Technology Symposium
- Attended LAGCOE and met employers from the oil & gas industry
- Updated our website and made it more convenient for employers to get an overview of our services as well as added an employer login box directly on our homepage
- Held over 15 employer visits to our office for an information meeting and tour
- Continued our "Thank You" letter mail out to all employers that recruited on campus and attended career fairs
- Expanded our Career Fair invite database to include a more diverse industry representation

We will continue to aggressively seek out new employers and will nurture existing relationships. We will collaborate with faculty, alumni and community members to develop relationships with employers which can lead to job search success for our students.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Employer Recruiting Activity |

**Outcome/Objective:** Further Develop Employer Relations

**Connected Document**

[Fall 2009 On Campus Recruiting Employer Survey](#)

### Employer Relations Plan

Over the past year we have continued to stay focused on building relationships with employers in an effort to increase the number of job and internship opportunities for our students. We allocated financial resources and staff time outside of the office to achieve our goals which included the following:

- We updated and printed a new Employer Guide for our department which provides employers with an overview of services available to recruit our students. This guide was handed out to employers at various events and functions throughout the

year. We will seek assistance from our Communications and Marketing team to enhance our outreach material to include reasons why employers should hire our students.

- We were invited for the first time to serve as a vendor for the Acadiana Society of Human Resource management conference held in Lafayette in September. Participating in this event allowed us to meet and hand out information on our services to approximately 300 Human Resource professionals from across the Acadiana region.
- We partnered with LEDA and participated in events and meetings to strengthen our relationship with their Workforce Development team. We co-hosted a Professional Networking Reception which attracted 14 employers and over 200 community job seekers. We attended the LEDA job fair to meet vendors and give out information on services offered to hire our students and graduates. We also attended meetings and provided student data for LEDA to share with employers.
- We met with Dean Mark Zappi and several of his students and faculty to discuss ways to attract new employers to the university to increase the number of opportunities available for our students. We are currently evaluating our process for inviting employers to campus and will seek out additional opportunities to meet with employers.
- We also participated in a webinar presented by the National Association of Colleges & Employers titled "Use Business Strategies in Employer Relations." Through the information gained in the webinar, we were able to develop an action plan for developing an employer relations plan for our department. We are currently in the beginning stages of the plan which includes an employer analysis as well as a departmental analysis on our current programs and outreach. We will seek ideas and suggestions from across campus and will collaborate with deans and department heads to improve and increase recruiter activity.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Employer Recruiting Activity |

**Outcome/Objective:** Further Develop Employer Relations

**Additional Resources:** We will need resources to print material which will attract employers to our campus.

## **O/O 2: Student Online Services**

To assist students and alumni in developing and implementing their career goals, Career Services will utilize the latest technology to deliver programs and job search services that put students in the "driver's seat." These services will allow students to take an active role in preparing for their job search.

### **Connected Documents**

[2009-10 Career Services Narrative](#)

[2009-10 Career Services Statistics](#)

[2010-2011 Career Services Narrative](#)

## Related Measures

### **M 2: Student Online Services Success**

We will measure the success of our new online services based on the number of students using the services and by creating and administering a resume builder user survey at the end of the spring semester.

Source of Evidence: Client satisfaction survey (student, faculty)

#### **Connected Document**

[New Online Services Offered by Career Services](#)

#### **Target:**

We will achieve this goal by launching the following new programs on our website: OptimalResume, CareerSpots videos and Facebook networking group. We will also create and administer a user survey for the OptimalResume program and will achieve a 75% satisfaction rate on the program.

#### **Connected Document**

[2011 Optimal Resume Student User Survey](#)

#### **Finding (2015-2016) - Target: Not Reported This Cycle**

We will not assess this year.

#### **Related Action Plans (by Established cycle, then alpha):**

##### **Online Student Career Resources**

- We created an assessment tool to gauge the success and satisfaction of the OptimalResume program in assisting students with achieving job search success. Due to the low rate of students taking the online user survey (less than 5%), we are going to administer the survey again at the beginning of the fall semester and will use incentives to achieve a higher return rate. After reviewing the few surveys that were returned, we learned that only 65% of the students that responded were satisfied with the convenience of the system. As a result, we are going to enhance the trainings offered on the OptimalResume program. We will continue to promote online trainings and will offer in-house resume building seminars. We have realized that this type of training would be more effective if we had access to a computer lab or an in-house computer lab where we could provide one-on-one instruction in resume building to enhance our student's marketability and job search success. We will seek out resources on campus to assist and accommodate us in offering this program.
- The new online services (OptimalResume and CareerSpots) that were added this year have required us to allocate additional funds for service/license fees. We just received STEP funding for the OptimalResume program and to enhance the services offered in the OptimalResume package. These new services will include OptimalEfolio which will provide students a way to upload samples of their work to share with employers and the OptimalInterviewPrep program which will allow students with a web cam to practice interviewing skills with real life video situations. We feel that these added online features will increase the number of students using our online services and will give students another resource to assist them in achieving job search success.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):****Measure:** Student Online Services Success |**Outcome/Objective:** Student Online Services

**Additional Resources:** Access to a computer lab where we can host classes and student groups to provide hands on instruction in creating essential job search documents as well as provide guidance in career planning.

**Connected Document**[OptimalResume Student User Survey](#)**Enhancement and Evaluation of Online Services**

We will continue to update and enhance our online student and alumni job search services in an effort to provide the latest technology to our customers. We also want to ensure that students enrolled in our distance learning programs have access to job search services through our website.

We will continue to review the Going Global Country Career Guide which would provide comprehensive information online to students seeking to gain employment abroad. We will seek funding for yearly subscription fees through grants or corporate sponsorships.

We will monitor the usage of these services to ensure that funds and resources are allocated appropriately. We will survey users of the OptimalResume program again in the 2011 - 2012 year to measure the success of the program in assisting students with their job search.

**Established in Cycle:** 2010-2011**Implementation Status:** Planned**Priority:** High**Relationships (Measure | Outcome/Objective):****Measure:** Student Online Services Success |**Outcome/Objective:** Student Online Services**Enhancement and Evaluation of Online Services**

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**Established in Cycle:** 2010-2011**Implementation Status:** Planned**Priority:** High

**Relationships (Measure | Outcome/Objective):****Measure:** Student Online Services Success |**Outcome/Objective:** Student Online Services**OptimalResume**

Last year, we administered an OptimalResume user survey and did not get sufficient response. Since then, we have spoken with student users as they have met with our staff for resume reviews about the program. Although users liked the program, they were getting confused with the fact that the OptimalResume program was separate from our online job listing program, CSO. With this information, we decided to demo the resume builder that is built into CSO, Resume Maker, to see if it would be more convenient for students and would cause less confusion as they go through their job search. In January, we wrote a STEP grant to cover the cost of our annual license fee for CSO and included funding for the Resume Maker module. In May, we were awarded the funds and will implement the new program over the summer. The annual license fee for the Resume Maker program is \$3,000 less per year than the OptimalResume program. We have since cancelled our contract with OptimalResume and will launch the Resume Maker in June. We will survey users of the new program at the end of the year to measure student satisfaction and usage.

We will continue to offer resume critiquing services by our staff and our Graduate Career Assistant. This past year, our GA critiqued over 365 resumes for students and monitored the usage and creation of resumes in OptimalResume. Our new Graduate Assistant will continue this service with the new program, Resume Maker.

**Established in Cycle:** 2011-2012**Implementation Status:** Planned**Priority:** High**Relationships (Measure | Outcome/Objective):****Measure:** Student Online Services Success |**Outcome/Objective:** Student Online Services**Online Job Search Resources**

We will continue to offer and promote online job search tools to students. We will participate in additional trainings on the latest in social media job search tools and trends as well as meet with representatives from these companies at our regional and national association meetings.

**Established in Cycle:** 2014-2015**Implementation Status:** Planned**Priority:** High**Relationships (Measure | Outcome/Objective):****Measure:** Student Online Services Success |**Outcome/Objective:** Student Online Services**Responsible Person/Group:** Director, Associate Director and Assistant Director**Student Online Resources**

We will continue to stay abreast of the fast paced trends and latest technology in online job search resources for students and graduates.

This year we focused on LinkedIn and received training on using this social media platform for a job search. We presented sessions to educate and train students on using this powerful networking tool to search for opportunities. Although we are not able to assess student usage, we can administer evaluations to students attending our LinkedIn sessions. We will also continue to promote the sessions to student organizations, advisors, and faculty to educate more students on using LinkedIn for their professional job search.

**Established in Cycle:** 2014-2015

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Student Online Services Success |

**Outcome/Objective:** Student Online Services

**Implementation Description:** This will be an ongoing practice of our department.

**Responsible Person/Group:** Professional staff in Career Services.

**Additional Resources:** Additional travel funds will be needed to allow professional staff to attend conferences and webinars on using LinkedIn and other social media programs for job search. We will need to hear from recruiters on how they are using social media to recruit our students.

**Budget Amount Requested:** \$2,000.00 (recurring)

### Online Services

We will not assess this year.

**Established in Cycle:** 2015-2016

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Student Online Services Success |

**Outcome/Objective:** Student Online Services

### O/O 3: Building Relationships with Faculty

To assist students and alumni in developing and implementing their career goals, Career Services will continue to collaborate and create new partnerships with faculty. We will create an online site for UL Lafayette faculty which will give them access to the most up to date career planning and job search programs and resources to share with students.

#### Connected Documents

[2009-10 Career Services Narrative](#)

[2009-10 Career Services Statistics](#)

[2010-2011 Career Services Narrative](#)

#### Related Measures

##### M 3: Faculty Involvement with Career Services

We will measure success of this goal by tracking the number of faculty using our new services.

Source of Evidence: Activity volume

##### Target:

We will achieve this goal by creating a site for faculty to use to gain access to job

opportunities which have been posted for students and alumni.

**Finding (2015-2016) - Target: Met**

In 2015, Career Services acquired the Career Counseling Center and re-named the division the Major & Career Exploration Center. Lauren Landry was named the Associate Director for Major and Career Exploration to oversee these valuable career services for students. Since then, the department has increased its visibility on campus with both students and faculty. The center now serves all students with career planning from orientation through graduation.

In the past year, Career Services' staff presented over 130 career presentations to classes and student organizations. Of these, approximately 40 first year classes, along with their instructors, visited the Major and Career Exploration Center for career testing and career exploration.

The Major & Career Exploration Center also worked closely with academics to coordinate the annual Majors Fair. This second annual event attracted over 350 students to explore majors and 110 faculty members attended to assist students at the event.

With these additional services, we are not only partnering with faculty to assist students with their job search but also in exploring majors and career planning for success.

**Related Action Plans (by Established cycle, then alpha):**

**Faculty Awareness Plan**

- We added a new service for faculty when we launched our faculty site of Career Services Online in January. We also enhanced the existing faculty pages of our website to include resources which can be shared with students as well as information on our Absent Professor Program.
- This past year our staff presented over 166 class/student organization presentations. Our efforts to build relationships with faculty and advisors have resulted in a 30% increase in the invitations to present career related programs to students.
- The involvement of Career Services and the Career Counseling Center in the First Year Seminar, Cajun Connections, has also assisted with our efforts to strengthen relationships with faculty and expose students to the career planning process early in their academic career. Through the Beta and Pilot testing in the fall and spring semesters we presented career planning which spanned three class periods to over 11 sections of first time freshman. Through this process we were also responsible for facilitating two trainings for approximately 20 instructors on the Career Component which exposed them to career planning and our services.

We will assess our online services for faculty at the end of the next academic year via electronic survey. Since we only have seven faculty accounts in Career Services Online at this time, we feel that the awareness of this service is not widespread enough to seek feedback from faculty.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High



**Relationships (Measure | Outcome/Objective):****Measure:** Faculty Involvement with Career Services |**Outcome/Objective:** Building Relationships with Faculty**Building Faculty Relationships**

We will assess this goal of building new relationships and strengthening existing ones with faculty in two years. We will continue to market our online services to faculty as a tool to assist students with their job search and will measure the satisfaction of these services through an online survey and track the usage of such services. This year, we did not have a large enough response to effectively measure the usefulness of this service.

We will also continue to partner with faculty and offer programs and services to assist students with reaching their career goals and will measure the results of these programs through surveys.

**Established in Cycle:** 2010-2011**Implementation Status:** Planned**Priority:** High**Relationships (Measure | Outcome/Objective):****Measure:** Faculty Involvement with Career Services |**Outcome/Objective:** Building Relationships with Faculty**Faculty Partnerships**

We will continue to seek ways to partner with faculty in an effort to assist students with their career planning and job search needs. These partnerships are essential in creating a career minded community environment. We will expand the Majors Fair into a larger space to offer more departments/faculty an opportunity to meet with students.

**Established in Cycle:** 2015-2016**Implementation Status:** Planned**Priority:** High**Relationships (Measure | Outcome/Objective):****Measure:** Faculty Involvement with Career Services |**Outcome/Objective:** Building Relationships with Faculty

**Implementation Description:** Reserve the entire Union Ballroom for the Majors Fair and work closely with faculty for increased participation.

**Responsible Person/Group:** Career Services

**Additional Resources:** Reserving the entire Union Ballroom will double our rental expenses from last year.

**Budget Amount Requested:** \$700.00 (recurring)**O/O 4: Internship and Co-op Development**

To grow and encourage internships and co-op experiences, Career Services will develop a campus wide system for reporting student experiences and will collaborate with faculty and internship coordinators to grow and promote opportunities for students.

**Related Measures****M 4: Internship and Co-op Development**

We will measure the success of this initiative by the creation and active engagement of an internship and co-op committee and by the implementation of a campus wide reporting system for internships and co-ops.

Source of Evidence: Advisory board or community feedback on program

**Target:**

We will achieve this goal by creating an Internship & Co-op Committee which will review current policies and practices regarding student experiences. We will also achieve this goal by purchasing and implementing a campus wide reporting system for internships and co-op.

**Finding (2015-2016) - Target: Not Met**

With the implementation of Banner, we had an opportunity to evaluate the way Co-ops are handled in our office and on campus. Our Assistant Director for Internships, Co-ops and Part Time Jobs, Laine Blazeovich, attended planning and training session for the Co-op course procedures in Banner and implemented a more streamlined process for student Co-op registration.

**Related Action Plans (by Established cycle, then alpha):**

**Internship/Co-op Online Program Implementation**

Once we have implemented the new program and our staff is trained on the program we will develop step by step user guides. We will then begin promoting the service to students, employers and faculty . We will meet with academic department heads to introduce to the service and get feedback on internship coordinator usage within each department. Once departmental contacts have been identified, we will train and support users on the system.

We have also reviewed current co-op policies and practices and will make recommendations for program changes and fees for the following year.

**Established in Cycle:** 2011-2012

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Internship and Co-op Development |

**Outcome/Objective:** Internship and Co-op Development

**Responsible Person/Group:** Career Services staff

**Co-op Registration and Reporting**

With the completion of the Co-op course registration in Banner, we are in the process of implementing the online Co-op program registration and reporting. It is on target to be active for students registering for the Co-op program in the spring 2017 semester.

**Established in Cycle:** 2015-2016

**Implementation Status:** In-Progress

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Internship and Co-op Development |

**Outcome/Objective:** Internship and Co-op Development

**Implementation Description:** Complete design and training for online Co-op program management.

**Responsible Person/Group:** Office of Career Services

**Analysis Questions and Analysis Answers**

**How were assessment results shared and evaluated within the unit?**

Results of expanded services and events are communicated and discussed with staff at department meetings. These results are also reported to the Dean of Students and the VP of Student Affairs.

**Identify which action plans [created in prior cycle(s)] were implemented in this current cycle. For each of these implemented plans, were there any measurable or perceivable effects? How, if at all, did the findings appear to be affected by the implemented action plan?**

Our staff participated in additional trainings on the latest in social media job search tools and trends as well as met with representatives from companies at our regional and national association meetings. We were able to take the information we received at these trainings and incorporate it into our student presentations and workshops. We received positive feedback from students as they had a greater understanding of the career planning and job search material presented to them.

**What has the unit learned from the current assessment cycle? What is working well, and what is working less well in achieving desired outcomes?**

Due to the job market, we have learned that we have to be proactive and build relationship with employers and agencies in order to assist our students. We also know that attending conferences and learning of the latest hiring trends is essential to our success in helping our students reach their career goals.