

Indiana State University

2004 - 2005 Administrative Annual Report

Career Center

Year in Review

Achievements

As you have heard, increasing public awareness of Indiana State University's accomplishments is crucial to building student enrollment, influencing policy makers, and developing a place of pre-eminence in the Midwest. What do you consider to be your department's accomplishments for the 2006-07 year that will contribute to this effort? (Please list in priority order and limit to no more than 8.)

Career Center Facilities: 1. The Career Center facility was totally remodeled and updated, including a completely new floor plan layout and modular office arrangement for the reception area; painting the entire facility; new carpet, window treatments, and ceilings throughout; a state-of-the-art classroom and a "corporate" conference room; and a visiting employer lounge and employee lunch/break room. Events and Programs: 2. Both the fall and spring "all majors" career fairs were very successful with 1,430 students and 163 employers attending. Similarly, the May Teacher Recruitment Fair was also supported by a very diverse group of 52 school corporations from all over the country, providing job placement opportunities to the 170 students in attendance. 3. The focus of the spring Internship Appreciation Luncheon was broadened to include more out-of-town and for-profit employers. A follow-up event is planned in Indianapolis in the month of June to further support our goal of reaching more out-of-town employers, specifically in Marion County. 4. Partnering with Alumni Affairs, we co-sponsored the first Alumni Mentor's Day, providing an opportunity for alumni to return to campus and share their work experiences with interested students. Both the alumni and the students were very pleased with the event. 5. Revitalized Network Etiquette Workshops were extremely successful, serving a record 649 students over seven separate evenings. Additionally, 108 adult "table hosts", including faculty, staff, and employers added a note of realism to these exciting events. 6. Career Center staff members delivered over 200 separate presentations resulting in nearly 8,500 student contacts. Staff: 7. Assistant Director, Valarie Jacobsen, was named "Ambassador of the Month" for the month of April by the Terre Haute Chamber of Commerce, and Assistant Director, Mark Frederick, completed his PhD in Counseling Psychology in May. 8. Internship Coordinator, Dianna Cooper-Bolinskey, forged the Wabash Valley Career Development Alliance, a consortium of career development professionals from ISU, Rose Hulman Institute of Technology, St. Mary of the Woods College, and Ivy Tech State College. This group meets regularly to share best practices and seek opportunities to cooperate. Additionally, Dianna was elected to a Board of Governors position (Awards and Recognitions Chair) in the Midwest Cooperative Education Internship Association and as President of the Indiana Cooperative Education Internship Association. 9. Associate Director, Cathy McGregor-Foster was elected president of Career Development Professionals of Indiana, and Director, Kent Waggoner, served as the keynote speaker at a Terre Haute Noon Rotary Club meeting. Development: 10. The Career Center has acquired ISU Foundation Support from Mr. Rex Breeden for the development and implementation of the Rex Breeden Internship Institute. Within two years plans are to host a 2-day state-wide institute offering programming for employers, higher education professionals, and students focusing on all aspects of internship development, employment, and management.

Action Steps

In light of the new [strategic direction](#) of the University can you modify your action steps or develop new action steps that will aid in the implementation of the University's Strategic Indicators?

Many of the Career Center's current and future initiatives directly support the University's Strategic Initiatives of Experiential Learning and Community Engagement. For example, our significant emphasis on developing and coordinating internships obviously contributes directly to students' experiential learning opportunities. Additionally, for this effort to be successful, we must engage the community at large, and employers specifically, to build long-lasting successful internship partnerships. Secondly, the Career Center has been and will continue to be the "prime mover" in developing the tools to effectively manage the University's internship effort. A University Internship Handbook has been written and is being staffed through the University hierarchy for ultimate approval and publication. Additionally, an Internship Repository has been established as part of Career Center operations. This searchable database management tool should be operational by the beginning of the Fall 2005 semester. In short, the Career Center will continue to be a "force multiplier" or catalyst to help bring together (1) supremely qualified, liberally educated, pragmatically experienced, and highly motivated graduates with (2) successful, growing, and dynamic employers, offering outstanding career opportunities, motivated and excited about hiring ISU graduates. If we are successful developing and nurturing both ends of this relationship, the University's success will be evident, graduates and employers will become our best public relations representatives, enrollment will grow, and pre-eminence will be obvious and renown.

Assessment

What are two ways in which you evaluated the quality or effectiveness in your area last year? What changes did you make based on those assessments?

1. During the 2004-2005 academic year, we surveyed students who participated in our Practice Interview program. Students were surveyed "pre" and "post" the actual practice interview session in an attempt to measure their skill development as a function of the actual experience. The assessment results seem to indicate that students developed an appropriate mix of verbal and non-verbal communications skills and became more comfortable and confident in job interview situations they expect to encounter during their job search. Generally, students felt better prepared after the experience than they did before the practice interview. Based on these findings we plan to expand the marketing effort for this valuable program, hopefully reaching more students earlier in their college career. Additionally, we plan to upgrade our ability to record these experiences, using CD ROM technology so that students may take the recording with them for further review in their residence. 2. We have begun a survey of every single student visit to the Career Center. We hope to learn the level of customer satisfaction with Career Center programs and services offered to students. Additionally, however, we also hope to measure the level of student skill development as a result of our student encounters. Although this is a relative new effort begun during the spring semester of 2005, we're certain it has great promise in helping us tailor our programs and services to maximize student benefit. 3. Lastly, even though assessment of specific programs or services is valid, we still feel assessment is better viewed as a pervasive issue throughout all facets of Career Center operations. Consequently, we will continue to approach assessment and research in the aggregate, rather than focusing solely on individual programs or processes. We have begun developing a comprehensive research/assessment plan for the Career Center focusing on three distinct areas of investigation: (1) Customer Satisfaction, (2) Program Evaluation, and (3) Academic Inquiry. The specifics of this plan are still under development, but we feel this document will ultimately be the kind of "road map" we need to focus our assessment efforts.

Future Goals

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Please describe the progress you have made on these action steps.

EL – As discussed earlier, the university-wide Internship Handbook and the Internship Repository are both very nearly complete. These two initiatives will combine to greatly improve the management and assessment of this vital experiential learning component. IM – The Career Center has not been as successful as hoped in developing a fully comprehensive internal marketing plan. However, working with two student consultative groups this past year did result in some significant improvements in our overall marketing effort. Additionally, integration of these changes into the University's Integrated Marketing Plan has been nearly seamless. Printed materials and PowerPoint presentations now mirror the "look and feel" of the University's new image. CE – Involvement of Career Center staff in community outreach activities has indeed increased. Perhaps most importantly, the Career Center has become involved with the Wabash Valley Advanced Manufacturing Cluster, a sub-set of the Chamber of Commerce involving 28 of the largest and most influential manufactures in the local area. This relationship has the potential to result in greatly increased internship opportunities for ISU students. Lastly, ISU now has an intensive internship relationship with Clarian Health Systems in Indianapolis, placing 9 summer interns in various disciplines throughout the Clarian system.