

Career Services
Program Review Action Plan
One Year Update

The following action plans are in response to the recommendations from the program review conducted on July 8th and 9th 2010 by an external and internal review team. The Career Services Team determined that each recommendation had merit and each deserved an action item to ensure completion. Please examine the program review recommendations for a complete explanation of each recommendation.

1. Career Services plans to do a random sampling of student's experience with counseling services. We will look at the phone surveys being completed at the University of Montana for benchmarking purposes and design a survey that will work for Weber State. The frequency and number of survey participants will be determined from the benchmarking information and discussions with Brett and Jessica. The Career Services Staff will be involved in the design and implementation of the survey.

Completion Date: June 1, 2011

Update January 2012: The survey has been designed by a Career Center staff committee and will be reviewed by Brett and Jessica. Student Voice or an in office system will be put in place and each student will be asked to participate in the electronic survey when they have received a service from a member of the Career Center Team.

2. Career Services does university-wide marketing presently but more can be done to reach a larger audience. We will hold a regular committee meeting before each semester starts to finalize a comprehensive marketing plan and meet at the first of each month to review the upcoming month's events and evaluate the success of the prior month's events. We will work to expand our presence in student orientation and First-Year Experience. We will expand our partnerships with key student affairs and academic departments. The Career Assistants will increase their involvement and leadership in our marketing plans.

Completion Date: January 31, 2011 (Spring Semester)

Update January 2012: A marketing plan is developed at the beginning of each semester and the Career Assistants participate in the development and the implementation of the marketing plan. Marketing is discussed in staff meetings with the Career Center Team in staff meetings and before each major event such as Career Fair, Graduate School Fair and Job Fairs. Increased visibility and participation especially with groups such as athletes, minorities and veterans have resulted from the marketing efforts.

3. The Employer Development Group will plan additional outreach activities for employers to increase their involvement in employer spotlights, panel discussions, mock interviews, resume reviews and information sessions. The catalyst for this outreach will be the development of the employer partners program that the Coordinators for Employment and Internships will promote with our outstanding local, regional and national employers.

Completion Date: August 31, 2011

Update January 2012: A Partners Program has been developed and brochures have been printed. We have three partners to date with three more expressing interest. Northwest

Mutual, Federated Insurance and Wayfair are the present participants. Eleven information sessions have been conducted in the past 12 months with an average of 40 students attending each session. Some examples are Goldman Sachs, Boeing, LDS Church Technology, Federated Insurance and ECM. We continue to have employer spotlights in our staff meetings and involve our partners in seminars and panel discussions for students and alumni.

4. A job fair focusing on partnering with campus departments needing student employees will be planned for the first week of the Fall semester. Plans are being made for the first annual job fair for Fall of 2011. We will involve the Student Employment Committee in our planning process.
Completion Date: August 26, 2011 (First Week Of Fall Semester)

Update January 2012: The Employer Development Group has sponsored two job fairs in the past 12 months. One was for summer employment and one was for student employment during the school year. Both had over 40 employers attending and university departments needing student workers were invited to participate free of charge. The Career Center also took on the responsibility to develop and administer the student employment 50/50 program to encourage the hiring of students in departments on campus. Over 100 students have received jobs through this program over the past 6 months. The Internship Coordinator and Data Management Secretary have the responsibility to administer the program.

5. Orientation training on Career Connect will be performed each Wednesday during Career Café from 11:00 until 1:00 and each day personally for students by the career librarian.
Completion Date: November 2010

Update January 2012: Orientation for Career Connect is performed each Wednesday during Career Café and by the Career Center Librarian and other staff members. This was implemented fall semester of 2010 and continues to the present time.

6. Plans for more intentional benchmarking are planned for Boise State University, University of Montana, Montana State University and Universities in Colorado. Visits to universities at conference sites and during employer visits will be made as well to benchmark regionally and nationally.

Completion Date: July 2011

Update January 2012: Benchmarking visits have been made to Boise State University, Notre Dame University, Loyola University of Chicago, University of Texas San Antonio, University of Las Vegas, Southern Utah University and other Utah Universities. Plans are in place to visit the University of Montana and Montana State University in July of 2012.

7. Career Services will contact the University of Montana and the University of Utah to benchmark their formal "Recruiting Agreement" and will discuss this with Weber State's University Legal Counsel to be sure we are covered for liability purposes.

Completion Date: December 31, 2010

Update January 2012: The University of Montana has been contacted for their "Recruiting Agreement" and WSU's Legal Counsel will review the agreement.

8. We will continue to engage in formal student learning outcomes. We will implement a coordinated assessment strategy (see diagram enclosed) that includes a random sample customer survey, an expanded survey of graduates and annual research projects to assess the efficacy of major programmatic functions within Career Services.

Completion Date: June 30, 2011

Update January 2012: Discussions on learning outcomes and initial development of ideas for a coordinated assessment strategies have been discussed and are being developed. We will present our recommendations to Jessica and with her input we will create the survey and methods to gather feedback during Spring Semester 2012 with implementation Spring Semester 2012.

9. A continued focus on revenue enhancement will be emphasized through programs such as the Corporate Partners Program, the Career and Graduate Fairs, Job Location Development Grant, and the new Fall Job Fair.

Completion Date: August 31, 2011

Update January 2012: Revenue enhancement efforts have been successful with \$5,000 additional dollars coming from the two summer and fall job fairs and Corporate Sponsorships generating an additional \$5000. The annual contribution of \$50,000 from the John Goddard Business School and the College of Technology have been re-established with the two new Deans and the Job Location Development Grant funds for \$50,000 have an ongoing commitment from the work we are doing with the new Student Employment Program. The Career Fair was up 25% this year and the Graduate Fair has continued to grow to over 100 participants and remain as the largest income generating events. We expect to expand the Corporate Partnership Program and maintain these other major sources of income during the foreseeable future.

10. The Graduate School Fair will be enhanced with additional partnerships with Departmental Chairs to increase the student attendance, expand the activities of Grad Fair Week and to collaborate more closely with all graduate school advisors to avoid duplication of services and offer additional services that student's need.

Completion Date: October 26, 2011

Update January 2012: The Graduate School Fair has expanded to over 100 Graduate Schools from a beginning three years ago of 74. The Career Center Director is an active participant on the Graduate School Council and the Council is very supportive of the Graduate School Fair. This fair will continue to grow until we reach our maximum of approximately 139 participants.

11. The Website will be updated by expanding the "site index" page to include links to all major programs and services offered by Career Services. We will add new pages for these programs if they are not present. Completion Date: Fall 2010. We will publish a "Student's Guide to Interviewing with Third-Party Recruiters" and a Faculty Guide to Ethical and Legal Standards in Student Hiring (NACE). Completion date: January 2010. We have published the archive summary data from the annual graduate survey to the website.

Update January 2012: We have made some updates to the Website and will publish the Student's Guide to Interviewing with Third Party Recruiters and the Faculty Guide during the Spring Semester 2012.