

**WEBER STATE UNIVERSITY
CAREER SERVICES PROGRAM REVIEW
2010**



Weber State University Career Services Department Review

2005-2010

Contents	Page
History of the Department	3
Weber State University Mission Statement	3
Student Affairs Mission Statement	4
Career Services Mission Statement	4
Overarching Goals and Outcomes	4
Program Components	6
Career Advising/Counseling	7
Career Information	8
Employment Services	9
Internships and Experiential Education	10
Graduate School Services	10
Program Management	11
Organization	12
Budgets.....	13
Human Resources	14
Management and Administration	15
Program and Event Administration	15
Teaching/Training/Educating	15
Marketing/Promotion/Outreach	16
Brokering/Connection/Linking	16
Information Management	17
Position Qualifications/Competencies – Leadership by Career Services Mgrs.....	17

Contents	Page
Professional Positions	18
Support Staff and Technical Positions	19
Career Assistants	19
Facilities and Equipment	20
Technology	21
Campus and External Relations	22
Employer Relations and Recruiting Services	23
Legal Responsibilities.....	25
Equal Opportunity, Access, Affirmative Action and diversity.....	26
Ethics.....	27
Program Evaluation, Assessment and Research.....	27
Summary.....	28
Strengths.....	29
Opportunities for Improvement.....	30
Key Issues and Concerns for Site Review.....	31

APPENDICES

A. Employer Outreach Data	32
B. <i>WSU CareerConnect</i> ® Data (Jobs Posted, Etc.)	39
C. Annual Survey of Graduates.....	42
D. Career Services Organization Chart	45
E. Example of the Six-Column Planning Model.....	47
F. Career and Graduate School Fair Data	53
G. Direct Services Data	65
H. Career Services Website Metrics	68

HISTORY OF THE DEPARTMENT

The Career Center began in the early 1960's and was called the Placement Bureau. The records show that in 1967, the Director of The Placement Bureau was Hugh Jacobs. The organization consisted of a Director, a Placement Coordinator, and a Secretary. Jim Kelly succeeded Hugh Jacobs and then was replaced by Dr. Steven Eichmeier. Steve re-organized the department with a Manager for Co-op and Internships and a Manager for Corporate and Education Recruiting. There were also two Career Counselors and a Librarian. The Bureau was initially located in the basement of the Stewart Library. In 1985, the Career Services Center moved into an area in the Shepherd Union building across from the bowling alley. In 1995, the Career Center moved to the Student Services Building where it is currently located. In 1999, the new Vice President of Student Affairs decentralized the Career Center. Each counselor spends some of their time in their assigned college advising and counseling students and the rest of the time they are helping students in our main office or at the Davis Campus (one advisor is full time in the College of Business and one is three quarter time in the College of Technology). Dr. Winn Stanger was hired in 2002 as the Director of Career Services. In 2007, to better meet the needs of our clients and more fully utilize the strengths of each of our professionals, we re-organized the team into two groups. One group is composed of five career counselors/employment advisors and the other is composed of five employer development professionals. The career counselors provide assessment and counseling for the students in the seven colleges, and the employer development group develops internships and career positions for all students. To assist with the change, we created funding for two part-time coordinators for employment and internship outreach. In 2010, the University enrolled 23,000 students and the need to provide more services has increased. The re-organization has helped us increase the productivity and morale of our team members and has provided new services to students, alumni, faculty and employers.

WEBER STATE UNIVERSITY MISSION STATEMENT

Weber State University offers associate, baccalaureate and master degree programs in a broad variety of liberal arts, sciences, technical and professional fields. The University provides excellent educational experiences for its students through extensive personal contact among faculty, staff and students in and out of the classroom. To accomplish its mission, the University, in partnership with the broader community, engages in research, artistic expression, public service, economic development, and community-based learning experiences in an environment that encourages freedom of expression while valuing diversity.

STUDENT AFFAIRS MISSION STATEMENT

The Division of Student affairs promotes student learning, well-being and success through comprehensive services and programs provided in an inclusive environment. Student Affairs serves the needs of a diverse student population by offering educational experiences, leadership opportunities, and academic support which advances the social, intellectual, cultural, and civic development of students.

CAREER SERVICES MISSION STATEMENT

Career Services supports the mission and goals of Weber State University by assisting students and alumni in exploring and pursuing meaningful lifetime careers. The mission of WSU Career Services is to help students develop their self-awareness and skills to explore, clarify and implement good career choices, and strategies to locate meaningful employment upon graduation. This is accomplished by providing a broad range of developmental programs, classes, workshops and events delivered in a student-centered, state-of-the-art environment. These services include:

- Career Counseling and Assessments
- Resume Review and Interview Preparation
- Employment and Internship Advising
- Graduate School Preparation

Career Services is a leader in continuously fostering positive partnerships with students, alumni, employers, faculty, staff and our community. These internal and external partnerships are critical in helping students and alumni discover their career potential.

OVERARCHING GOALS AND OUTCOMES

Career Services strives to achieve the following goals and outcomes:

- Serve as a **key campus resource** for career exploration and development, internship and career employment, and graduate school preparation.
- Provide a **holistic model of student career exploration and employment** by helping our clients integrate their goals, values, interests, skills, and personalities with their academic and professional experience.

- Provide a variety of formats for students and alumni to **interact with employers** from private, government, education, and nonprofit sectors, including: on-campus recruiting, information sessions, forums and panels, and university-wide expos and fairs
- **Increase student participation** with the Career Center in the four areas of focus: Career exploration, interest assessments, Internships and career employment.
- Serve as the **resource for data** related to career development, interest assessments, internships and career employment by gathering, organizing and disseminating data to the appropriate on and off-campus partners.
- Maintain a **high standard of customer service**, which exceeds our client's expectations by creating a warm and friendly environment coupled with a knowledgeable, supportive and ethical staff.
- Enhance the **role of faculty** in the career exploration and employment process and expand these partnerships across campus.
- Continue to expand outreach efforts to **build partnerships on campus** for special populations in order to meet the unique needs of these diverse groups, including disabled students, international students, multi-cultural students, women and re-entry students, first generation students, student athletes, honors students, GLTB students, and living and learning communities (housing).
- Expand **linkages with alumni** in order to more effectively serve the needs of alumni career changers while assisting alumni hiring employees for their own organizations.
- **Value lifelong learning and professional development** through focusing on staff development in order to provide quality programs and meet the needs of clients.
- **Update technology** to meet the needs of clients while maintaining a “high-tech and high-touch” environment.
- **Engage in the continuous improvement** of services, training, technology and resources through the use of regional and national benchmarking, input from clients, and feedback from assessments.

Career Services at Weber State University is a member of the National Association of Colleges and Employers (NACE) and follows the Principals for Professional Conduct for Career Services and Employment Professionals.

PROGRAM COMPONENTS

The WSU Career Services Center provides a strong and comprehensive program of career exploration and assessment testing along with internship and employment advising, and graduate school preparation assistance. This service is essential in helping existing and future students, and alumni in transition, to make appropriate and successful career decisions that will affect their future success. The foundation of this program is clearly defined and implemented through the following program components.

- The Career Services Center provides career and major counseling for students at any stage of their college experience. This is accomplished through career assessments that help the student understand their interests, skills, values and personality traits that affect the choices of a career and corresponding major. We utilize the MBTI personality profile and the Strong Interest Inventory, which matches interests to up to 10 possible career choices. We also use the Career Occupational Preference System (COPS) to give the student a comprehensive overview of their interests, abilities and values. A free assessment, usually for freshman, is the Career Liftoff Inventory, which provides five possible career choices based on the Holland Code. The eDiscover computer based career planning program is available to students to use for career exploration in occupations, majors, schools and job searches. This provides the student with the most current career counseling assessments and feedback combined with the most contemporary career services practices in career counseling and coaching. The career counselors and employment advisors are provided regular updates in staff meetings on the most current economic trends. These are provided through our weekly meetings of the Employer Development Group and bi-monthly meetings of the career counselors.
- Career Services works collaboratively with numerous partnerships within Student Affairs, the seven academic colleges, alumni services, and employers. Some examples of collaboration are the partnerships with Disability Services, Veterans Services, Athletics, Community Services, International Students, the Diversity Center, Alumni Services, and the Student Success Center. We sponsor programs each year with these and many other organizations on and off campus.
- The Career Services and Employment Advising Services align with the mission of the university particularly in the third core theme, an engaged campus and supportive student culture. We help prepare students for post-graduation success through our “Pathways to Success” program, which helps with student attraction, retention and graduation rates. Also, internship and employment programs increase the probability of competing effectively in finding major related employment during and after graduation. Career Services sponsors yearly career fairs and graduate school fairs to provide opportunities for our students to meet employers and graduate school representatives that would like to have them join their organizations.

- Career Services works tirelessly marketing the services it provides to students. Some examples of innovative programs during the past year are the introduction of the “Pathways to Success” and the “Career Café” projects. These programs are discussed further in the career counseling section. The launch of our new web site and Facebook page have also been helpful. The 52-inch High Definition TV outside our office has attracted new interest from students with its ongoing coverage of events. The branding of our logo with the hand clasping arch and the tag line “Make the Connection” has been used on all of our banners, flyers and publication materials. We have increased our visibility with these marketing initiatives and we are planning a new student success handbook and pod casting for additional exposure.
- Frequent seminars and information sessions are provided for students through the weekly Career Café, and special information sessions and employer panels. WSU Career Services supports and upholds the ethical standards of NACE, our national association, and we educate our staff and faculty on the importance of complete adherence to these standards.

Career Advising/Counseling

- Career Services provides career counseling and employment advising to assist students at any stage of their college experience while they are enrolled at the university and some services to alumni. Special populations such as disabled, veterans, minorities, athletes and international students are receiving additional attention, as they tend to use the career services less frequently. A student assistant was hired to focus on these groups. Five career counselors help students explore career options, gain information on the world of work, access employment information, select an academic major, develop long-term and short-term career plans, and learn strategies for career success. Counseling methods include standardized career assessment (Strong Interest Inventory, Myers-Briggs Type Indicator, etc.), utilization of information resources (career library, Occupational Outlook Handbook, O*Net/Dictionary of Occupational Titles, Career Services website, etc.), informational interviewing (e.g., “Take a Wildcat to Lunch” - a program connecting students with alumni, faculty, advisors, mentors, etc.), and employment skills training (resume reviews, mock interviews, training seminars, etc.).
- The Career Services team encourages students to take advantage of career services as early and often as possible. The “Pathways to Success” program is introduced in orientation and in First Year Experience, at the block party (a fall opening week activity) and during all Career Café events. The four step process of “connect, explore, focus and apply” brings the student into the Career Center, ideally as a freshman, and keeps them on track with a step by step process through graduation.
- Weber State Career Services provides career counseling through scheduled appointments with individuals, group programs, career planning courses, outreach opportunities, special events and information technology. Students are encouraged to take advantage of various types of educational and counseling opportunities. WSU Career Services philosophy is to work as much as possible with individual students to provide personal counseling versus group counseling. Career counseling and test interpretation sessions usually take one hour. A two credit hour career-planning course

is taught by the five Career Counselors on line and face-to-face. Approximately forty students per semester take the class. Outreach opportunities include information sessions with employers (e.g., FBI), contract employers and large engineering companies. Special events for groups are held for general topics on resume writing, interviewing, networking, job search strategies, dress for success, and graduate school preparation. The Career Center is dedicated to a high tech/high touch philosophy and both a comprehensive website and employment services delivery system (*CareerConnect*®) help the center meet student needs 24/7.

- A goal of Career Services is to put the needs of the students first and to refer the student to other appropriate services if assistance is needed beyond the scope of career counseling/employment advising. The groups we most frequently partner with are Academic Advising, Student Success Center, Women's Center, Nontraditional Student Center, Counseling Center, Students With Disabilities Center, International Student Center and the Volunteer Center. Career Center professionals collaborate closely with other campus counselors and advisors to be sure the student's needs are met. Several Career Center professionals have satellite offices within the academic colleges that increase the visibility and availability of services for students and facilitate collaboration with academic faculty.
- Weber State students typically have non-traditional backgrounds. WSU is an open enrollment university that provides a 2+2+2 college experience. It operates like a community college with associate degrees, like a college with 4-year degrees and like a university with 9 graduate programs. The average age of the student is 26 and 87% of our students work while they attend Weber with over 39% working full time during all or part of their education. These statistics are from the Noel Levitz student survey. The Career Center serves as a "one stop shop" for all jobs. We list full- and part-time, on- and off-campus, internships, volunteer opportunities, and work study positions.
- Career Counselors/Employment Advisors are expected to maintain paper files or electronic files for the students they serve for future reference. Also, a confidential file system is an optional service that the Career Center offers to students who choose to use it.

Career Information

- Career Services makes current and comprehensive career information accessible to students as they explore and make career decisions. The career library has print copies of the O*Net and Occupational Outlook Handbook available for students to explore possible careers. Also, the virtual career library section of our website provides electronic access to E-Discover and many other useful online information resources 24/7. The library has hundreds of books that provide both general information and specific information on employment options within each of the seven academic colleges. Counselors and advisors utilize local, regional, and national wage information to help students plan effectively. Daily local and national newspapers are available to read along with weekly and monthly magazines that focus on careers. The library setting is warm and comfortable (patterned after a Barnes and Noble or a Borders experience).

- Career Counselors utilize the assessment results from each student to determine their interest, skills, values, and preferred life styles and helps them find careers that match their assessment results. From the information on current and projected employment opportunities, the counselor provides the client with the widest possible choices of employment from which to select their future opportunities.
- Career Services provides seminars and information on graduate school programs that align with the student's major. During graduate school week (just before the graduate school fair), seminars are held on how to apply to graduate schools. Also, information on graduate school exam preparation is discussed.
- The Career Library is staffed with a full-time librarian that manages the library materials and is able to help students access and utilize the career information.

Employment Services

- WSU Career Services assists students in exploring a full range of career and work possibilities that match their career goals through one-on-one and group information and counseling sessions. After completing Career Assessments, students are encouraged to validate their career choices through informational interviewing. We market the "Take A Wildcat To Lunch" program, for the Alumni Center, that matches our students with an alumni or community mentor that can help them know more about their potential career choice. We also provide opportunities to meet employers during "Meet the Firms Night," "Business Night Out" and through employer information sessions. Internships complete the exploration and development process.
- Career Services assists students in preparing and developing job-search strategies and competencies and tools to effectively present themselves as candidates for employment. This is accomplished through one-on-one and group counseling in resume and interview preparation, hands-on experience through video recorded mock interviews with staff and employers, networking strategy workshops, "Dress for Success" workshops and etiquette luncheons for professional polish.
- Career Services assists students in connecting with employers through numerous campus interviews each semester and opportunities to meet interested employers in the all majors career fair, the health professions fair, the criminal justice fair and the construction management fair. . Also, hundreds of employers list thousands of internships and jobs on Career Connect System, Career Athletes job board and the internship website. The information technology systems provide direct application, networking, referrals, and signups for interviews and job search events.
- WSU Career Services develops and maintains relationships with employers that provide career development and employment opportunities for students. During the past three years Career Services Coordinators for Internships and Employment have made contact with nearly five hundred employers, with over three hundred of these contacts visited at their businesses or on-site at Weber State (Appendix A). Thousands of internships and employment opportunities are posted each year from local, national and international organizations (Appendix B). Career Services also collaborates with the alumni center to conduct an annual survey of graduating students to evaluate their success in securing

employment (or being accepted into graduate school), and to determine where graduates are being hired (Appendix C).

Internships and Experiential Education

- Weber State Career Services provides and encourages internship and work-based learning programs. Some majors require an internship and all majors encourage experiential education. WSU is a practical application university where what you learn in the classroom can be taken to the job. The “Pathways to Success” program encourages volunteer work in our community. The “Take a Wildcat to Lunch” program focuses on informational interviewing and can lead to job shadowing opportunities. We also work very closely with Hill Air Force Base, which employs 23,000 people to be the major provider of students in their Copper Cap and Palace Acquire internship programs, for which most students that apply receive career positions during or after graduation.
- Two of our largest colleges mandate internships, practicum, or student teaching requirements to graduate. Our largest college, the College of Health Professions, requires each student to complete a practicum for graduation, and we help facilitate those opportunities and connect many employers to students and faculty. The College of Education requires student teaching for each graduate and we currently manage their confidential senior files for interviews on campus and coordinate their attendance at the yearly statewide Teacher Fairs. We provide two seminars each year for employers on “How to Hire an Intern” and we are preparing to hold an annual training session on best practices for each of our internship coordinators for each major from each college. We are the central clearinghouse for internship data and we are coordinating the dissemination of that data to our University and state partners.
- We provide internship education for employers that do not know how to start an internship or who are interested in improving the quality of their internships. All-for-credit internships are managed by the college coordinators of the majors granting the credit and all for credit internships require that learning outcomes be met. The internship coordinators from the colleges provide the supervision for the internships-for-credit. The supervisors manage the number of hours and the learning outcomes for each of the internships. The Career Center Coordinator for Internships is available to assist any employer to connect with the right coordinator who can help establish an effective internship program. We are currently developing an internship manual that will help current and future employer partners to hire more interns. This is especially important in the economic climate and market that we are now faced with where companies are hiring more interns and contract employees than ever before.

Graduate School Services

- WSU Career Services assists students in identifying graduate or professional school programs that match their career goals. The Career Counselors and Employment Advisors advise students concerning their goals and how graduate school can assist them with their career plan. We collaborate with academic advisors and faculty in

making sure each person's needs are met and that the information we provide can be especially helpful.

- Career Services assists students to effectively present themselves as graduate school candidates. During graduate fair week, we hold seminars on graduate school preparation that contains information on tips for success. Our Assistant Director of Career Services, who recently completed his Ph.D. program, teaches the seminar and, with his recent experience, he is very credible. Each advisor knows the specifics of their own majors so they serve as the major point of contact for each student.
- Career Services assists students in obtaining information on graduate schools through accessing information from our library print media and from our web information. Data from the O*Net and Occupational Outlook Handbook as well as from The National Association of Colleges and Employers is shared concerning the necessity and timing for a graduate degree.
- The WSU Career Center helps students in connecting with graduate/professional schools through our Graduate School Fair held each fall. We participate as an integral part of the Utah Consortium that sponsors the yearly graduate school fair. Three years ago the fair drew 72 graduate schools and last year there were 94 graduate program participants with over 300 students attending. This is important as nearly 40% of WSU students report they plan on attending a graduate school now or in the future. Career Services is one of the main advocates for the formation of a university-wide pre-professional and graduate school advisory group. Presently the Director of Career Services serves on the Graduate School Council at WSU, which meets monthly to promote WSU masters programs.

PROGRAM MANAGEMENT

- The Director and Assistant Director compose the leadership team that manages Career Services (Appendix D). The Career Center Team, composed of the 7 professionals, 3 secretaries, and 2 coordinators, meet every two weeks during the fall and spring semesters and yearly for a planning retreat, to make sure Career Services goals align with the mission of the institution and the needs of the clients that we serve. We receive regular feedback from the Dean's of each college and work closely with faculty members to ensure a clear message is provided to students. We deliver many senior seminars in classes and present career modules for each First Year Experience class. All of these activities are focused on the institutional mission of Student Success during and after graduation.
- A mission statement and overarching goals have been developed by the Career Services Team (p. 4) and three to four goals are created yearly at the planning retreat and tracked through the six-column model (a model used throughout the division for departmental planning). The goals are prioritized and action steps are agreed upon for their accomplishment (see Appendix E). A yearly accomplishment report is completed

for the Vice President of Student Affairs and presented at the Directors meeting each summer. Submissions to the Board of Regents are regularly turned in for outstanding results.

- Regular benchmarking visits are made each year to partner Universities to share and gather information on best practices. Also, Career Services professionals participate yearly at the Utah Association of College Educators meeting, which conducts a best practices session. Each professional attends a yearly national or regional conference with one of the objectives to bring back and discuss new programs or ideas that could help us better meet the needs of our clients. One of the main purposes of our bi-monthly counselor meetings is to discuss better ways to be as effective and efficient as possible in our work.
- The policies and procedures in the Career Center are reviewed, as needed, during our regular staff meetings. The staff meeting involves all team members and ideas from the counselors meetings, the Employer Development Meetings and the Front Office Team Meetings are presented for opportunities to grow and develop as a Career Center. Also, budgets are discussed and ideas for expenditures and needs for conservation are presented and agreed on through consensus.
- Career Services conducts several evaluations each year and the results are shared with the group. The career fair, graduate school fair, and the cap and gown surveys provide Career Services with valuable information to help us know the key needs of our clients. Also, a student survey at our front office provides important information to sharpen our customer service skills. We are surveyed each year for the by WSU secret shoppers and have had several people a year recognized for high achievement, with an employee last year receiving a 100% award for exceptional customer service.

ORGANIZATION

- The external and internal organization of career services, including its place within the institution, supports its mission. Career Services has been rewarded with support and encouragement to highlight new programs such as the “Pathways to Success” and the Internship Outreach program. In the eight years I have been the Director, I believe Student Affairs generally and Career Services specifically are at the highest levels of university and community support, and positive visibility that have been experienced.
- The Career Services function is focused on developing positive relationships with students, academic, administrative and student affairs colleagues, employers, and alumni. Our Student Affairs leadership has made a high priority of collaboration within and outside of Student Affairs, especially with our faculty partners. We have had several opportunities to have panel discussions with groups of faculty and Student Affairs colleagues and have listened and learned from each other. Our student workers have helped us better connect with students and our student outreach coordinator, for special populations, has brought many more athletes and minority students into the Center in

the past year than ever before. In 2010, Career Services received the Outstanding Team Performance Award from Student Affairs for our collaborative work with the Disability Center for Student Placement. There is still room for improvement regarding collaboration but much progress has been made over the last several years.

- The internal organization of Career Services is clearly defined through an organization chart (Appendix D). The Career Services Director reports to the Associate Vice President of Student Affairs and the Director has eight direct reports of Career Counselors, Employment Advisors and Coordinators of Employment and Internships. The Assistant Director of Career Services directly supervises the three Recruiting Secretaries and two Student Assistants. This reporting has allowed for the development of the supervisory skills of the Assistant Director and allowed for his growth and development for future opportunities at Weber State. The titles, roles, and reporting lines support the efficient and effective functioning of Career Services and our programs. It allows for the Director to focus more attention on developing partnerships and fostering stronger collaborations within WSU and externally with employers and other universities. WSU students are fortunate to have one Career Counselor/Employment Advisor for each college to focus on their majors, employers and graduate schools.

BUDGETS

- The career services budget is mainly provided by E&G funding, which is money provided by the state legislature. Ninety four per cent of the E&G funding is committed to salaries, wages and benefits. Other funding for salaries, wages and benefits come from two federal grants. The Perkins Grant funds ½ of salary and benefit costs for a career counselor and an employment advisor. The Job Location Development Grant pays for one secretary and two part time coordinators for internships and employment. The other soft funded accounts are as follows: The confidential file services account is funded by students who voluntarily open a confidential file to be administered and by career services with up to 5 mailings or faxes of the files sent to employers or graduate schools. This fee is \$25 for the life of the file. With electronic files becoming more common this service will soon be terminated for new graduates and self managed files will be used. Net proceeds from the annual career fair, health professions fair and the graduate school fair fund the Career Fair account. The career services gift account is funded by contributions from corporate and college partnerships and gifts from employers who want to give back to the career center. The confidential file account is used to fund the center's technology needs and the career fair account funds the professional development needs of staff members for conferences, seminars and professional association memberships. We are able to generate approximately \$100,000 per year which is used to support our technology needs, professional development, employer outreach for internships and employment, marketing, current expenses, facility upkeep and new program development. Budget priorities are determined by requests from the career center staff to support our goals and objectives for students and other clients. An important consideration for expenditures is the

recommendations from the Associate Vice President of Student Affairs on division priorities. We try to be good partners and we share our funds with other departments for one-time expenditures such as marketing incentives for student participation and other collaborative programs. Brett Perozzi continues to be supportive of generating outside funds to sustain existing programs and fund new programs. A separate budget attachment will be made available for the site committee to review and make comments, suggestions and recommendations for our continued improvement.

HUMAN RESOURCES

- Weber State Career Services is fortunate to have an adequate number of professional and support staff to meet the needs of students. With one counselor/advisor for each college, it is possible to focus on the unique requirements of each major and promote specific internships, jobs and graduate schools that will help the students reach their highest potential. The addition of the Employment and Internship Coordinators has greatly improved the outreach efforts to create more internship and employment opportunities for students. The student workers have been in the Center for two years and are very knowledgeable about our services and keep us in tune with student needs.
- The Career Center has instituted hiring and promotion practices that are inclusive and nondiscriminatory. It has been a priority to maintain a good balance of gender, ethnicities, and ages. Of the 15 staff members, including 2 students, there are 9 women and 6 men. One of the staff is Native American, and the ages run from 20 to 74. WSU is recruiting more Hispanics than ever and, when a new person is hired, someone with a Hispanic background would be helpful to meet the needs of this growing student group.
- Weber State Human Resources requires an annual performance review for each full-time team member. During the annual review, the job description is reviewed, updated, and goals are established. Career discussions are held to be sure all team members are given opportunities to increase their skills and grow within the organization.
- Most salaries for team members are commensurate with similar jobs in the institution, but the Assistant Director's compensation is low in relationship to some comparable positions in other departments and at similar institutions. There is a plan to rectify the wage difference but it has not yet been approved. This year will be the third year without a wage increase for all team members, and we are losing even more ground to similar jobs in the area. This could present a problem with employee morale and retention over time.
- Career Center staff members are required to take an ethics course from the University legal department, and all full-time employees have completed the course. We have training on the legal and confidential aspects of our jobs through in-service training in staff meetings and at retreats, and WSU will facilitate a one-day training course from NACE in 2010 for all WSU and UACE professionals. Career Services professionals attend at least one regional or national conference per year for professional

development, and all team members are encouraged to complete certifications, degrees and trainings offered by the university training department.

MANAGEMENT AND ADMINISTRATION

- Career Services is staffed by individuals who (in combination) possess competencies in the key program functions in Career Counseling and Employment Advising. WSU Career Services has three professionals who have earned doctorate degrees, three with master's degrees, and two with bachelor's degrees to counsel and advise students. The professional group has very low turnover, with experience in the Career Center ranging from a high of 28 years to a low of 9 years. Length of service for our front office team ranges from ten years to three years. The experience of all team members covers areas such as: needs assessment, program design, strategic planning, program integration, staffing procedures, staff development, budget planning, political sensitivity, and negotiation skills. The Director has 25 years of human resource management experience and degrees in business management, corporate training and organization development. Professionals have degrees that have trained them as highly skilled counselors and/or advisors.
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PROGRAM AND EVENT ADMINISTRATION

- All members of the Career Services team participate in the programs and events of the Career Center each year. The responsibility for leading and administering the Career Fair rotates between each professional every seven years. The career counselor from that college manages the specialty fairs such as criminal justice, health professions and construction management. Each professional is experienced in needs assessment, goal setting, program planning, time management, problem solving and attention to detail. The Director and Assistant Director provide expertise in budget allocation for each fair.
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TEACHING/TRAINING/EDUCATING

- The professionals who teach the career management class and conduct workshops are experienced with and have competencies in program and workshop design and delivery, training/teaching /presenting and public speaking and career coaching and mentoring. The instructors are experienced in working with individuals and groups and with diverse populations. The professionals recently completed a two-day training workshop on Career Coaching with NACE and they are applying appropriate counseling/coaching techniques with their students. Each team member is familiar with the basic
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technologies that relate to the fulfillment of their jobs and we have a technology coordinator on staff to answer questions and provide assistance.

MARKETING/PROMOTION/OUTREACH

- The Career Center has a coordinator assigned to marketing/promotion/outreach and two student assistants work with the coordinator and the Director to develop a marketing plan and implement outreach programs to increase the visibility of our services to students, faculty targeted student populations students and to increase the effectiveness of outreach programs to clients. The development of attractive written and interpersonal communication materials has improved with the help of the student assistants. The “Pathways to Success” brochures are examples of the results the marketing team has accomplished during the past year. Examples of success come from the increased traffic in the center from special populations such as athletes, disabled students, and international students. Multiple methods of advertising and marketing strategies are used to attract students to career center activities such as flyers, emails, posters, events calendars, and faculty encouragement. The Director and Assistant Director have worked to develop fundraising activities and increased funding for the center by approximately \$100,000 a year through grants, partnerships, and gifts. There is a great deal more that can be done, and the corporate partnership program expansion is our next step toward greater self- sufficiency.
- In order to establish a baseline for evaluate our marketing efforts, we have recently implemented new methods for logging student sessions and attendance at career-related activities and events (Appendices F & G). This has included installing card-swipes at our front desk and library and acquiring portable computers that can be set up outside of career events to track attendance. Although we plan to do more in this area within the next year (including developing electronic systems for collecting information from students at intake, tracking progress in the Career Pathways program, and assessing student satisfaction), the data we have collected has already been used to focus our marketing activities and adjust the days and times when career events are held in order to maximize student attendance.

BROKERING/CONNECTING/LINKING

- The Career Center Team is effective at organizing information, people, and processes to accomplish the goals and objectives of Career Services, Student Affairs and the Weber State University. The yearly planning process, six column model, accomplishment reports, and individual goal setting through the annual review keep us focused on how we can best connect with clients. More can be done in consulting with students through needs surveys and student voice. Advisory boards could be considered to augment the feedback we currently receive through personal contacts and surveys.

INFORMATION MANAGEMENT

- Greg Nielsen, the Assistant Director, is the Career Center Coordinator of Technology and does an excellent job of finding new ways to disseminate information to our clients utilizing new technology. He also does our data analysis and everyone is involved in data collection. The Career Center also has a Data Management Secretary (April Geffre) who works to collect and format data on the services we provide to students (while also serving as our librarian). A new Career Services website implemented in 2010. This website was developed through a partnership with two students from the MBA program who had professional web development experience. The \$3,000 cost was covered by a grant from the Small Business Development program in the Goddard School of Business. The purchase of career center resources has been possible with our \$100,000 annual fund raising efforts. With these resources, we have added Career Liftoff, Career Athlete, and Internships.com. After benchmarking with UNLV recently and previewing Career Search at NACE we are considering purchasing this software for next year to assist our students in this challenging work environment.

POSITION QUALIFICATION/COMPENTENCIES – LEADERSHIP BY CAREER SERVICES MANAGERS

- The organizational structure of Career Services is well suited to meet the needs of the Career Center staff and the students that are served. The Career Services leadership at the Director and Assistant Director level has the formal education and training with relevant work experience and personal skills and competencies that allow the Career Center to fulfill its mission. Both the Director and Assistant Director have PhDs and each has management experience sufficient to meet the needs of the department.
- The leaders of Career Services have reasonable accountabilities for the accomplishment of the goals and objectives of Career Services and their performance is fairly assessed. Their performance reviews show that they overall exceed the expectations of their job descriptions.
- The Career Center is fortunate to have the ability to generate outside financial resources to meet the needs of its people and programs. The resources are effectively managed in a conservative manner that has allowed for surpluses to be accrued. The surpluses have helped to offset temporary budget reductions while preserving the people and programs that help students.
- Career Services leaders articulate the vision of the organization through the establishment of effective organizational principles. Training sessions are held at regular staff and counselor meetings and during the annual retreat. The yearly retreat also focuses on strategic planning where goals and objectives are set that will meet the

needs of the clients we serve. The leadership practices ethical behavior, focuses on student success, effectively manages the human resources, and budgets the finances effectively. Focusing on the strengths of each team member and valuing the differences has allowed everyone to be recognized for their contributions and encouraged a greater awareness of the importance of each person to the success of the team.

- The Career Services leaders have worked to identify individual, organizational, and environmental conditions that would inhibit goal achievement. The reorganization of the department in 2007 to create the Career Counseling Group and the Employer Development Group. The retreats and training sessions have helped build team cohesiveness and increased morale. There are still opportunities for improved communication, trust, and inclusiveness that are part of our goals and objectives.
- Career Services supports and partners with many campus organizations that result in additional opportunities for student learning and development. The “Pathways to Success” program encourages students to work with the Community Volunteers office to learn from volunteer service. Also, students are given credit for visiting with their academic advisor for major advising, and they are required to work with our alumni office to utilize the “Take a Wildcat to Lunch” program for informational interviewing.
- Continuous improvement is a constant theme in all of our retreat and training sessions. Frequent benchmarking provides new ideas that are regularly discussed and implemented. Recent improvements from benchmarking include facility improvements, career café, Pathways to Success, a new web site, internship and employer outreach, corporate partnerships, the career athlete program, and software additions.
- The key constituents of the Career Center are students, alumni, faculty and employers. Most of the programs that help these groups have been mentioned except our partnership with alumni. We have developed several joint programs that reach out to WSU alumni in coordination with the Alumni Office. Some examples are the annual survey of graduates, Applicant Search program, the Career Lift Off program, and the Career Management Seminar. The Career Services Director completes a career intake with each alumnus that request help from the Career Center, and referrals to specific counselors for their majors are made if needed.

PROFESSIONAL POSITIONS

- The professionals on our team have from 10 to 28 years of experience and the Career Counselors/Employment Advisors have Ph.D.'s or masters Degrees. The Employment Advisors do not give or interpret career assessments but are specialists on internships and employment and each has a relevant Bachelor degree. As stated before, we experience very little turnover and we are fortunate to have the resources and support that we enjoy.
- With the education, experience, maturity, and longevity of our professionals we are able to serve multiple roles and functions. Even though each person has areas of strength

and specialization, all are able to perform effectively in their assigned areas with students, faculty, administrators, and employers. The core competencies of career and employment counseling, student employment, internships, work-study, graduate school advising, and computer technology are all covered from the expertise of the Career Center team members.

SUPPORT STAFF AND TECHNICAL POSITIONS

- Weber State Career Services has an adequate number of administrative and technical staff to meet the needs of its clients. Three full time administrative staff are assigned to manage the front office and library. One secretary handles data management and provides full time service in the Career Library. The other two secretaries are managing recruiting for corporations and school districts. All three are qualified to handle their specific assignments and are cross-trained to fill in for each other. Each person has attended training on ethics and confidentiality. All are knowledgeable with the technology used in the Career Center, and two serve as trainers for the professionals for technology assistance.
- Student Affairs Technology and Computer Services provide technical support and maintenance. In addition, we are fortunate to have an Assistant Director that serves as our Coordinator for Technology. He trains the team and answers questions that arise on hardware and software needs. He developed a three-year rotation plan and purchases all new equipment and software for the center. He maintains the licenses and keeps the property control logs to ensure compliance with University Policy.

CAREER ASSISTANTS

- The two career assistants we employ have been with us for two years and work up to 20 hours per week. One focuses on marketing and the other focuses on web design and data input. They are both involved with customer service and public relations. Each has received recognition for their exceptional customer service work during the “secret shopper” customer appreciation week, and the front office team evaluations have verified their excellent work.
- Both assistants are full time college students, and the front office team and the Assistant Director train them. A training manual has been developed which assists them in learning the correct procedures and ensures consistency of job performance. They are evaluated yearly like our other team members and are directly supervised by the Assistant Director who has the necessary educational credentials and work experience that is appropriate for supervision.
- The career assistants attend the Front Office Team staff meeting and one of the two attend the Career Center staff meetings to increase their involvement with the Career

Center Team and to receive continuing education in customer service training, program procedures, and technology utilization. The career assistants are excellent contributors to the success of our office. Becca and Shannon bring a student prospective that is invaluable and play an important part in our outreach efforts.

FACILITIES AND EQUIPMENT

- The career center was constructed in 1995 after benchmarking career centers in the Western United States. After visiting every career center in Utah I feel we have one on the finest offices in the state. The second floor location next to the Counseling Center and across from the Testing and Tutoring Center provides some natural traffic flow but a consistent marketing effort is necessary since we are not in the student union anymore.
- The Career Center provides private offices for the full time and part time professionals that permit them to perform career counseling/employment advising confidentially. The support staff have an adequate work area with their own computer and locked files. The reception and student waiting area is brightly colored with visible direction signage. The classroom for the Career Management class and information workshops seats 30 people and is well equipped with Wi-Fi, a TV, and DVD player. It can be divided into three sections for interviews or smaller group meetings. Three storage rooms are available but more could be used. All are secure and a specially keyed storage area for the technology equipment is used to protect the confidentiality and safety of information. The computer security protocols for the University are followed. The computers for staff and students are new or nearly new and are on the three-year rotation program. The four computers in the library are less than one year old.
- There are six private interview rooms for employers and the classroom can be divided for an additional three rooms. The interview rooms have recently been dry walled and painted and the WSU interior decorating class provided recommendations for updating the interview waiting room and each interview room. The plan is to re-decorate those areas with the student recommendations before the end of August. An employer lounge is provided with two refrigerators, a microwave, and an individual serve hot chocolate, coffee and tea maker.
- The facilities are accessible to persons with disabilities, and the parking for visitors is next to the Student Services Building. A wheelchair accessible ramp and elevator are outside our building and office. The disability services office provides assistance for students with hearing or speaking disabilities. We received a special award for the work we do with disabled students in 2010.
- The Career Center is warm and inviting for students and is a professional environment for employers, alumni, parents and others. Magazines and newspapers are available if a student or employer is early, and candy dishes are at the front desk and the library for all visitors. The center was completely repainted in 2010 with accent walls in burgundy, blue, purple and tan. The library has a Career Café theme with four café tables and 12 chairs accent the area. Four tall café table and stools face out of the windows and a

leather coach and two leather side chairs complete the redecoration. New computers and new desk chairs for the Career Center team members completed the update. A 52" high definition TV on the outside of the Career center helps us get the message out to students on our services.

- The hours for the Career Center are extended during the fall and spring semesters from 7:30 AM until 5:30 PM. During the summer semester, we return to normal hours of 7:30 AM until 4:30 PM. Flexible hours are utilized with the professional staff so a counselor/advisor can be available to meet students during the hours the center is opened. If a client cannot come during regular hours, the team will work evenings or special hours to meet client needs whenever possible.

TECHNOLOGY

- The Career Services website (www.weber.edu/careerservices) was completely redesigned by two Weber State MBA students as part of their experiential education. The website is integrated within the university's technological infrastructure and includes links within the university. It has the Career Services mission statement, programs and services available to students and our contact information. A screen shot of the website homepage is included (Appendix C).
- Career Services has contracted with CPP, a provider of assessment materials, to provide on line assessments with MBTI and Strong Interest to take care of the on line community and the off-site students. The information student's receive for feedback is more robust than under the current paper and pencil assessment system. This will be introduced in the fall of 2010. The Career Liftoff assessment is completed online and the results are sent to the Career Center for the student to receive feedback from the career counselor. This is paid for by Career Services and has been a strong marketing tool and is available for alumni.
- The Career Services' Career Connect online system (*WSU CareerConnect* ©; Appendix B) supports the campus part-time employment, the part and full time off campus employment and the internship and professional employment. These employment systems include online opportunity listings and student resume databases.
- The Career Services team makes informed choices regarding the use of technology applications and systems available through professional associations and private vendor-based systems. The technology team investigates new technologies at state, regional, and national conferences as well as through benchmarking with other Utah Career Centers. The new ideas are presented to the group and consensus is reached for additions or deletions to our systems. Member of our team are trained on the systems by internal or external trainers. Some examples of recently incorporated technology applications are Career Liftoff, Applicant Search, One Wire, and Internships.com. These additions are based on our mission, student and employer needs and the budget constraints we are experiencing.

- The funding of Career Services Technology comes from the net Career Fair funds. Formerly, funding was from the current expense account or a special allocation from Student Affairs. With budget cuts it has been necessary to find outside funding, and since this benefits employers and students, the utilization of Career Fair contributions from the employers makes sense. Career Services has developed and maintains a technology plan for replacing equipment on a rotating basis and so costs are balanced over different years.
 - The technological applications to Career Services ensure client confidentiality and are consistent with legal and ethical standards. The data security and privacy of student records adhere to the institutional privacy policy. The CSO, Career Connect, system is managed by an outside server that meets the industry standards for security.
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CAMPUS AND EXTERNAL RELATIONS

- During the past five years Career Services has been a leader in campus outreach efforts. Developing collaborative relationships with key stakeholders is critical for our successful outreach to students. Effective partnerships have been established with Deans from each college, faculty chairs, Disabled Students, International Students, LDS Institute Leadership, Alumni, Athletes, and Veterans. Institutional support has increased through these efforts. We have come to appreciate what each department does to help students and the knowledge helps us make appropriate referrals, share common resources, and exchange information. More can be done with involving academic administration and faculty in career planning and employment programs. The Deans from The College of Business and The College of Technology are the most involved with our programs and funding. More will be done with all colleges as we bring the Career Services Internship Coordinator into closer contact with each internship coordinator for each college major.
- Career Services stays current with legal issues regarding recruitment and hiring of students and alumni. We attend conferences, seminars, and webinars that train our team on current laws and their application to our clients. The most recent topic has been on the current laws affecting paid and unpaid internships. A seminar for internship coordinators and employers is scheduled for August 18, 2010. Unless an internship is with a non-profit organization all internships will have to be paid in the future.
- Career Services participates in Chairs meetings at many of the colleges and the Director is a member of The Graduate Council. We participate in student orientation programs, senior seminars, and classroom presentations such as “Don’t Cancel Class”. We teach the two-hour career management class and present the First Year Experience career module for up to 12 classes per semester. The FYE students come to the Career Services classroom to get to meet our people and get to know the Career Center. We take part in the “block party” for student organizations, the “major fest” and the “activities showcases” for Academic and Student Affairs. We try to be wherever students are going to be.

- Career Services is the main gatherer and disseminator of employment requirements, labor market trends, salary information, and specific job and employment information that can be related to academic planning and curriculum development. The annual report is provided for the Vice President of Student Affairs, the Provost, and the Deans of each college. Employment information is provided to the Board of Regents, Chambers of Commerce, and students and employers. We assist anyone within the university community with the information that will help students be successful.
- Career Services arranges programs provided by alumni such as employer information sessions, mock interviews, panel discussions and career fairs. We acknowledge the returning alumni with a special ribbon on their nametags and recognize them at the welcome breakfast.
- Career Services is the facilitator between employers, faculty members, and administration concerning career issues and trends for students and graduates. Through employer spotlights, employer information sessions, and faculty and employer site visits we are able to be most helpful in providing understanding of the common and diverse needs of all parties.
- Parents are more involved than ever with their children college education. Career Services sends information to the home on “Pathways to Success” for all freshman students. We address their concerns at orientation and provide employment information on our website. We educate them about FERPA when they call or stop in to ask about their son or daughter’s progress.
- The Career Services leadership and key counselors and advisors act as the contacts to the media regarding data related to career development, labor market trends, and employment outcomes. Several articles each semester are published in the university paper, the Signpost, and an article a year is in the local newspaper called the Standard Examiner. The Director does a radio and television interview for the career fair each year.
- The Career Services professionals attend at least one local, regional, or national conference per year. Each person has \$2,000 per year that can be used to attend NACE, NACDA, MPACE, or other career counseling and employment advising conferences that will benefit him or her the most professionally. These funds are generated from the career and graduate school fairs and can be augmented with staff development funds for professional development. How many conferences they attend depends on how they wisely they utilize their funds.

EMPLOYER RELATIONS AND RECRUITMENT SERVICES

- Weber State University’s employer policies and procedures and strategic planning are created in the Employer Development Group composed of five employment developers and one recruiting secretary. The proposals are presented to the career team in regular staff meetings for discussion and consensus. The policies and procedures are then disseminated to employers through their emails and the personal contacts we make.

- Career Services develops and maintains relationships with employers who are identified through the Employer Development Group and that may provide internships and career opportunities for students and alumni. Input is solicited from the career team members, Deans, faculty, other university career centers, professional associations, and service organizations. Since 2007, there have been 314 employers visited to discuss part time, fulltime, internships and career positions (see Appendix A). The coordinator also consults with the employers concerning WSU majors and the students available for consideration.
- Career Services seeks employer feedback to enhance customer service and make changes that allows for continuous improvement. Feedback is currently captured through employer satisfaction surveys at the career fair (Appendix F). Also, every employer visit asks if we are meeting their needs and what additional needs they have. The monthly employer spotlights in staff meeting and the quarterly site visits are focused on employer satisfaction. Each recruiter that visits WSU is personally greeted and their feedback is solicited after their visit with the students. More can be done in this area.
- The Employment Outreach Coordinator involves employers in programs that meet student's career and employment needs. Each year employers support the Career Center through participating in mock interviews, information sessions, student/employer mixers, and visits to classes (Appendix G).
- Employer feedback is provided to career team members in staff meetings and to faculty through the career counselor or employment advisor working with their college. Information on student preparation for jobs and curricula are the most common topics for feedback.
- A prime focus for the employment outreach coordinator is to talk to employers about the quality of our students and graduates and to market our career center programs. Encouraging the employer to post jobs on our system free of charge is also a focus. Visiting the campus for student information sessions or attending the career fair is another important commitment to get from the employer visit.
- To be sure there is a healthy dialogue between employers and faculty, career services sets up quarterly employer site visits, mixers for students and employers, panel discussions and classroom visits. Career Services is developing a special focus on small and medium size employers. Those employers with less than 100 employees create 95% of all jobs. Therefore, since the NACE conference in June 2010, we are developing a strategy to reach out to small and medium sized businesses. In many cases they may not have a full time human resources person or someone who is responsible for internships. Often they want to hire college students for internships or for full time career work but don't know how. We are going to reach out to these employers and grow their businesses with our students and graduates.
- Career Services offers a variety of services to employers that reflect student interests and employer needs. We offer campus recruiting, resume access, job listings, internships, and referrals of students for open positions based on the qualifications of the employer. The career team also provides information to employers regarding the institution's operations, student profiles, academic programs and curricula, enrollments

and academic calendars. We do all we can to make the employer's recruiting work easier and help them be successful in hiring WSU students.

- Career Services encourages employers to participate in the career planning course, the UACE and MPACE conferences, career fairs, training sessions such as "How to Hire an Intern" and classroom visits.
- Career Services encourages employers to list their job vacancies with the career services office on a continuing basis and to provide the office with information concerning offers, salaries and hires. Every employer receives instruction and assistance to register their company on Career Connect and on Rocky Jobs the Utah consortium web site. All jobs can be advertised free of charge.
- In coordination with WSU's development office, we encourage employer support of the institution including scholarships and partnerships. A proposal has been submitted for \$50,000 for support of ½ the cost for student visits to six U.S. cities for internship previews and interviews. Also, naming rights for the career center is being proposed.
- Weber State Career Services in collaboration with the UACE consortium of career centers has a policy for third party recruiters access to Career Connect and invitations to the career fair and utilization of the career center for interviews. It includes identifying the company identities for which they are recruiting and adherence to the NACE PRINCIPLES FOR PROFESSIONAL CONDUCT. The Career Center has reached out more to third party recruiters the last two years with the changing landscape of work. Ten of the largest recruiters participated in a very well attended panel discussion for career fair week on contract work. They represented some of the best know companies locally and nationally who were hiring exclusively through contract recruiters.

LEGAL RESPONSIBILITIES

- The Career Services team members are knowledgeable about accepted and current professional practices and are responsive to those obligations and limitations imposed on the operation of our program by relevant civil and criminal laws, institutional policies and any contractual commitments. All staff have been trained and abide by FERPA laws and maintain the privacy of student information. Data is protected properly and the security of our files and equipment meet the audit recommendations of WSU.
- The Career Services team has access to the legal advice necessary to carry out our assigned responsibilities. The institution provides an affirmative action and EEOC lawyer as part of the three person, full time legal team. The legal team keeps us updated on the changing laws and potential liabilities in a timely fashion. Training is conducted regularly with the affirmative action lawyer to be sure we are up to date on the laws.
- Career Services is in compliance with laws regarding grant applications and grant regulations. Three funding sources are provided by grants to Career Services in the form of Perkins, Job Location Development, and Veterans Counseling. We work closely

with the Grants Department of WSU and the Financial Aid Director to be sure we are meeting all requirements of our grants.

- Career Services works closely with the International Students Department to ensure compliance with laws regarding eligibility to work in the United States. The Director of Career Services has 25 years of experience in Human Resources and attends seminars yearly to stay current with the laws on hiring international students. The Director of International Students is still the expert in this area, and we refer to him concerning specific questions to ensure students get accurate and up-to-date information.

EQUAL OPPORTUNITY, ACCESS, AFFIRMATIVE ACTION AND DIVERSITY

- Career Services adheres to the spirit and intent of equal opportunity laws in all activities. The Career Center's operating policies and procedures do not discriminate on the basis of race, color, religion, age, national origin, gender sexual orientation, disability, marital status or veteran status. Our programs, services, events, and facilities are accessible to all students.
- The Career Services Center's hours of operation respond to the needs of students. Extended hours of operation are provided during fall and spring semesters from 7:30 until 5:30. We have over 40% of our students that work full time so extended hours meet their needs. During the summer and holidays we are open from 7:30 until 4:30. The Career Team is willing to work with individual or group needs after hours and we provide a 24-hour "Ask A Counselor" on-line service. During fall and spring semester one counselor works a day a week at the Davis Campus and provides evening hours until 7:30 PM.
- The Career Services staff members serve as advocates by bringing the needs of all students to the attentions of the institution. Career services makes every effort to educate faculty about legal and ethical issues relating to student referrals and recommendations and to ensure the employers using our services adhere to the word and spirit of EEOC and Affirmative action. We support the diversity center and encourage our team to participate in as many trainings and activities as possible. Betty Simons and Jody Perkins conducted two training sessions on diversity in 2010. Betty Simons is our outreach coordinator for special populations in our office and a portion of her funding comes from disadvantaged students.
- Career Services provides educational programs that help students from diverse backgrounds and individuals with special needs to identify an address their unique needs related to career development and employment. A special seminar for disabled students is presented to help them with their special needs. Also, the Career Center has participated in panel discussions with employers to help them understand the advantages of hiring the disabled. We have a strong partnership with Services for Students with Disabilities to provide hiring with federal agencies.

- Career Services works to provide an inclusive environment where everyone feels comfortable working in or visiting the career center. We subscribe to the principles of courtesy, respect, and professionalism in all we do. We work to be kind and caring in our relationships and to find ways to value the differences that make us unique and adds to the strength of our team.
 - One area for continued improvement is gaining additional understanding of the needs of the GLTB community and better meeting those needs and counselors and advisors. The Director is planning on taking the “Safe Zone” training this summer and will encourage other to take the training and identify themselves as safe zone participants.
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ETHICS

- All persons involved in the delivery of career services to students maintain the highest standards of ethical behavior as set forth in the “Career Services Professions” section of the NACE PRINCIPLES FOR PROFESSIONAL CONDUCT as well as any additional ethical standards and/or codes that may apply. The Director and Assistant Director do all they can to provide guidance and education on ethical standards to all persons involved in providing career services. Training sessions have been conducted on this topic.
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PROGRAM EVALUATION, ASSESSMENT AND RESEARCH

- Career services conducts systematic qualitative and quantitative evaluations of its program quality in order to determine whether and to what degree its mission and goals are being accomplished. A range of measures are employed to maintain objectivity and comprehensiveness in our evaluations. The data collected include responses from students, employers, and other constituencies. The results are evaluated and used in revising and improving programs, services, and staff performance. Some of our evaluations are career fair feedback from students and employers. Evaluations and suggestions for our services are in the front office and the results are reviewed in staff meetings. Course evaluations for the career development class and the FYE class module are completed for each class and presentation. The cap and gown annual survey is completed at the alumni center and the results have been referenced previously. One on one interviews with Deans are conducted at least annually to review our people and program effectiveness. On-line surveys have been tried and more can be done on a longitudinal basis at 6 or 12 months after graduation to generate more robust data. We have plans for the use of student voice to evaluate specific programs and events. We are participating on a design team to have a university wide evaluation tool that would be required for graduation. Some changes that have been instituted from career fair surveys are improvement in food choices, parking, signage, introductions to faculty and hours of operation. New activities in the career center, career café and new

technology are being offered because of feedback from surveys. We work closely with our assessment coordinator, institutional research and the provost's office to enhance our evaluation work. The CSO system has many capabilities to gather quantitative information that is mentioned in the appendices.

- Career Services prepares and disseminates an annual report, special reports for the President of the University, the Provost, Deans, Vice Presidents and faculty to help them track progress on institutional, departmental and student employer needs. Career services gathers, participates in, and conducts relevant research on career development; academic success; admissions and retention; student learning; employment trends and career interests. Many opportunities exist to increase our evaluation data. It would be helpful to complete the NACE standards evaluation in the next year for all sections and areas of career services.

SUMMARY

The major changes and accomplishments in Career Services over the past five years has been as follows:

1. The **reorganization** of the department took place in 2007. Two groups were created focusing on the strengths of each professional. The Career Counseling Group is composed of five counselors, focusing on career counseling for students from all colleges with an emphasis on the undeclared student. The Employer Development Group also is also composed of five professionals and focus their efforts on employer development work to increase internships and career positions. Also, as part of the reorganization an Assistant Director was appointed allowing for succession planning in the department.
2. Two **new positions were created** and funded. Both of the positions are part time without benefits and are filled by retired business executives. The employment outreach coordinator focuses on finding more career opportunities for students, graduates and alumni. He has visited with over 314 employers since 2007. The internship coordinator started in 2009 and focuses on finding internships for students of all majors. He has contacted 181 companies for internships and is prepared to launch a new web site exclusively for internships. The funding was provided through a partnership with the Deans of Business and Technology.
3. **Funding** for the career center has increased during the past five years to more than \$100,000 per year through career fair, graduate fair, corporate partnerships, college partnerships, expanded grants and gifts.
4. **The Career Center was re-modeled and re-decorated.** The career center has a complete new look. The career café theme has been adopted and the center has four new color schemes, new furniture in the library and new computers that emphasize a warmer, friendlier and more welcoming environment. Career café is

- held every Wednesday from 11:00 AM until 1:00 PM with food and special information sessions to attract more students in to the career center.
5. **Pathways To Success.** A new program was developed in 2009 focusing on engaging students in their freshman year and assisting them with their career counseling and employment advising throughout their college years and into successful career or graduate school after graduation. The program utilizes career coaching techniques and will help get students involved early and often with their counselor and help graduates be better prepared to transition to successful careers.
 6. **Marketing of Career Services.** Marketing, marketing, marketing is essential to our success. We hired a student assistant that focuses on marketing from a student's point of view. With her help we have recreated the web site, created a face book page, purchased a 52" high definition TV and created programs that markets the current events, created a logo and branded the career center with banners and posters.
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STRENGTHS

The major strengths of the departments are as follows:

1. **Counselor and Advisor education and experience.** Unlike many of our sister university career centers WSU career services experiences very little turnover with the professionals in the career center. The Director and the five career counselors/employment advisors have advanced degrees. Three have doctorates and three have master's degrees in relevant disciplines. The two employment advisors have bachelor's degrees with from 28 years to 15 years of employment advising experience. All have been with WSU from between a low of 10 years to a high of 28 years. They are very knowledgeable and dedicated to students, WSU and their profession.
2. **Facilities and equipment.** We have one of the finest facilities and some of the most advanced technologies and software programs that are available. The redecoration of the career center has brought more people to the center and they return more often.
3. **Holistic approach to career counseling and employment advising.** WSU is fortunate in comparison with some of our sister universities with our approach to counseling and advising. The opportunity to work with students early and often throughout their college experience helps counselors and students develop a mentoring relationship. Having both areas to grow and develop in allows variety and makes the job more interesting. Teaching the career development class increases the knowledge of each professional and keeps him or her learning and applying new ideas. Also, the on-line class allows for extra income. Working with one college and their corresponding majors, employers and graduate schools provides more valuable assistance to each of our constituents.

4. **Funding and resources.** As mentioned above having access to over \$100,000 in additional funding allows us to better serve students, career team members, alumni, and provides a level of security for our people and the programs we value. Even though this is soft money and it needs to be allocated wisely the attitude of revenue generation is supported by Student Affairs.
5. **Student Affairs support and leadership.** Compared to benchmark universities in Nevada, Arizona and Idaho we have exceptional leadership at WSU student affairs and excellent support of career services which allows us to operate without undue oversight and encourages risk taking with new ideas and programs that are discouraged in other institutions. Our leaders' knowledge of what we do in career services and its importance to students and our other clients increases our visibility and credibility at Weber State and allows us to grow our outreach efforts.

We intend to improve on these strengths through serious application of the six column model and outcome assessments that focus on these strengths while identifying and improving on area of limitation that inhibit the accomplishment of the mission of the career center and the overarching goals we have established.

OPPORTUNITIES FOR IMPROVEMENT

1. **Reinventing our services and renewing our focus.** We have found with the large increase in student population to 23,000 students it is necessary for us to look at everything we do and see if it is meeting the needs of our current students and other clients. On-line assessments, career coaching techniques, outreach to under-served students, technology innovations, social networking and marketing, fund raising, alumni services are some of the important areas to rethink. The NACE STANDARDS are an excellent template for this reflection on improvement.
2. **Pathways to Success.** The Pathways to Success program has the potential to positively impact student success. Plans are being made to increase the marketing for new freshman, the registering of new students in the program and the tracking of existing participants. We believe that each student that completes the program will be more competitive in finding career employment than those who don't participate in the program.
3. **Resources needed for improvement.** Continued funding, an open mind of all involved, continued support from Student Affairs leadership, strong association and support from the deans and faculty, professional development to accept and implement new ideas and raises for my people.

KEY ISSUES AND CONCERNS FOR SITE REVIEW

The key issues and concerns that I would like the site review team to address are the weaknesses mentioned above as well as any ideas from their experiences that would help us move to the next level in serving our students as well as our other clients more effectively. Marketing ideas, academic support suggestions, fundraising methods, assessment ideas for continued improvement, social networking recommendations and any other ideas and suggestions would be helpful.

APPENDIX A

Employer Outreach Data

WSU Career Services visits new employers on a weekly basis to establish relationships, promote our graduates, and learn about internship and professional employment opportunities that are available for WSU students. In addition, we actively participate in many employment-related organizations and attend numerous recruiting events hosted by other organizations in order to build relationships with employers and develop new employment opportunities for WSU student

Outreach Focus	Description
Employer Visits	Visited 314 companies to gather information on hiring practices and promote the hiring of WSU students/alumni.
External recruiting events	Sent representatives to 39 different external career events (e.g. fairs at other universities, etc.) in the state and established business contacts with 833 recruiters.
Professional affiliations	Active participation in the Ogden Weber Chamber of Commerce (Larry Burdett, our employer outreach coordinator serves on two chamber committees), Wasatch Employers Network, Society for Human Resources Management, National Association of Colleges and Employers, Rocky Mountain Association of Colleges and Employers, many others.
How to hire and intern program	Sept, 2008; April 2009, WSU Campus. 43 companies have attended.

Table A.1. Summary of Career Services employer outreach efforts (5/1/2007 to 5/1/2010).

<p>Access (Salt Lake City, Utah) ADP National Account Services (Salt Lake City, Utah) Aerotek (W. Valley City, Utah) Aflac (Clearfield, Utah) Albertsons Distribution Center (North Salt Lake, Utah) Alorica (Magna, Utah) Altius Health Care (W. Jordan, Utah) Amer Sports (Ogden, Utah) America First Credit Union (Ogden, Utah) America West Bank (Layton, Utah) American Express (West Valley City, Utah) American Family Insurance (Roy, Utah) American Red Cross, No. Ut. Chapter (Ogden, Utah) Americom (Salt Lake City, Utah) Anvil Cabinet (Brigham City, Utah) APX Alarms (Provo, Utah) Arnco (North Salt Lake, Utah) Arrowpoint Solutions (Clearfield, Utah) ASAP (Logan, Utah) ASAP Advantage (Logan, Utah) Assistant Staffing (Bountiful, Utah) Associated Food Stores (Farr West, Utah) Associated Grocers (Salt Lake City, Utah) ATK Launch Systems (Brigham City, Utah) Autoliv (Ogden, Utah) Avalanche Software (Disney) (Salt Lake City, Utah) AXA (Salt Lake City, Utah) Bank of Utah (Ogden, Utah) Barnes Aerospace (Ogden, Utah) Barnes Banking Co. (Kaysville, Utah) Baxter Biolife Plasma Services (Ogden, Utah)</p>	<p>BD Medical (Sandy, Utah) Beneficial Financial (Layton, Utah) Beneficial Financial Group (Salt Lake City, Utah) BG Services (Salt Lake City, Utah) Big D Construction (Salt Lake City, Utah) Biwater Surgical (Salt Lake City, Utah) Boeing Co. (Clearfield, Utah) Boeing Co. (Commercial Aircraft) (Salt Lake City, Utah) Bonneville Int. (Salt Lake City, Utah) Border Patrol (Tucson, AZ) Bountiful City Corp. (Bountiful, Utah) Bowman/Kemp (Ogden, Utah) Brigham Young University (Provo, Utah) Browning (Morgan, Utah) Bureau of Reclamation (Salt Lake City, Utah) Campbell Scientific (Logan, Utah) Carollo Engineers (Salt Lake City, Utah) Centerville City Corp. (Centerville, Utah) Cerro Wire & Cable (Ogden, Utah) Chamber of Commerce (Ogden, Utah) Chevron USA Refinery (North Salt Lake, Utah) CHG (Salt Lake City, Utah) Chromolox (Ogden, Utah) Church of Jesus Christ of Latter Day Saints (Salt Lake City, Utah) Cintas (Salt Lake City, Utah) Citigroup (Layton, Utah) Clearfield City Corp. (Clearfield, Utah) Clearfield Job Corps. (Clearfield, Utah) Coldwell Banker (Salt Lake City, Utah) Concentra (Sandy, Utah)</p>
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Table A.2. Companies visited by WSU Career Services (May 2007 to May 2010; n=314)

<p>Control 4 (Draper, Utah) Convergys (Ogden, Utah) Cornerstone Research (Farmington, Utah) CR England Inc. (Salt Lake City, Utah) Data Mark (Salt Lake City, Utah) Davis & Bott CPA (Brigham City, Utah) Davis Behavioral Health (Kaysville, Utah) Davis County Corp. (Farmington, Utah) Davis County Health (Farmington, Utah) Deer Valley Lodging (Park City, Utah) Deseret Book (Salt Lake City, Utah) DFG (Ogden, Utah) Discover Financial Services (W. Valley City, Utah) Dixie State College (St. George, , Utah) Edge Products (Ogden, Utah) Eimco Water Technologies (Salt Lake City, Utah) Eli Lilly & Co. (Salt Lake City, Utah) Elkay (Ogden, Utah) Enable Industries (Ogden, Utah) Encover (Sandy, Utah) England Logistics (Salt Lake City, Utah) England Logistics (Salt Lake City, Utah) Enterprise Car Rental (Salt Lake City, Utah) ESOEN (Taco Bell) (Salt Lake City, Utah) Evans & Sutherland (Salt Lake City, Utah) Fairchild Semiconductor (W. Jordan, Utah) Family Connection Center (Clearfield, Utah) FBI (Salt Lake City, Utah) FedEx Ground (North Salt Lake, Utah) Fidelity (Salt Lake City, Utah) First National Bank (Layton, Utah) Forthgear (Kaysville, Utah) Fresenius Medical (Ogden, Utah) Frito Lay (Salt Lake City, Utah) Futura Industries (Clearfield, Utah) Gem Buildings (Brigham City, Utah) Golden West Credit Union (Ogden, Utah) Gossner Cheeze (Logan, Utah) Grand America Hotel (Salt Lake City, Utah) Grant Victor (Kaysville, Utah) GraybaR (Salt Lake City, Utah) Graymont (Salt Lake City, Utah) Great Salt Lake Minerals (Little Mountain, Utah) Greenlight Group (Salt Lake City, Utah) Griffin Hill (Orem, Utah) GSC Foundries (Ogden, Utah) H C Brill Co. (Pleasantview, Utah) HAFB 75th Force Support Squadron (HAFB, Utah) Hanjin Shipping (Salt Lake City, Utah)</p>	<p>Harman International (Sandy, Utah) Haynie & Company, CPA (Salt Lake City, Utah) Health South (Sandy, Utah) Hexcel (Salt Lake City, Utah) Hill Air Force Base - Contracting Office (Layton, Utah) Hill Air Force Base (Layton, Utah) Hill Air Force Base - Supply Chain Mgt. Wing (Layton, Utah) HK Systems (Salt Lake City, Utah) Holcim (Croyden, Utah) Holly Refinery (Woods Cross, Utah) Honeywell (Freeport Center, Utah) Huber Erickson Bowman, CPA (Salt Lake City, Utah) Hughes General Contractors (North Salt Lake, Utah) Huish Distributing (Salt Lake City, Utah) i365 (formerly Evault) (Salt Lake City, Utah) Icon Health & Fitness (Logan, Utah) Icon Health & Fitness (Ogden, Utah) Ikano Communications (Salt Lake City, Utah) IM Flash (Lehi, Utah) Ingeo (Logan, Utah) Ingeo (Logan, Utah) Integra Telecom (Salt Lake City, Utah) IntelliServ (Provo, Utah) Interior Solutions (Salt Lake City, Utah) Intermountain Health Care Administrative offices (Salt Lake City, Utah) Intermountain Logan Regional Hospital (Logan, Utah) Intermountain Valley View Med. Center (Cedar City, Utah) International Rescue Mission (Salt Lake City, Utah) Interwest Construction (North Salt Lake, Utah) Iomega (Roy, Utah) JC Penney Support Center (Spanish Fork, Utah) Jones, Waldo, Holbrook, McDonough (Salt Lake City, Utah) Juniper Systems (Logan, Utah) Ken Garff Automotive (Salt Lake City, Utah) Keystone Recruiting (Layton, Utah) Kimberly Clark (Ogden, Utah) Kmart (Salt Lake City, Utah) Kohl's Dept. Store (Layton, Utah) Kroeger Dairy (Layton, Utah) KTVX Channel 4 (Salt Lake City, Utah) L-3 Communications (Salt Lake City, Utah) Lagoon Corp (Farmington, Utah) Lake City Trucks (Salt Lake City, Utah) Lakeview Hospital (Bountiful, Utah) Layton City Corp. (Layton, Utah)</p>
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Table A.2 (continued)

<p>Layton Construction Co. (Salt Lake City, Utah) Lazyboy (Tremonton, Utah) LDS Church Information Communications Dept. (Salt Lake City, Utah) LeGrand Johnson Construction (Logan, Utah) Levy Home Entertainment (Freeport Center, Utah) Lifetime Products (Freeport Center, Utah) Lindquist Mortuaries (Ogden, Utah) Loffhouse Foods (Ogden, Utah) Logistic Specialties (Farmington, Utah) Macys (Salt Lake City, Utah) Malaleuca (Idaho Falls, Idaho) Malt-O-Meal (Tremonton, Utah) Marriott Hotel (Ogden, Utah) Maurices (Ogden, Utah) MBS Busines Systems / Shred Masters (Ogen, Utah) Mckay Dee Hospital (Ogden, Utah) Medicity (Salt Lake City, Utah) Mediconnect Global (So. Jordan, Utah) Medifit (Salt Lake City, Utah) Megaplex Theatres (Sandy, Utah) Merit Medical (Salt Lake City, Utah) Midtown Clinic (Ogden, Utah) Mineral Resource International (MRI) (Ogden, Utah) Moog Inc. (Salt Lake City, Utah) Morinda (tahitian Noni) (Orem, Utah) Murdock Chevrolet (Woods Cross, Utah) Myriad Genetics (Salt Lake City, Utah) NACT (Provo, Utah) Nelson Laboratories (Salt Lake City, Utah) New York Life Ins. Co. (Ogden, Utah) Neways (Springville, Utah) Northrop Gruman (Clearfield, Utah) Novell (Provo, Utah) Nucor Building Systems (Brigham City, Utah) Nucor Steel Plant (Plymouth, Utah) Nuskin (Provo, Utah) Nutraceutical (Ogden, Utah) N-Vision (Layton, Utah) OC Tanner (Salt Lake City, Utah) O'Curran Teleservices (Salt Lake City, Utah) Ogden Chamber of Commerce (Ogden, Utah) Ogden City Corp. (Ogden, Utah) Ogden Clinic (Ogden, Utah) Okland Construction Co. (Salt Lake City, Utah) Omniture (Orem, Utah) ON Semiconductor (Pocatello, Idaho) Oracle (Sandy, Utah)</p>	<p>Orbit (Promold/Hydro rain/Fluid Studio) (North Salt Lake, Utah) Paradigm Business Solutions (Draper, Utah) Parker (Salt Lake City, Utah) Petersen Inc. (Ogden, Utah) Pioneer Adult Rehab. Center (PARC) (Clearfield, Utah) Praxair (Salt Lake City, Utah) Primary Childrens Hospital (Salt Lake City, Utah) Professional Education Institute (Salt Lake City, Utah) Project Engineering Consultants (West Jordan, Utah) Prosper Learning Center (Provo, Utah) Quartzdyne (Salt Lake City, Utah) Questar (Salt Lake City, Utah) R & O Construction (Ogden, Utah) R C Willey (Salt Lake City, Utah) Regence Blue Cross (Salt Lake City, Utah) Reno A & E (Reno, Nevada) Rio Tinto (Salt Lake City, Utah) Rockwell Collins (Salt Lake City, Utah) Rocky Mountain Powerq (Salt Lake City, Utah) Roy City Corp. (Roy, Utah) SabiOso (Clearfield, Utah) Salt Lake City Corp. (Salt Lake City, Utah) Salt Lake City Police Dept. (Salt Lake City, Utah) Salt Lake County Corp. (Salt Lake City, Utah) Sam's Club (Layton, Utah) Sandy Regional Health Care (Sandy, Utah) Sarcos (Salt Lake City, Utah) Schreiber Foods (Smithfield, Utah) Sears Holdings (Kmart Region) (Salt Lake City, Utah) Sears/ Kmart (Ogden, Utah) Shaw Naptech (Clearfield, Utah) Sinclair Oil Co. (Salt Lake City, Utah) Sky West Airlines (Salt Lake City, Utah) Smiths Food & Drug (Kroeger) (Layton, Utah) Sorenson Development (Salt Lake City, Utah) South Davis Community Hospital (Salt Lake City, Utah) Southern Classic Foods (Ogden, Utah) Southern Utah University (Cedar City, Utah) Sovereign Financial (Salt Lake City, Utah) Spillman Technologies (Salt Lake City, Utah) St. Marks Hospital (Salt Lake City, Utah) Staker Parson (Ogden, Utah) Standard Examiner (Ogden, Utah) State Criminal Justice Division (Draper, Utah) State of Utah (Workforce Services) (Salt Lake City, Utah) State of Utah Nat. Res. (Oil, Gas, Water) (Salt Lake City, Utah)</p>
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Table A.2 (continued)

<p>State of Utah (DCFS, Juvenile Ct, & Disa.) (Salt Lake City, Utah)</p> <p>State of Utah (Human Services) (Salt Lake City, Utah)</p> <p>State of Utah (Transportation) (Salt Lake City, Utah)</p> <p>State of Utah Corrections (Salt Lake City, Utah)</p> <p>State of Utah Dept. of Health (Salt Lake City, Utah)</p> <p>State of Utah Dept. of Tech Services (Salt Lake City, Utah)</p> <p>State of Utah Juvenile Justice Youth Services (Salt Lake City, Utah)</p> <p>State of Utah Natural Resources (Salt Lake City, Utah)</p> <p>State of Utah Public Safety - Highway Patrol (Salt Lake City, Utah)</p> <p>Superior Air Handling (Clearfield, Utah)</p> <p>Target Stores (Layton, Utah)</p> <p>TCR Composites (Ogden, Utah)</p> <p>Teleperformance (Clearfield, Utah)</p> <p>The Buckner Company (Salt Lake City, Utah)</p> <p>The Summit Group (Salt Lake City, Utah)</p> <p>Theradoc (Salt Lake City, Utah)</p> <p>Thermo Fisher Scientific (Logan, Utah)</p> <p>Thomasarts (Farmington, Utah)</p> <p>Top Ten Reviews (Ogden, Utah)</p> <p>Ultradent (Salt Lake City, Utah)</p> <p>Union Pacific Railroad (Campus Visit) (Salt Lake City, Utah)</p> <p>Union Pacific Railroad (Salt Lake City, Utah)</p> <p>Union Telephone (Mountain View, Wyo.)</p> <p>United Way of Utah County (Provo, Utah)</p> <p>University of Utah (Salt Lake City, Utah)</p> <p>UPS (Outside of Salt Lake County) (Ogden, Utah)</p> <p>US Food Service (Clearfield, Utah)</p> <p>US Forest Service (Ogden, Utah)</p> <p>US Postal Service (Salt Lake City, Utah)</p> <p>US Secret Service (Salt Lake City, Utah)</p> <p>Usana (Salt Lake City, Utah)</p> <p>USIS (Layton, Utah)</p> <p>USTAR (WSU) (Ogden, Utah)</p> <p>UTA (Ogden, Utah)</p> <p>Utah Retirement Systems (Salt Lake City, Utah)</p> <p>Utah State University (Logan, Utah)</p> <p>Vector Marketing Groiup (,)</p> <p>Veizon (W. Valley City, Utah)</p> <p>Verizon (West Valley City, Utah)</p> <p>Veterans Administration Hospital (Salt Lake City, Utah)</p> <p>Vulcraft (Brigham City, Utah)</p> <p>W. Bountiful City Corp. (West Bountiful, Utah)</p>	<p>Walmart Distribution Center (Corinne, Utah)</p> <p>Wasatch Peak Physical Therapy (Layton, Utah)</p> <p>Watson Pharmaceuticals (Salt Lake City, Utah)</p> <p>Weber Basin Water District (Layton, Utah)</p> <p>Weber State University - Davis Campus (Layton, Utah)</p> <p>Weber State University - Training & Learning Center (Layton, Utah)</p> <p>Wells Fargo Bank (Salt Lake City, Utah)</p> <p>Wells Fargo Bank, Norther Utah Area (Ogden, Utah)</p> <p>Wells Fargo Financial (Ogden, Utah)</p> <p>West Liberty Foods (Tremonton, Utah)</p> <p>Westech (Salt Lake City, Utah)</p> <p>Western Electric Coordinating Council (Salt Lake City, Utah)</p> <p>Western Zirconium (Ogden, Utah)</p> <p>Westhost (Providence, Utah)</p> <p>Williams International (Ogden, Utah)</p> <p>Wolf Creek (Eden, Utah)</p> <p>Xango (Lehi, Utah)</p> <p>Xpedx (Salt Lake City, Utah)</p> <p>YESCO (Ogden, Utah)</p> <p>Your Community Connection (Ogden, Utah)</p> <p>Zero Corp. (North Salt Lake, Utah)</p> <p>Zions Bank (Operations & Specialties) (Salt Lake City, Utah)</p> <p>Zions Bank (Salt Lake City, Utah)</p> <p>Zions Bank Branches (SLC to Logan, Utah)</p>
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Table A.2 (continued)

UNIVERSITY/COLLEGE	VISIT DATE	NUMBER OF CONTACTS
BYU Career Fair	9/30/09	30
BYU Tech Fair	10/7/09	23
U of U Career Fair	10/7/09	12
Ogden/Weber Chamber Expo	10/8/09	31
USU Tech Fair	10/8/09	19
Salt Lake Community College Career Fair	10/13/09	17
WSU Bus. & Industry night	10/14/09	17
DATC Career Fair	10/22/09	32
WSU Vendor Fair	10/27/09	24
Salt Lake Chamber Expo	10/27/09	19
WSU Health Fair	11/3/09	13
Biz Net Fair	11/12/09	14
WSU Construction Mgt. Fair	1/20/10	13
BYU Tech Fair	1/21/10	30
UVU Career Fair	1/26/10	30
BYU Career Fair	1/27/10	38
U of U Career Fair	2/9/10	31
WSU Career Fair	2/10/10	60
USU Career Fair	3/3/10	18
UVU Job Fair	3/12/10	22
WSU Criminal Justice Fair	3/26/10	28
Salt Lake Community College Job Fair	4/6/10	21
UVU Community Job Fair	4/14/10	19
Davis Chamber Expo	4/22/10	13
Biz to Biz Fair	5/6/10	12

Table A.3. Visits by WSU Career Services to other university/college career fairs (2009-2010 academic year) as well as employer contacts during WSU events.

OTHER UNIVERSITY RECRUITING VISITS		
BYU Idaho	1/14/10	
Southern Utah University	5/17/10	
Dixie State College	5/18/10	
VISITS TO OUT OF STATE COMPANIES		
Melaleuca, Idaho Falls, ID	1/14/10	
AMI Semi Conductor, Pocatello, ID	1/14/10	
Reno Agriculture and Electronics	5/28/09	
CORPORATE TOURS		
Union Pacific Railroad	11/18/09	Coordinated with other Universities. 20 people attended
ARUP Lab	1/12/10	13 people attended
SLC OSHA Lab	4/9/10	Coordinated with Ed. Walker in the Department of chemistry. 9 faculty and students attended.

Table A.4. Other recruiting visits (2009-2010 academic year).

APPENDIX B

***WSU CareerConnect*[®] Data (Jobs Posted, Etc.)**

WSU CareerConnect[®] is an online tool used to connect Weber State students and alumni to potential employers and job opportunities. Students can publish their resumes online, view job announcements, and search a database of information on thousands of employers. The system is also used to announce and manage upcoming recruiting events (employer info sessions, career fairs, etc.).

The following jobs meet your search criteria.

To view job information- Click the job id.

To sort the list of jobs- click on any column heading.

To perform another search- Click Change Criteria.

Job Search Results [Change Criteria] [Save Search] [Create Job Agent]

Page 1 of 1, items 1 to 28 of 28

Job ID	Job Title	Organization Name	Applicant Type	Position Type	Post Date	Expiration Date
19394	IT Regional Systems Administrator	Focus Services	3. Graduate (Entry Level), 4. Graduate (Experienced)	Full-time (Degree Required), Full-time (No Degree)	6/15/2010	6/25/2010
19395	Java Developer	Farm Bureau Mutual Ins. Co. of Idaho	3. Graduate (Entry Level)	Full-time (Degree Required)	6/15/2010	7/15/2010
19396	Forecast and Inventory Analyst	Orbit Irrigation Products	3. Graduate (Entry Level)	Full-time (Degree Required)	6/15/2010	7/15/2010
19398	FULL TIME PHP PROGRAMMER	Ivinex	1. Student Worker, 2. Student Intern, 3. Graduate (Entry Level), 4. Graduate (Experienced)	Full-time (Degree Required)	6/15/2010	7/15/2010
19361	Software Position	eCONTENT MANAGERS USA Inc (ECMUSA Inc)	3. Graduate (Entry Level)	Full-time (Degree Required)	6/9/2010	7/9/2010
19363	Ultrasound Tech	Ogden Clinic	3. Graduate (Entry Level), 4. Graduate (Experienced)	Full-time (Degree Required)	6/9/2010	8/9/2010
19354	Dental Assistant	Haws Family Dentistry	2. Student Intern, 3. Graduate (Entry Level), 4. Graduate (Experienced)	Full-time (Degree Required)	6/8/2010	7/8/2010
19306	Software Developer	Focus Services	3. Graduate (Entry Level), 4. Graduate (Experienced)	Full-time (Degree Required)	6/1/2010	7/1/2010
19267	Systems Administrator	Adobe	3. Graduate (Entry Level)	Full-time (Degree Required)	5/25/2010	6/24/2010
19251	ASP.NET Software Engineer	1-800 CONTACTS	3. Graduate (Entry Level), 4. Graduate (Experienced)	Full-time (Degree Required)	5/24/2010	6/23/2010

Figure B.1. Screenshot of job search results on the *WSU CareerConnect®* system.

Metric		Total
Jobs Posted	Posted directly onto <i>CareerConnect®</i> System	11,254
	Posted through <i>Rocky Mtn. Career Consortium®</i>	730
Student Activity	Total registered on system (as of 5/25/2010)	10,328
	System logins	88,927
	Documents uploaded	5,660
Employer Contact Activity	Resume referrals	13,096
	Total registered on system (as of 5/25/2010)	4,794
	System logins	21,940
	Registered for career events through system	964

Table B.1. Summary statistics for the *WSU CareerConnect®* System (Date Range: 1/1/2005 to 5/26/2010).

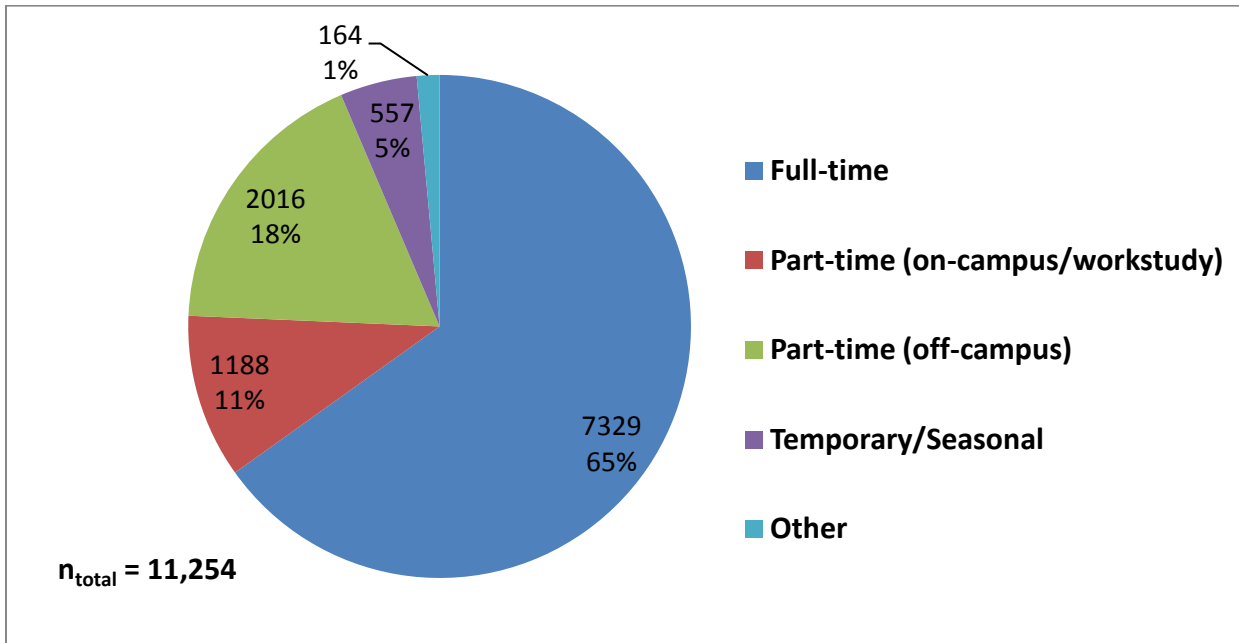


Figure B.2. Summary of jobs posted by Career Services (1/1/2005 to 5/26/2010). Number of unique employers with jobs posted = 2,520.

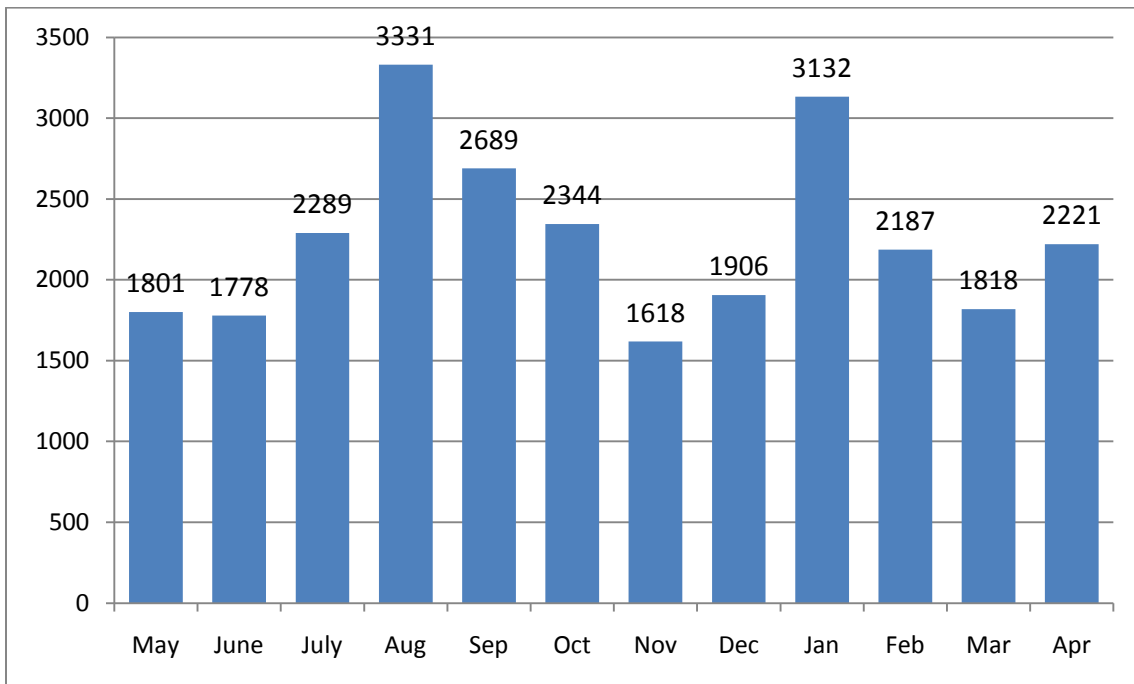


Figure B.3. Student logging onto to the CareerConnect system by month (2008-2010)

APPENDIX C

Annual Survey of Graduates (Executive Summary)

The WSU Graduation Survey represents a collaborative effort between WSU Career Services and the WSU Alumni Center in collecting and compiling information on recent graduates. It is designed as a tool to assist faculty and administration in planning curriculum and advising students. The information is collected at the time of graduation using an electronic survey. In some cases the information has been supplemented with data collected by the academic departments during exit interviews. Full survey results are available from the WSU Career Center.

Employment	Employed Full-Time (as of survey):	65% (3337/5101)
	Working in Employment Related to Major:	74% (3260/4422)
	Employed in Utah (as of survey):	92% (2091/2261)
	Average Salary (full-time only)	Masters: \$53,360 (n=90) Bachelors: \$39,311 (n=1272) Associates: \$40,375 (n=245)
Education Plans	Plan to Immediately Continue Education:	46% (2487/5375)
	Applied to a Graduate Program (as of survey):	33% (832/2485)
	Applicants Accepted (as of survey):	33% (277/832)

Table C.1. WSU graduates at a glance (2005-2009).

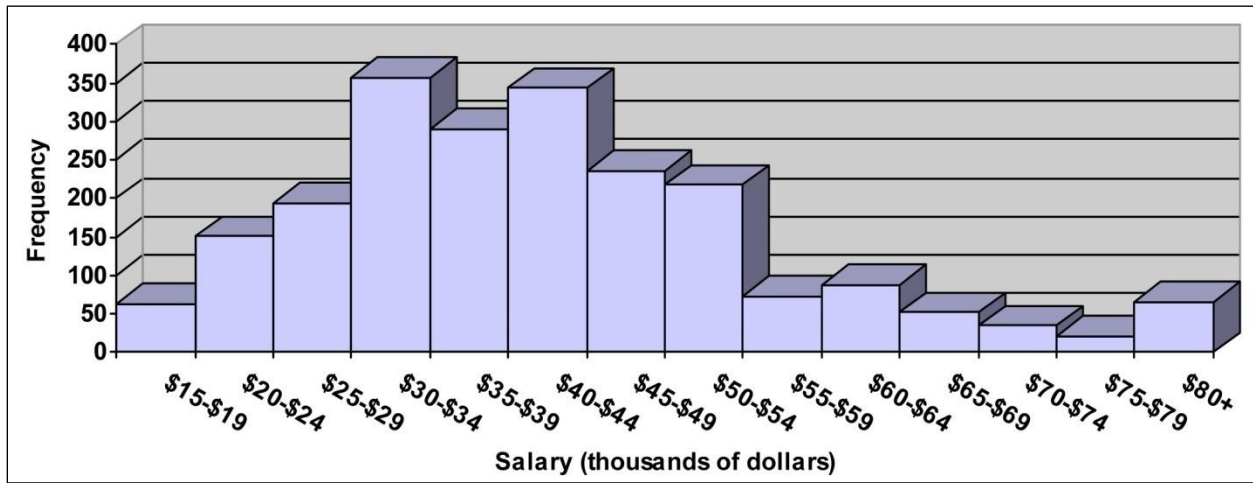


Figure C.1. Report full-time salaries for WSU graduates (2005-2009; combined WSU majors and degrees).

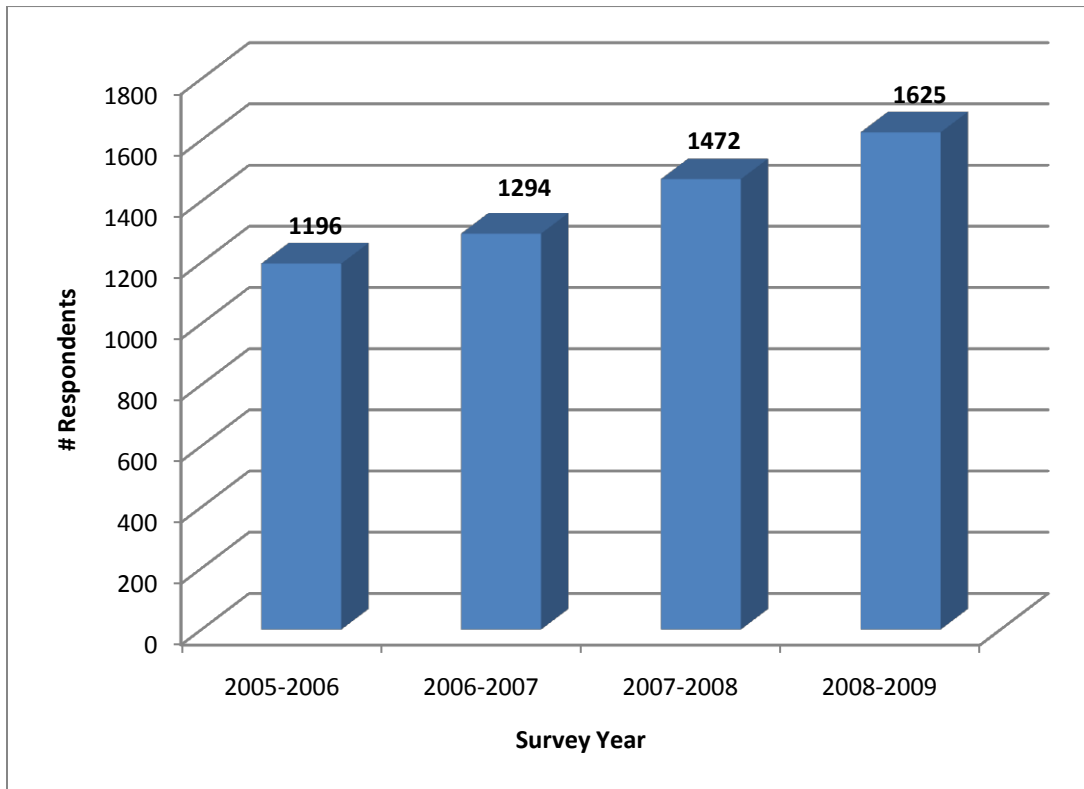


Figure C.2. Increasing response rate for the WSU Graduate Survey (2005-2009).

APPENDIX D
Career Services Organizational Chart

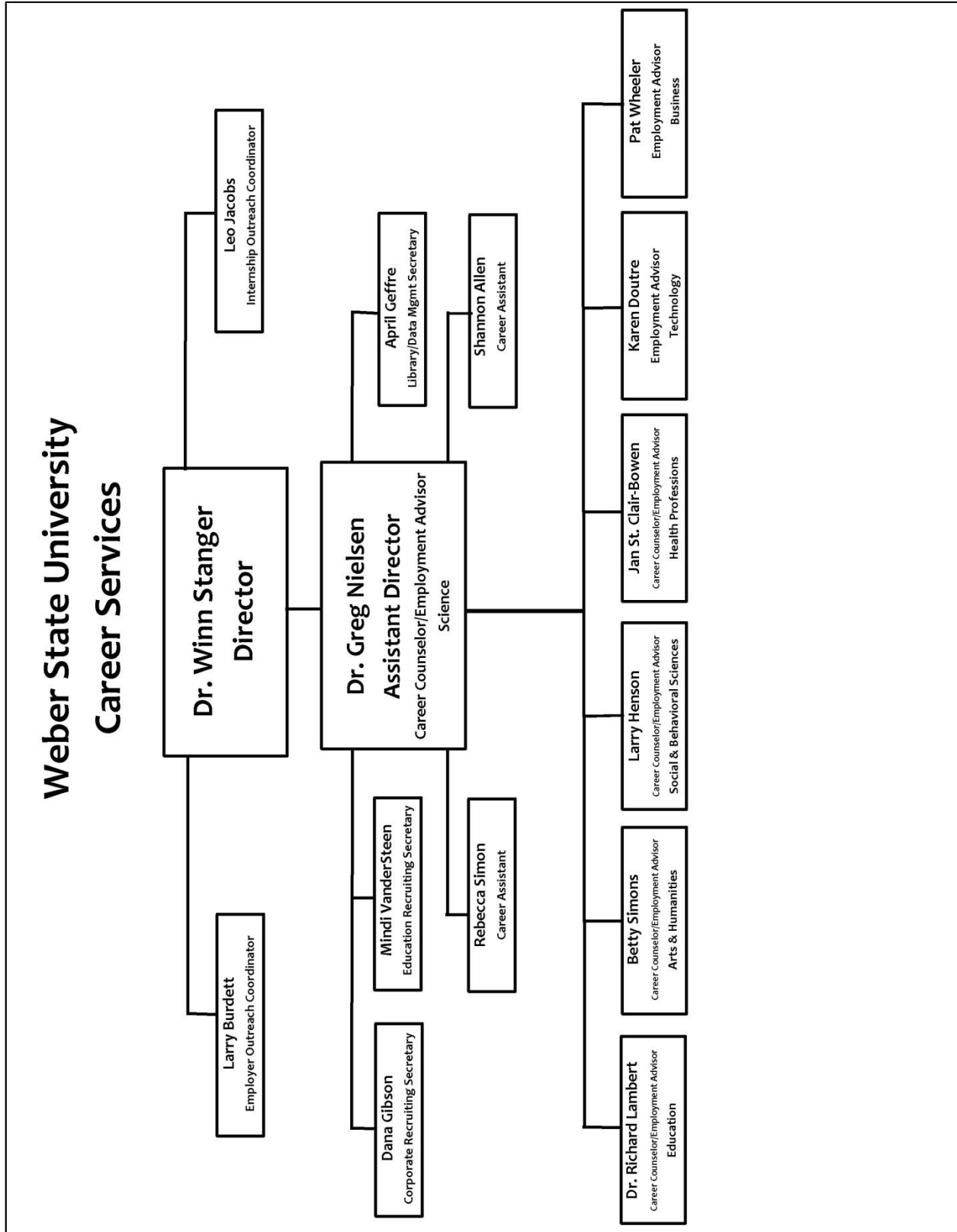


Figure D.1. Career Services organizational chart.

APPENDIX E

6-Column Planning Model

The following model is used by Career Services and the WSU Division of Student Affairs for strategic planning and establishing outcome measures.



Six Column Model

Six Column Intro Six Column Model Editor View/Edit Row Report View Accomplishments

University Initiatives	Division Initiatives	Unit Goal(s)	Means to Achieving Goal	Student Learning Outcome	Methods of Assessment	Results	Use of Results
Select initiatives	First-Year Student Success	Implement Pathways Program	Complete brochure for the Pathways Program. Mail brochure to new Freshman by September 15th. Market the program through class visits, signpost ads, flyers, emails and Career Cafe.	Student Intern will learn publishing software and increase design skills. Students who participate in Pathways will improve career management skills.	Assess program success by the completion of the brochure and the effective marketing of the program. Assess program effectiveness by the number of students starting and completing the first year	1-28-10 Becca Simon was trained on the publishing software and created a professional product. Introduction marketing was accomplished through a mailing to all freshman and a followup email to each freshman inviting them to participate. Orientations are being conducted each Wednesday during Career Cafe and every opportunity to meet students is being utilized such as Major Fair, Block Party, Student Affairs events and class room visits. We will measure the numbers participating by the end of Spring Semester. 5-26-10 We added a 52 inch HD TV to the front of the Career Center to better market the program. During Fall semester 09 we introduced and discussed	1-28-10 The feedback from students and staff are being utilized to be sure we are effectively meeting everyone's needs. 5-26-10 We are utilizing feedback from our faculty and students to improve our brochure and our enrollment process. We visited with Westminister College to benchmark their success and compared programs and discussed

<p>changes we are both considering for continuous improvement.</p>	<p>the program to students but did not enroll them during their visit to the Career Center. We found that only two actually followed through with signing up on their own. During the middle of the Spring Semester 2010 we started enrolling students during their visits and in one month we added 11 Students.</p>	<p>requirements.</p>	<p></p>	<p></p>	<p></p>	<p></p>	<p></p>
<p></p>	<p>1-28-10 Jody Perkins was hired as our Special Populations Intern in July 2010. He met with student organizations, athletic groups and organization advisors. Jody recruited numerous students from individual and small group meetings and increased markedly the number of students visiting the Career Center and receiving counseling from our professionals. The minority visits were especially improved through his efforts. Jody coordinated the introduction of The Career Athlete Program focusing on Careers after athletics. The program was a great success. We will report the total numbers of students served in our End of Year update. Because of Jody's exceptional efforts and</p>	<p></p>	<p>Growth and development of the new student intern. New programs will be developed by the intern to increase outreach. The</p>	<p>Hire an intern for Special Populations. Develop outreach to underserved students and groups. Provide panel discussions</p>	<p>Increase Cultural Awareness Competency</p>	<p>Cultural Competency</p>	<p>Select initiatives</p>
<p>1-28-10 We will determine the hiring of a new Special Populations Intern to replace Jody and continue our outreach to special populations. 5-26-10 We have interviewed a possible</p>	<p></p>	<p>Assess total number of students who attend the workshops and seminars. Survey their</p>	<p></p>	<p></p>	<p></p>	<p></p>	<p></p>

SAWEB

Page 3 of 4

<p>and seminars monthly for students and staff. Assess students served.</p>	<p>student will increase skills in seminar development and management.</p>	<p>satisfaction and the things they learned.</p>	<p>results he was offered a career track position in The Multicultural Student Center. 5-26-10 The Career Athlete Program web site was launched and a two year agreement was established with Career Athletes and Career Services and our Athletic Department. Our site has 52 Athletes and 32 Alumni signed up with 3 mentors. We created a press release for our current and former athletes and WSU is the first Big Sky University and the first in the State of Utah to participate with 200 other Universities nationwide. We presented the program at the Utah Association of College Educators at UVU in May.</p>	<p>replacement for Jody and will make a decision in August 2010 for Fall Semester.</p>
<p>Fund and hire an internship</p>			<p>1-28-10 Funding for a new Internship Coordinator was received in October 2010 an increase in Job Location and Development. Leo Jacobson was hired as the new internship coordinator. He is currently being trained and has made benchmarking visits to Utah Valley University and BYU Idaho. One Corporate Partnership is in place (Northwest Mutual) with others under consideration. Two quarterly employer visits</p>	<p>1-28-10 The benchmarking visits will help us to develop a first rate internship program and increase the quantity and quality of the internships we are able to offer to our students. 5-26-10</p>

<http://saweb.weber.edu/newsaweb/default.aspx>

6/21/2010

SA WEB

<p>Select initiatives</p>	<p>Leadership Development and internship development</p>	<p>Employer Outreach/Job development</p>	<p>coordinator. Contact a minimum of 100 employers for jobs and internships. Establish 5 corporate partnerships. Provide quarterly employer information sessions. Do six employer spotlights for staff meetings.</p>	<p>the funding and hiring of an internship coordinator. Also we will assess the number of corporate partnerships and the number and quality of the employer information sessions and employer spotlights in staff meeting.</p>	<p>were made at Union Pacific and ARUP. Two employer spot lights in staff meeting were conducted with LDS Employment and ARUP. Additional information will be available by the year end report. 5-26-10 Funding of \$25,000 from Job Location Development has been received for WSU's internship and employer development work. Leo has contacted over 150 employers during the past 6 months concerning internships for our students. He is contacting each faculty member who handles internships in their colleges to compile a total of all internships and is planning an August "How to Hire an Intern" program. He is researching web sites and is close to a partnership with Internships.com which could add thousands of internship opportunities for our students.</p>	<p>We are working to implement a partnership with Internships.com to hopefully increase the number of internships for our students to over 2,000. We are also planning on having Leo attend a conference on internships to increase his knowledge and networks with other universities. We are also investigating the possibility of having a student work with Leo to mine internships from web sites of top companies that hire our graduates.</p>
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Weber State University, Student Affairs Division
 Ogden, Utah 84408-1125
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Enter an accomplishment

Career Services 2009-2010

* Instituted Career Athletes Program in partnership the Athletic Director and Assistant Athletic Director. Focus on Careers for Athletes after athletics with jobs, mentors and search tools.

- 52 students and 32 alumni registered

- 3 mentors registered

* Started outreach to special populations and hired and trained Jody Perkins as our coordinator. Jody was promoted to a full time position in the multi cultural center as an advisor. We had more special population students especially athletes in four months that we had in the past two years.

* Established Pathways to Success Program. Designed and printed brochures and mailed to over 2,000 freshman. Marketed in orientations and by email. Bought big screen HD TV in the front of our career center. We currently have 11 students enrolled and completing the first year requirements.

* Redesigned and redecorated the Career Center with a Career Cafe Theme. Career Cafe orientations and seminars are held each Wednesday from 11:00 until 1:00 with snacks and food. The Pizza open house held at the beginning of each semester brought in over 500 students. New computers, furniture, carpeting, painting with lettering and murals have made for a more warm and inviting environment.

* Installed card scanners at the front desk and at the Career Fair and Grad Fair to increase the quantity and quality of our data on student visits.

* Found \$25,000 in JLD funding for an internship coordinator and hired Leo Jacobs into the position to work with local, regional and national companies to increase the internship opportunities for students.

* Contributed \$33,000 back to Student Affairs to help the division with its budget needs.

* Increased the Grad Fair from 72 graduate schools to 94 graduate schools from across the nation.

* Sponsored a Career Coaching workshop for the Utah Association of Career Educators for 43 Career Professionals and made the group \$3,000.

* Our Outreach Coordinator, Larry Burdett, and our Internship Coordinator visited over 100 employers to develop jobs and internships.

APPENDIX F

Career and Graduate School Fair Data

WSU Career Services organizes and sponsors a career fair for all majors each spring semester, a graduate school fair each fall (in collaboration with the WSU graduate council and other universities in the state), and specialized career fairs for education, health professions, and criminal justice (in collaboration with the academic colleges). These events provide students, alumni, and members of the community with the opportunity to interface directly with recruiters from a broad variety of companies and graduate school programs.

Fair	Organizations Participating			WSU Students Attending		
	n	count	avg/yr	n	count	avg/yr
WSU Career Fair	5	512	102	2	2052	1026
Utah Graduate Schools Fair	3	249	83	2	738	369
Utah Teacher Recruiting Fair	5	540	108	5	495	99
Health Professions Fair	5	110	22	-	-	-
Other Fairs	2	25	13	-	-	-

Table F.1. Summary statistics for WSU Career Fairs (2005-2010).

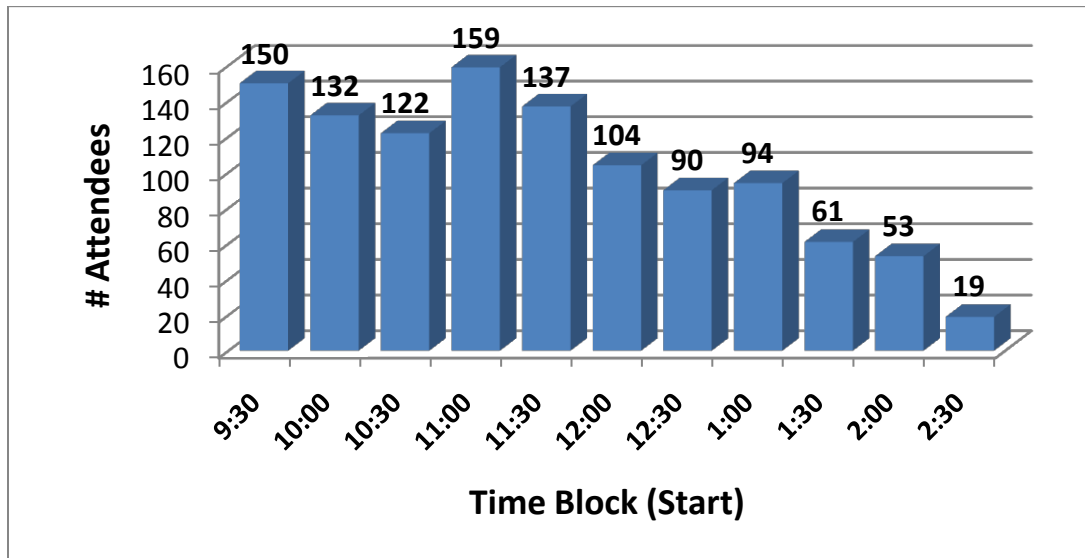


Figure F.1. WSU Career Fair attendees logged by time block (Spring, 2009).

Figure F.2 (next 6 pages). Lists of companies attending WSU Career Fairs (2005-2010).



WSU Career Fair 2005 List of Participants



<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>
AFLAC	66	Internal Revenue Service (IRS)	79	U.S. Army Recruiting	82
America First Credit Union	10	Jensen Industries	70	U.S. Army ROTC/Weber State	72
America Online	15	L-3 Communications	77	U.S. Coast Guard Recruiting	59
American National Insurance	60	MarketStar Corporation	41	U.S. Department of Agriculture	43
AXA Advisors	26	McKay-Dee Hospital	13	U.S. Federal Bureau of Investigation (FBI)	40
Bank of Utah	20	Mountain America Credit Union	42	U.S. Marine Corps Officer Selection Station	27
Beneficial Financial Group	35	New York Life	12	U.S. Navy / ORS Salt Lake City	18
Bio Nativus Inc	71	Northrop Grumman	31	University Directories	36
Chromalox	11	Northwestern Mutual Financial Network	37	University of Utah	55
Cintas Corporation	30	Novell, Inc.	78	Utah Army National Guard	56
Clearfield Job Corps	8	Nutraceutical Corporation	2	Utah Department of Human Services	49
Convergys Corporation	1	Ogden City Corporation	67	Utah Department of Workforce Services	81
Del Sol	51	Ogden Clinic	64	Varian Medical Systems	38
Enterprise Rent-A-Car	3	Ogden Regional Medical Center	16	Waddell & Reed Financial Services	48
Farm Bureau Financial Services	6	Peace Corps	47	Walgreens	63
Farmers Insurance Group	17	Primerica Financial	57	Walt Disney World College Program	58
Fastenal Company	50	Professional Education Institute	29	Wells Fargo Financial	25
Federal Aviation Administration (FAA)	34	RC Willey	68	Western States Equipment Co.	76
Flying J Inc.	21	Republic Mortgage	44	WSU Alumni	73
Focus Communications Inc.	7	SAIA	39	Wyoming Game and Fish Department	24
General Growth Properties/Newgate Mall	65	Sandy City Corporation	22	Zions Bank	33
GSC Foundries Inc.	19	Sherwin Williams	74		
Harris Corporation	75	Sherwin-Williams Automotive	80		
Hastings Entertainment	54	Smith's Food & Drug	5		
HCA Supply Chain	9	Source One Medical	4		
HCR Manor Care	32	State Farm Insurance Co.	28		
Hill Air Force Base-Civilian Personnel	23	Stock Building Supply	14		
Hospira, Inc.	61	Swift Transportation	69		
Icon Security	52	U.S. Army Medical Recruiting	62		

[See map on reverse](#)

*Career Services would like to thank our fair sponsors:
Beneficial Financial Group and SAIA Motor Freight.*



WSU Career Fair 2006 List of Participants



<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>
ADP Benefit Services	78	Guardian Life Insurance Company	92	Ogden Clinic	51
AFLAC	60	Halliburton Energy Services	94	Orbit Medical	9
Airgas Intermountain	104	Harris Corporation	109	Peace Corps	39
America First Credit Union	24	Hill AFB	12	Primerica Financial	79
Anderson Pest Control, LLC.	69	Home Depot	72	Professional Education Institute	4
AP Moller	105	Intermountain Financial Group (Mass Mutual)	86	RC Willey	102
AXA Advisors	31	Intermountain Healthcare	101	RemedyMD, Inc.	91
Bank of Utah	36	IRS District Office	13	Rise Inc.	83
Barnes	18	Ivory Homes	96	SAIA	108
Beneficial Financial Group	56	Jensen Industries	111	Salt Lake City Police Department	82
Buckle	45	Joseph Eve	84	Sherwin Williams	38
Ceco Concrete Construction	90	Kelly Services	68	Smith's Food & Drug	63
Central Utah Medical Clinic	34	KSL	19	Spillman Technologies, Inc.	112
CEntry Constructors & Engineers (a Layton Company)	87	L-3 Communications	113	Staker & Parson Companies	100
Chromalox	27	Layton City Police Department	59	Standard Builders	30
Church of Jesus Christ of Latter-Day Saints	73	Lofthouse Bakeries	64	State Farm Insurance Co.	28
Cintas Corporation	2	Manheim	77	Stock Building Supply	10
Clearfield Job Corps	5	Manufacturing Technology, Inc. (MTI)	53	TimeShareWare	81
Convergys Corporation	1	MarketStar Corporation	25	U.S. Army Recruiting	7
Corporate Express	88	MasterControl	70	U.S. Marine Corps	20
Del Sol	80	Merit Medical Systems, INC.	103	U.S. Navy	57
Dell	8	Mesa Arizona Police Department	89	United Parcel Service (UPS)	76
Department of Homeland Security	50	Micron Technology, Inc.	23	University Directories	65
DWS	74	Moulding & Millwork	29	University of Utah	32
Enterprise Rent-A-Car	61	Mountain America Credit Union	71	USDA/NRCS	17
Farm Bureau Financial Services	62	Myriad Genetics, Inc.	58	Utah County Sheriff	93
Farmers Insurance Group	16	National Security Agency	26	Utah Department of Corrections	21
Fastenal Company	15	Nelson Laboratories	47	Varian Medical Systems	14
Federal Aviation Administration (FAA)	41	New Day Financial	99	VISTA Staffing Solutions	85
Federal Bureau of Investigation (FBI)	37	New York Life Insurance	44	W.W. Clyde & Co.	6
Ferguson Enterprises, Inc.	11	Northrop Grumman	107	Walgreens	75
Flying J	110	Northwestern Mutual Financial Network	3	Wal-Mart	52
Granite Construction Company	33	Novell Inc.	106	Weatherford International	97
GSC Foundries	35	Nutraceutical Corporation	49	Wells Fargo Bank	48
		Ogden City Corporation	98	Wells Fargo Financial	40
		Ogden City Police Department	46	Wyoming Game and Fish Department	95
				Zions Bank	22

[See map on reverse](#)



WSU Career Fair 2007 List of Participants



<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>
ABF Freight System, Inc	1	GSC Foundries	49	Prosper Team Inc.	25
ADP Benefit Services	2	Halliburton Energy Services	50	Qwest	81
Aerotek	3	Harris Corporation	11	R&O Construction	105
AFLAC	5	HCR Manor Care	122	Ralcorp Frozen Bakery Products	52
Air Force Officer Accessions	6	HDR	89	Rio Tinto	12
Airgas Intermountain	8	Heritage Financial Group	53	Rise, Inc.	101
Alpine Homes, Inc.	116	Hill AFB	54	RxAmerica	124
ASML	10	IASIS Healthcare	56	SAIA	21
AXA Advisors	90	IM Flash Technologies	57	Sam's Club	45
Bank of Utah	13	Integra Telecom	58	Sherwin-Williams	51
Boise Police Department	14	Intermountain Healthcare	59	SkyWest Airlines	120
Boy Scouts of America	87	International Association of Administrative Professionals	83	Smith Food and Drug Center	119
CCC Group, Inc.	16	Iomega Corporation	60	Software Professional Center	48
Cheyenne Regional Medical Center	111	IRS Criminal Investigation Division	61	South Davis Community Hospital	100
Chromalox	19	KSL TV	62	St. Mark's Hospital	117
Cintas Corporation	20	L-3 Communications	18	Staker & Parson Companies	30
Citifinancial, a division of Citigroup	88	Lakeview Hospital	92	Target Stores	63
Clearfield Job Corps Center	22	Layton Police Department	86	The Buckle	9
Consolidated Electrical Distributors (CED)	23	LDS Church - ICS Department	65	The Church of Jesus Christ of Latter-Day Saints	96
Convergys Corporation	24	Liberty Mutual Group	85	The McPartland Group Financial Services/Guardian Life	112
CPS-Department of Homeland Security	26	Lifeline Nursing, Inc.	84	U.S. Army Recruiting	102
Cutrubus Automotive Team	123	Lindquist Mortuaries & Cemeteries	69	U.S. Army ROTC	103
Daktronics	27	Lithia Motors	68	U.S. Foodservice	95
Del Sol	28	Market Star	4	U.S. Marine Corps Officer Selection Station	99
Destination Homes	29	Mesa Arizona Police Department	70	United Parcel Service	94
DWS	91	Mountain America Credit Union	71	United States Marines	93
EG&G	31	Mountain West Medical Center	72	Usana Health Sciences	17
England Logistics	32	Myriad Genetic Laboratories, Inc	73	Utah County Sheriff	115
Enterprise Rent-a-Car	104	Nelson Laboratories, Inc.	82	Utah Department of Corrections	110
Eschelon Telecom	33	Northrop Grumman	7	Wadman Corporation	114
Evanston Regional Hospital	34	Northwestern Mutual Financial Network	74	Walgreens	113
Evault Inc.	40	Novell Inc	55	Wells Fargo Bank	109
Farm Bureau Financial Services	35	Nucor Building Systems	75	Wells Fargo Financial	98
Fastenal Company	36	Nutraceutical Corporation	76	Winder Farms	97
Federal Aviation Administration	37	Orbit Medical	78	Wolseley North America (Ferguson, Stock & Wolseley Canada)	108
Finn Power International	41	Oregon Department of Transportation	77	Zion Ponderosa Resort	106
Flying J Inc.	39	Pacific Office Automation	79	Zions Bancorporation	107
Focus Services	38	Peace Corps	80		
For Your Kitchen	42	Pinnacle Engineering and Land Surveying	67		
G&K Services	43	Primerica Financial Services	66		
Galileo Processing, Inc.	121	Progeny Systems Corporation	64		
Genie Industries	44	Progrexion	15		
Glanbia Foods, Inc.	46				
GlaxoSmithkline Pharmaceuticals	47				
Grand America & Little America Hotels	118				

[See map on reverse](#)



WSU Career Fair 2008 List of Participants



<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>
ABF Freight System, Inc	53	Goldenwest Credit Union	100	Sherwin-Williams	40
Aerotek	54	GSC Foundaries	98	SkyWest Airlines	80
AFLAC	67	Harmony Home Health & Hospice	121	Smith's Food & Drug	49
AgReserves, Inc.	91	Heritage Financial Group	50	Social Security Administration	16
Airgas Intermountain	75	Hinckley Dodge Chrysler Jeep	66	South Davis Community Hospital	3
Alder Construction Company	31	Holcim	93	Staker & Parson Companies	14
America First Credit Union	65	IM Flash Technologies	29	Stanley Consultants, Inc.	48
American National Insurance	51	Ingenix	28	SuperGen, Inc.	94
ARUP Laboratories	42	Inovar, Inc.	4	Target Stores	110
Avis Car Sales	96	Interac Co., Ltd.	118	TaxWorks	59
AXA Advisors	106	Intermountain Healthcare	8, 9	Teleperformance USA	12
Becton Dickinson (BD)	41	Internal Revenue Service (IRS)	89	The Buckle	86
Beneficial Financial Group	57	Iomega Corporation	30	The Children's Center	13
Bonneville Salt Lake Media Group	78	Jacobs	26	Thermo Fisher Scientific	21
C.R. England	88	Kraft Foods	73	Total Quality Systems, Inc.	33
CH Robinson Worldwide, Inc.	111	L.D.S. Church HR	87	TSA - Transportaion Security Administration	62
CHG Healthcare	46	L-3 Communications	35	U.S. Air Force ROTC	109
Chromalox	76	L-3 Communications/CSW	36	U.S. Customs and Border Patrol	52
Chrysalis Enterprises	108	Lakeview Hospital	44	U.S. Department of Veterans Affairs	58
Cintas Corporation	113	Larry H. Miller Group	119	U.S. Marine Corps Officer Selection Station	61
Citifinancial, a division of Citigroup	102	Liberty Mutual Surety	69	U.S. Navy	97
Clearfield Job Corps Center	85	Living Scriptures	117	U.S. Treasury Inspector General for Tax Administration	70
ConAgra Foods, Lamb Weston	79	Manheim	27	Union Telephone Company	83
Consolidated Electrical Distributors (CED)	55	Marketstar	37	United Parcel Service	7
Datamark	24	McPartland Group Financial Services/Guardian Life	60	USANA Health Sciences	43
Davis Hospital and Medical Center	47	Moog Aircraft	39	Utah County Sheriff	15
Del Sol	115, 116	Myriad Genetics	112	Utah Department of Human Services	82
Deseret Book Co.	105	National Fitness Financial Systems	107	Utah Department of Workforce Services (DWS)	114
Enterprise Rent-a-Car	64	Nelson Laboratories, Inc.	90	Walgreens	6
Farmers Bureau Financial	11	New York Life	74	Wal-Mart	2
Farmers Insurance Group	81	Nucor Building Systems	104	Weber State University CareerConnect	32
Fastenal Company	63	Nutraceutical Corporation	38	Wells Fargo Financial	72
Federal Bureau of Investigation	120	Ogden City Corporation	17	WesTech Engineering, Inc.	25
FedEx Ground	68	Orbit Irrigation Products	56	Williams International	10
Fidelity Investments	103	Orbit Medical	45	Winder Farms	71
Fieldstone Homes Utah LLC	19	Parker Hannifin EPS Division	34	WorldStrides	20
Flying J Inc.	1	Petersen Inc	18	Xactware	84
Focus Services	92	Rise, Inc.	99	Zions Bancorporation	77
Geneva Rock Products	23	Rocky Mountain Power	101		
Genie Industries	5	Sahara, Inc.	22		
		Sears Holdings Corporation	95		

[See map on reverse](#)



WSU Career Fair 2009 List of Participants



<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>
ABF Freight System, Inc	56	Five Star Airport Alliance	35	Petersen Inc	32
ADP Benefit Services	3	GSC (A PCC Company)	78	Pine View Transitional Rehab	42
Airgas Intermountain	52	Heritage Financial Group	82	Premier Technology, Inc.	11
America First Credit Union	47	Intermountain Financial Group/MassMutual	20	Rise, Inc.	49
ARAMARK Lake Powell Resorts & Marinas	13	Intermountain Healthcare	46	Rocky Mountain Power / PacifiCorp	7
ARUP Laboratories	37	Internal Revenue Service	59	Smith's Food & Drug	8
Avalanche Software (Disney)	4	International Language Programs	51	SOS Staffing Services	21
Avis Car Sales	79	JCPenney	61	Sovereign Financial / National Life Group	73
AXA Advisors	24	Kmart Division- Sears Holdings Corporation	48	Staker & Parson Companies	26
Beneficial Financial Group	64	Kraft Foods	81	TSA	63
Bo-Bunny Press	80	Kroger Manufacturing	31	U. S. Army Medical Recruiting	17
Buckle	16	L-3 Communications/CSW	33	U.S. Army Recruiting	23
C.R. England	75	Liberty Mutual Group	62	U.S. Border Patrol	55
Church of Jesus Christ of Latter-day Saints	58	Lilly USA	39	U.S. Marines	19
Cintas Corporation	69	Management & Training Corporation	34	U.S. Navy	12
Clearfield Job Corps Center	44	MarketStar	67	U.S. Treasury Inspector General for Tax Administration	68
Comcast	25	Matchbin	15	Utah Fabrication	54
Consolidated Electrical Distributors (CED)	85	Modern Woodmen of America	60	Utah Retirement Systems	38
ConsultNet	14	MountainStar Healthcare	43	Utah Youth Village	18
Convergys Corporation	36	MWH	6	VISTA Staffing Solutions	5
Davis Hospital and Medical Center	40	Myriad Genetics	45	Wasatch-Cache National Forest	9
England Logistics	86	Nelson Laboratories, Inc.	2	Wells Fargo Financial	50
Enterprise Rent-a-Car	66	New York Life	53	WesTech Engineering, Inc.	29
Farm Bureau Financial Services	70	Northwestern Mutual Financial Network	10	WSU CareerConnect	1
Fastenal Company	77	Orange Soda	28	Xactware	30
Federal Aviation Administration	57	Orbit Medical	41	Zions Bancorporation	74
Federal Bureau of Investigations (FBI)	76	Paradigm Solutions Group	84		
Federal Deposit Insurance Corporation	65	Paychex Inc.	83		
		Payless Shoe Source	27		

[See map on reverse](#)



WSU Career Fair 2010 List of Participants



<u>Name</u>	<u>Table #</u>	<u>Name</u>	<u>Table #</u>
ADP, Inc	27	Management & Training Corporation (MTC)	13
Aerotek	41	MarketStar	36
Airgas Intermountain	38	Melaleuca	58
Allegis Financial Partners	31	Modern Woodmen of America	61
American National Insurance	63	Mountainstar Healthcare	3
ARUP Laboratories	4	Nelson Laboratories Inc.	1
Bank of Utah	25	New York Life	28
Buckle, Inc.	29	Noah's	30
Church of Jesus Christ of Latter-day Saints	47	Northwestern Mutual Financial Network	14
Cintas Corporation	37	Nucor Building Systems	46
Clearfield Job Corps Center	7	Nutraceutical Corporation	12
Community Nursing Services	2	Orbit Medical	9
Comphealth	10	Paychex Inc.	45
Consolidated Electrical Distributors (CED)	22	Payless Shoe Source	55
Convergys Corporation	57	Peace Corps	18
Del Sol	51	Pine View Transitional Rehab	8
England Logistics	49	Rocky Mountain Power	16
Enterprise Rent-a-Car	23	Smith's Food & Drug Centers	20
Farm Bureau Financial Services	52	Toyota Motor Sales	59
Farmers Insurance Group	21	U.S. Marine Corps	56
Fastenal Company	50	University of Utah Hospitals and Clinics	5
Federal Aviation Administration (FAA)	34	US Navy	42
Federal Bureau of Investigations (FBI)	35	Utah Career College-Layton Campus	43
First Command Financial Services	33	Utah Youth Village	62
First Investors	44	VISTA Staffing Solutions	6
Fresenius Medical Care	26	Wells Fargo Financial	17
GSC Foundries	15	Zions Bancorporation	60
Heritage Financial Group	54		
Hertz Corp	32		
IM Flash Technologies	48		
Intermountain Healthcare	11		
Internal Revenue Service (IRS)	39		
International Language Programs	53		
L-3 Communications	24		
Liberty Mutual Group	40		

[See map on reverse](#)

Total Respondents: 56**Question 1:** Were you greeted appropriately and given adequate assistance upon arrival?

Yes – 54 (96%)

No – 2 (4%)

Question 2: Did you have sufficient time to visit with students?

Yes – 52 (93%)

No – 4 (7%)

Question 3: WSU has traditionally held only a Spring Fair. Would you support a Fall Fair as well, and/or support both?

Favor Spring – 23 (70%)

Favor Fall – 2 (6%)

Favor Both – 8 (24%)

Question 4: WSU has traditionally held our Fair in February, the week before President's Day. Does this date meet your recruiting needs?

Yes – 52 (93%)

No – 4 (7%)

Question 5: Please rate WSU students regarding preparedness, appearance/dress and professionalism (1=worst, 10=best).

Avg. Rating – 7.2/10

Question 6: How would you rate the WSU Career Fair as compared to other fairs you have attended (1=worst, 10=best)?

Avg. Rating – 7.8/10

Question 7: Please rate our notification, information, registration and follow-up information (1=worst, 10=best)?

Avg. Rating – 8.7/10

Figure F.2. Employer survey results for the Spring, 2010 WSU Career Fair.

What did you like most about Weber State's Career Fair?

- Organized
- Lots of room for displays, wide aisles, well organized overall
- Help with setup, information and assistance needed throughout the day - GREAT JOB!!
- The interactive students
- Amount of employers. Other job fairs have had lower turnout of employers.
- Coach Mac and the Employer Info Session
- We liked the set-up. It kept the flow of students going.
- Organization. Easy in/out
- Meeting great students
- Booth location
- The advertising and the number of people who attended
- Attentive staff and volunteers
- Good atmosphere for the event (facilities)
- Large display area, assistance with materials
- The drop off service was wonderful!
- Wow! Great response, lots of students.
- Tech Sales students
- I love how organized it was. I also really appreciated the short info session at breakfast.
- Great support for set-up, take down and volunteers were great!
- How prepared, layout
- Experienced students with working background
- Location, spacious area, student hosts
- Seemed to have students to visit with at a steady pace
- The set-up and attendance number
- Very well arranged. Good hospitality.
- Open feel, bright and friendly help
- Interacting with career services and staff and making connections with students
- The friendliness of everyone
- Helpful, friendly staff
- Good lunch choices. Listens to our needs. Volunteers are extremely helpful. I sincerely appreciate them.
- The students and time frame
- Room set-up (open) and lunch
- Lots of activity. No down time.
- Everything was well placed, you guys were extremely accommodating. First Class Job!
- Great environment. Very friendly.
- Food at lunch
- Organized. Large range of potential employees.
- High volume of qualified students
- Great Service
- Tech Sales program is great for us. Student help was great!

Table F.2. (continued)

- Everyone seemed to already know about my company based on professor referrals
- Amount of Tech Sales grads
- Student turn out
- Very Professional
- The attendance/Business professions
- Lots of interaction with students
- Good sales applicants
- Very clean and organized appearance. Loved the drop off for equipment!
- Good People, Love WSU!
- The assistants were a wonderful help and very pleasant.
- Professional environment
- I just wanted to give you a thumbs up. Things went very smoothly and I thought it was well done. When I catch my breath I want to follow up with the interview on campus program as well. Thanks again!

To make the WSU Career Fair more beneficial to students and employers, what can be changed, added, or discontinued?

- List of Participants: Add to each company name a list of the majors they are looking to hire, then arrange list by majors. Employers hiring could be listed multiple times, if needed. Allows students to target the right employers.
- Lunch: we had to elbow our way among students and listen to their crude talk. Shortened hours: Good, really maximized our time. Signs: Could use better campus signage directing to right parking (despite was emailed twice). I had to move from W-8
- Mix up the exhibitors. Not all medical or Business together.
- Excellent fair, thank you
- More professional student counseling
- I thought the fair was very well done and I was impressed with the attendance. Thank you.
- I have four resumes that I will interview from. On average, I will collect 7-10. Past years at Weber have been better.
- I think the presentation for employers was too long. There was a lot of unnecessary information given. A shorter presentation would be more beneficial.
- I have been disappointed in the turnout from past fairs, but am impressed this year. Much better!
- Easier way to pay on line. Thanks!
- We would really appreciate a technical fair, but other than this suggestion you have done a stellar job! Thank You!
- Some students said they didn't know it was today and were unprepared.
- This is working well
- More separation of professional and intern positions. Maybe a job fair specific to internships would be helpful.
- Nothing... We will definitely be back!
- I think it's successful. Possibly add the majors of interest to the signs.

Table F.2. (continued)

- Incomparisson to BYU, the weber students were less prepared to talk to employers. Perhaps they need to do more research about the companies they plan to talk to. The dress code should be business attire. It puts them in a more elite category when they look the part.
- Discontinue students being required to attend for class credit ~ Wast of time. More tables for breakfast. Produce a short video in place of the live presentation. Arrange booths by majors (business, engineering, Nursing/Health) Lets students focus on booths that match what they are looking .
- I would recommend 2 fairs and lower the price for more attendance and opportunity for students.
- Parking
- I can't think of anything
- You are doing a great job!
- Please inform students that in the worst economic downturn they need to look and act their best.
- The fair is always very well done. I cannot think of any change.
- Lecture from President and Director should be eliminated
- All the volunteers "offered" to help, but when I asked for things (water, 10 copies, picking up some lunch for me) they were confused or put out.
- Just give more direction/training. Generally speaking, career fair was good, and always has been and we will be back.
- Great job as always!
- As always this is a good career fair. I like attending the event over at the events center also.

Table F.2 (continued)

APPENDIX G

Direct Services Data

WSU Career Services provides a broad variety of individualized services to students including career counseling, employment advising, resume review, mock interviews, graduate school advising, and an employment file service. These services are provided in the main Career Services office as well as in satellite offices in the College of Applied Science and Technology, College of Science, and Goddard School of Business, and at the Davis Campus. In addition, many employers visit WSU Career Services each year to interview students on campus or to present information sessions.

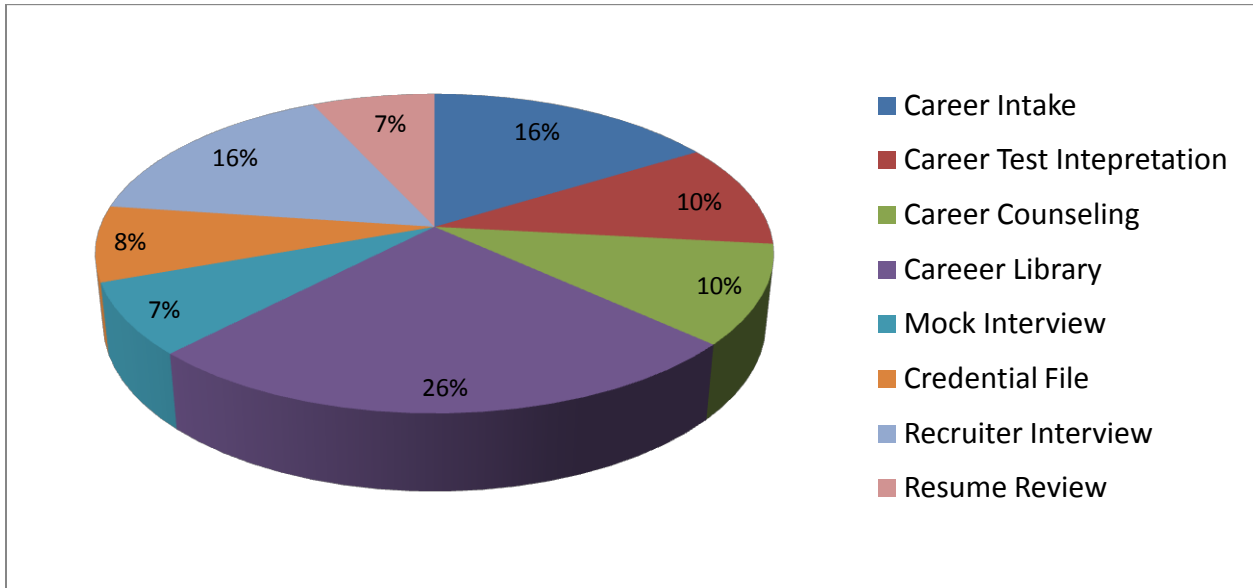


Figure G.1. Direct services provided to students by type (Sept 2009 - Apr 2010; 1958 total student sessions were electronically logged). Classes, seminars, and services provided at satellite locations are not included in these calculations.

ABF Freight Academics West Charter Schools BJ Services Box Elder School District Canyons School District CED Cintas Davis School District Granite School District Heritage Financial Hill Air Force Base Jordan School District LDS Church Mass Mutual	Morgan School District New York Life Northwestern Mutual Ogden School District Paychex Peace Corps Questar Randolph Air Force Base Senator Hatch Southwestern Sherwin-Williams Weber School District Victaulic Zions Bank
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Table G.1. Organizations interviewing students in the WSU Career Center, 2008-2010 (n= 28). Many of these organizations recruited multiple times.

Aerotek Arrowpoint Solutions ARUP Laboratories Border Patrol Bureau of Alcohol, Tobacco & Firearms Drug Enforcement Agency Federal Bureau of Investigation Hill Air Force Base Homeland Security Immigrations and Customs Enforcement Agency IRS Criminal Investigations Division	Kelly Services LDS Church Employment Manpower Peace Corps Resource MFG SOS Staffing Solutions Southwestern Spherion Transportation Security Administration Vital Signs
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Table G.2. Organizations conducting or participating in formal information sessions for students on the WSU campus (2008-2010). These sessions were attended by a total of 250+ students.

APPENDIX H

Career Services Website

WSU Career Services provides a broad variety of individualized services to students including career counseling, employment advising, resume review, mock interviews, graduate school advising, and an employment file service. These services are provided in the main Career Services office as well as in satellite offices in the College of Applied Science and Technology, College of Science, and Goddard School of Business, and at the Davis Campus. In addition, many employers visit WSU Career Services each year to interview students on campus or to present information sessions.

WEBER STATE UNIVERSITY
WSU Home -> Career Services

WSU HOME | SEARCH | INDEX | CONTACT US

CAREER SERVICES Ask a Career Counselor | Index Google™ Custom Search

Wildcat Career Login Connect Student

WU (e.g. W0012345)
Password

[Forgot Password](#) | [Register](#)

Home
Career Services

Find A Job
Job Search
Resume Writing
Sample Resumes
Mock Interviews

Choosing A Major
Choosing A Major
Career Class

Career Resources
Career Library
Newsletters
E-Discover

Events
Career Fair
Graduate Fair
Health Fair

Info By College
Arts & Humanities
Business
Education
Health
Science
Social Science
Technology

Network
Employers
Alumni
Faculty

Extras

Find us on Facebook
[click here to join!](#)

Graduate School Fair!

UTAH GRADUATE SCHOOL FAIRS

Shepherd Union Ballroom
Thursday, September 23, 2010

For information, please see the [Graduate Fair page](#)

At Career Services We Provide...

Individual career counseling
Employment advising
Resume reviews
Mock interviews
Online job search for students and alumni!

"Choose a job you love and you will never have to work a day in your life."

-Confucius

Make the Connection

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(801) 626-6393, careerservices@weber.edu
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Figure H.1. Screenshot of the WSU Career Services website (new site launched in December, 2009).

Metic		Value
Total # of site visits		15,267
Avg. site visits/day		318
Avg. pages viewed/visit		2.59
Average time on site/visit		1 min: 55 sec
% new visits		59.5%
Traffic sources	Direct traffic	51.2%
	Referral from weber.edu	38.8%
	Google	6.4%
	Bing	1.0%
	Other	2.6%

Table H.1. Analytics for the Career Services Website (6 month period from 1/1/2010 to 5/28/2010).