Student Affairs
for
Support Services
at
Stephen F. Austin State University

Career Services

Annual
Outcomes-Based Assessment
Report 2012

Compiled and Edited by John Mlinar, MA
Primary Programmatic Objective
Students and alumni will have a better understanding of their career development and how it relates to the job search process or educational options both before and after graduation.

Mission Statement
Career Services exists to empower students and alumni to achieve life-long career success. We fulfill this mission through individualized assistance, diverse career development programs, and collaboration with both internal and external partners concentrated on career goal achievement.

Services and Programs
- **Career Counseling** – to assist students in career exploration through one-on-one sessions, with the goal of declaring a major and developing a career direction.
- **Advancing Students As professionals (ASAP) Training** – to acclimate new student employees to the culture of professionalism which is expected in the workplace and employment standards at SFA.
- **Career Events** – career fairs, on-campus interviews and employer information sessions are held to provide students and alumni with on-campus sources of potential employment and networking opportunities with employers.
- **Lumberjack Internship Program** – to provide SFA students with experiential education opportunities in the form of internships through collaboration with the campus community and area employers.
- **Jobs4Jacks** – to provide SFA students and alumni with an online database for employment and internships opportunities within and outside the Nacogdoches area.
- **Resume and interview assistance** – to educate students and alumni on how to articulate relevant experience and skills as they relate to the career field they are entering.
- **Workshops and presentations** – to engage and develop students’ professional skills and knowledge. Topics include resume and cover letter writing, how to prepare for and ace an interview, career fair success, social media and job searches and much more!
Office Achievements

Significant achievements for Career Services for the 2012 calendar year include:

- Career Services is finally operating at full staff capacity after operating with one staff member from February 2012 – August 2012, which significantly impacted our overall numbers reported for this calendar year. We also hired our first ever graduate assistant.

- Continued to expand our collaborative efforts by offering more specialized ASAP training to student staff in select departments, including newly added Disability Services.

- We hosted the first ever Part-Time and Volunteer Job Fair, which had the largest number of students in attendance of any SFA career event!

- Career Services is in the process of revamping/refining our assessment methods for our services and programs in order to streamline data collection, maintain a more accurate record keeping system and ultimately measure our overall performance.

- Offered our first career development psychoeducational group primarily for students who experience feelings of uncertainty and lack of direction regarding their major and its relation to their future career. The goal of this group is to assist students in working towards a sophisticated vocational self-concept so their career identity can become clearer and more solidified.

- Continue to maintain a great working relationship with the Masters Counseling program by serving as an internship site for student(s) completing the graduate program every long semester. This partnership has significantly assisted Career Services to meet the growing demand for career counseling.
**Dashboard**

Below are descriptive statistics for the 2012 calendar year. Arrows indicate change from 2011 year. Asterisks (*) indicate incomplete data, and/or semester-only data.

<table>
<thead>
<tr>
<th>Service Area</th>
<th>2012</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Professional Readiness</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resumes critiqued</td>
<td>895</td>
<td>▲</td>
</tr>
<tr>
<td>Cover letters critiqued</td>
<td>196</td>
<td>▲</td>
</tr>
<tr>
<td>Mock interview appointments</td>
<td>173</td>
<td>▼</td>
</tr>
<tr>
<td>Interview simulations assessed (through InterviewStream)</td>
<td>194</td>
<td>▼</td>
</tr>
<tr>
<td>Job/Internship search appointments</td>
<td>105</td>
<td>▲</td>
</tr>
<tr>
<td><strong>Career Exploration</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Career counseling individual appointments</td>
<td>495</td>
<td>▼</td>
</tr>
<tr>
<td>Strong Interest Inventories administered</td>
<td>796</td>
<td>▲</td>
</tr>
<tr>
<td>Typefocus inventories administered</td>
<td>398</td>
<td>▼</td>
</tr>
<tr>
<td>Sigi3 accounts created</td>
<td>161</td>
<td>▼</td>
</tr>
<tr>
<td><strong>Career Events</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total student attendance at all job fairs</td>
<td>1,576</td>
<td>▲</td>
</tr>
<tr>
<td>Total employer attendance at all job fairs</td>
<td>300</td>
<td>▲</td>
</tr>
<tr>
<td>Student attendance at Career Expos (Fall and Spring)</td>
<td>480</td>
<td>▼</td>
</tr>
<tr>
<td>Employer attendance at Career Expos (Fall and Spring)</td>
<td>118</td>
<td>▲</td>
</tr>
<tr>
<td>Student attendance at Teacher Job Fairs (Fall and Spring)</td>
<td>451</td>
<td>▲</td>
</tr>
<tr>
<td>Employer attendance at Teacher Job Fairs (Fall and Spring)</td>
<td>137</td>
<td>▲</td>
</tr>
<tr>
<td>Student attendance at Fall Accounting Fair</td>
<td>122</td>
<td>=</td>
</tr>
<tr>
<td>Employer attendance at Fall Accounting Fair</td>
<td>17</td>
<td>▲</td>
</tr>
<tr>
<td>Student attendance at Fall Part-Time Volunteer Job Fair</td>
<td>523</td>
<td></td>
</tr>
<tr>
<td>Employer attendance at Fall Part-Time Volunteer Job Fair</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td><strong>On-Campus Recruiting</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students participating in On-Campus Interviews</td>
<td>*118</td>
<td>?</td>
</tr>
<tr>
<td>Employers participating in On-Campus Interviews</td>
<td>*13</td>
<td>?</td>
</tr>
<tr>
<td>Recruiters participating in On-Campus Interviews</td>
<td>*32</td>
<td>?</td>
</tr>
<tr>
<td>Number of Employer Informational Sessions held</td>
<td>*1</td>
<td>?</td>
</tr>
<tr>
<td><strong>Employer Opportunities Posted Through Career Services</strong></td>
<td></td>
<td></td>
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<tr>
<td>Full-time job positions</td>
<td>926</td>
<td>▲</td>
</tr>
<tr>
<td>Internship positions</td>
<td>122</td>
<td>▲</td>
</tr>
<tr>
<td>Part-time positions</td>
<td>175</td>
<td>▲</td>
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<tr>
<td><strong>Outreach</strong></td>
<td></td>
<td></td>
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<tr>
<td>Students reached through Career Services presentations</td>
<td>2,590</td>
<td>▼</td>
</tr>
<tr>
<td>Student reached through SFA 101 career inventory interpretation sessions</td>
<td>*666</td>
<td>▼</td>
</tr>
<tr>
<td>Students attending Advancing Students As Professionals (ASAP) trainings</td>
<td>1,186</td>
<td>▲</td>
</tr>
</tbody>
</table>
Trends

Below are significant trends for Career Services between 2008 and 2012 calendar years.

One-on-One Sessions by Student Job Fair Attendance

Individual Sessions with Students

Interview Preparation
Goals
For the 2013 calendar year Career Services will:

- Collaborate with Office of Admissions to increase number of SIGI3 users as a prospective student and freshman to in order to help build successful career strategies upon entry to SFA and aid in earlier declaration of majors.

- Increase the number of Jobs 4 Jacks users and maximize the features of the software to enhance networking and employment opportunities for students and employers alike.

- Increase local internships NEDCO and Nacogdoches Chamber of Commerce & improve communication between academic departments re: sharing & posting internship opportunities for students.

- Further develop and refine our assessment procedures to obtain valuable information of the effectiveness of our programs and services.

- Continue to offer career counseling internship opportunities to SFA Counseling Graduate Program for fall and spring semesters.

Learning Outcomes for 2011-2012
Of the 20 learning outcomes utilized by Career Services, 3 are presented below. Learning outcomes and findings reflect the academic year (Fall 2011 and Spring 2012).

**Career exploration:** Upon completion of the SFA 101 assessment interpretation, a student will be able to list three occupations compatible with their personality or interest.

- **Assessment Activity (Methodology):**
  - Upon completion of either Typefocus or Strong career inventories by SFA 101 classes during the Fall semester and subsequent interpretation of results by a Career Services staff member, students are asked to list 3 occupations within their results that match their personality and/or interests. Listing activity was completed using writing utensil and paper. Responses were recorded and analyzed using SPSS, statistical software developed by IBM.

- **Major findings for this LDO:**
  - Data were collected from 766 respondents.
  - 96.9% of students listed 3 or more occupations which matched their personality and/or interests. This is an increase from last year, where frequency was 92%.
  - When considering inventory administered, 95.4% of students who took the Typefocus inventory (N = 481) listed 3 or more occupations, compared with 99.30% of students who took the Strong inventory (N = 285) and listed 3 or more occupations. Difference between mean scores for number of occupations listed is statistically significant (p < .001).
  - 60 students requested further career counseling after their assessment interpretation.
  - 90% of students will be able to list at least 3 occupations whether they utilized the Strong Interest Inventory or Typefocus inventory.
Confidence navigating job fairs: After interacting with recruiters at SFA career fair events, a student will feel a greater sense of independence and empowerment in their ability to contact potential employers.

- **Assessment Activity (Methodology):**
  - A self-created survey comprised of 9 questions relating to students’ experiences at the Career Expo and self-ratings of their professional behavior was given to willing student and alumni participants upon completing the Career Expo during Fall and Spring semesters. Questions relating to students’ professional behavior were measured on a Likert Scale (1 = Low, 2 = Average, 3 = Above Average, 4 = High). Survey items related to this LDO are: “Prior to participating in today’s career event, how empowered and confident did you feel in your ability to contact potential employers?” and “After participating in today’s career event, how empowered and confident do you feel in your ability to contact potential employers?” The survey results were compiled and analyzed using SPSS, a statistical program developed by IBM.

- **Major findings for this LDO:**
  - Data were collected by 165 students and alumni; scores were matched.
  - Prior to Career Expo, 67.6% stated they felt “quite a bit” or “very much” confident in their ability to contact potential employers. After the Career Expo, this number increased to 88.5%, which is an improvement from last year’s score of 78.3%.
  - Students felt significantly more empowered and confident in their ability to contact potential employers after the career fair than they did prior. This difference is statistically significant (p < .001).

Career and major confidence: Upon completing career counseling, the student will express improved confidence in their choice of academic major and subsequent career path.

- **Assessment Activity (Methodology):**
  - A self-created 4-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Agree, 4 = Strongly Agree) survey comprised of 10 questions relating to major and career development and confidence was completed by each career counseling client before the first session. Clients who attended the third session then completed the posttest. Survey question related to this LDO is: “I am confident that I am on the right path regarding having chosen a satisfying academic major that will lead to a satisfying career.” The survey results were compiled and analyzed using SPSS, a statistical program developed by IBM.

- **Major findings for this LDO:**
  - 312 clients completed the pretest question; 61 completed the posttest question.
  - Pretest mean score was 2.17, posttest mean score was 3.72. Results were statistically significant (p < .001).
  - The effect size (d) for this LDO is 2.15. According to statistics, a small effect size is .2, a medium effect size is .5, and a large effect size is .8; therefore, this indicates an extremely large change in clients’ confidence in their choice of an academic major and subsequent career path as a result of attending career counseling.
Program Outcomes for 2011-2012
Career Services developed 3 program outcomes for the academic year (Fall 2011 and Spring 2012).

Increase revenue to benefit overall delivery of Career Services Programs.

- **Assessment Method:**
  - The 2011-2012 academic year budget will be compared with the 2010-2011 academic year budget in terms of total income, and expenses for Career Services.

- **Criteria for Success:**
  - Overall income (subtracting expenses from income) will increase 8% compared to last year’s budget.

- **Assessment Results:**
  - Compared to last year’s budget, Career Services income decreased by 10.3%. Expenses decreased by 24.27%, yielding an increase in overall income of 873.2% from 2010-2011 academic year to the 2011-2012 academic year.

Facilitate access to quality career opportunities for SFA students and alumni.

- **Assessment Method:**
  - Survey results for one question on the self-created Accounting Fair (Fall semester), Career Expos (Fall/Spring semesters), and Teacher Job Fair (Fall/Spring semesters) surveys will be compiled, coded, and analyzed based on frequency using SPSS statistical software. Question is, “How helpful was this event in meeting prospective employees that match your particular employment needs?” Answers are in Likert style (Very Little, Some, Quite a Bit, Very Much). Students who participated at the fairs were asked to complete the survey as they were leaving.

- **Criteria for Success:**
  - 90% of responses on the question relating to the value of the career event will be answered as Helpful, Quite a bit helpful, or Very helpful. 75% of responses on will be answered as “Quite a Bit Helpful” or “Very Helpful”.

- **Assessment Results:**
  - Of the 526 student/alumni evaluations that were completed, approximately 95.6% of the responses relating to the value of the career event were answered as “Somewhat Helpful,” “Quite a Bit Helpful”, or Very Helpful.”
  - 77.9% of responses were answered as “Quite a Bit Helpful” or “Very Helpful”. 66.4% of Career Expo respondents answered according to these criteria, 79.7% of Teacher Job Fair respondents, and 94.3% of Accounting Fair respondents.

Provide Online Resources for students/alumni to research appropriate careers and/or majors.

- **Assessment Method:**
  - Student/alumni access of Sigi 3, a career exploration website created by the Valpar corporation that offers career inventories, occupational and major information, and occupational videos, will be audited. Starting at the beginning of this academic year, Sigi was placed on the Jobs4Jacks website, a website offering job search opportunities and career fair and workshop information, accessible only to users with student identification at SFA, ensuring access by SFA students and alumni. New user accounts (created within the last academic year) created and cumulative hours utilizing the
website will be recorded. To ensure representative data, all access by Career Services staff will be excluded from the results.

- **Criteria for Success:**
  - At least 100 new user accounts will be created between 7/1/11 and 7/1/12. Students and alumni will spend at least 150 hours researching information on Sigi 3 between 7/1/11 and 7/1/12.

- **Assessment Results:**
  - 84 new user accounts were created between 7/1/11 and 7/1/12.
  - 212 students and alumni spent 71 hours on Sigi 3 between 7/1/11 and 7/1/12.

### Professional Development

In accordance with Stephen F. Austin’s Strategic Plan, professional development is highly valued in the area of Student Affairs. Listed below are professional events in which Career Services staff participated for the 2012 calendar year, categorized by department.

**Binta Brown**

**QPR (Suicide Intervention) for Refugees webinar.** By the QPR Institute.  
**Texas University & College Counseling Center Conference.** Hosted by Baylor University.  
**Emergency Mental Health Management cd series.**  
**“Red Dot” website development training.** By Roni Lias, Stephen F. Austin State University.  
**Calculating Risks of Dual Relationships.** By the Piney Woods Counseling Association  
**Everything You Ever Wanted to know about Interview Schedules webinar.** By CSO Research.  
**Entrepreneur Certification program (6 sessions).** Hosted by NEDCO at SFA.  

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**David Gehrels**

**“Red Dot” website development training.** By Roni Lias, Stephen F. Austin State University.  
**Tidying up your site: CSO Recommendations for Data Clean Up webinar.** By CSO Research.  

**Brandi Derouen**

**“Red Dot” website development training.** By Roni Lias, Stephen F. Austin State University.  
**Everything You Ever Wanted to know about Interview Schedules webinar.** By CSO Research.  
**Entrepreneur Certification program (6 sessions).** Hosted by NEDCO at SFA.  

- 10 -
Everything You Ever Wanted to know about Career Events webinar. By CSO Research. October

Teaching Social Media Job Searching webinar. By the National Association of Colleges and Employers. October

Tidying up your site: CSO Recommendations for Data Clean Up webinar. By CSO Research. December

Southern Association of Colleges and Employers Conference in St. Pete Beach, Fl. December