

Career Services

Student Affairs

Administrative Unit Assessment

FY 18 (July 2017-July 2018)

Department and Assessment Report Information

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For which department or area are you reporting?	Career Services
What is the name and MGA email address of the person responsible for this report?	Melinda Robinson-Moffett, Director of Career Services melinda.moffett@mga.edu

Departmental Mission and Goals

The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.	The mission of Career Services is to engage students and graduates in career-focused activities so they have the tools and knowledge needed to make well-informed decisions regarding their professional goals.
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What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	<ol style="list-style-type: none">1. Expansion of career development, internships, and experiential learning opportunities2. Employ tools for assessing of the first destination of MGA students within 6 months of graduation3. Increase education and availability of professional/career-ready attire on campus4. Provide welcoming environments for students to network with employers on campus and in the community
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Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY 18. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY19.

Objective 1

Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Obtain the commitment of two academic departments to have 10% or more of their students create an account in CareerLinks (the universities career management software) which will allow account-holders to search for open positions, upload a resume, then apply for full-time, part-time, and internship positions.
Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Electronic reports generated from CareerLinks; the data within this system was self reported by MGA students who possessed a valid 9-digit student ID number
Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	10% or more of the current students in at least two academic departments
Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	Career Services met this goal by not only have two academic departments to enroll 10% or more of their students in CareerLinks (the MGA online job board that allows students to communicate with employers directly, upload their resume, view/apply for jobs, internships, and service opportunities). The following departments enrolled 10% or more of their current students engaged on CareerLinks: B.S. Information Technology (87 of 497 = 17.5% engaged), B.S. Mathematics (10 of 65 = 15.3% engaged), B.S. New Media and Communications (19 of 157 = 12.1% engaged), B.S. Criminal Justice (27 of 223 = 12.1% engaged) and B.S. Public Service (14 of 122 = 11.4% engaged)
Objective 1: Did your department meet this objective?	The department met this objective.
Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Many students engaged with the system as a reactive step in the job search process (i.e. extended difficulty finding a job, meeting the request of an employer, completing a class assignment, etc.) rather than being proactive (following best practices for managing their career development skills). When

<p>asked why, student generally commented on the difficulty of using CareerLinks. As a result, the department concluded that CareerLinks is out of date and a new platform may be needed.</p>

Objective 2

Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Development or purchase of a tool that will survey the professional destination of MGA graduates at the conclusion of spring 2018.
Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Purchase of tool for the survey of MGA graduates by conclusion of spring 2018.
Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	In an effort to work more creatively and within the time demands expressed by the administration (President Blake), a tool was created for use a First Destination Survey. This sort of survey is common amongst public and private institutions in the USG. Questions selected for this instrument were modeled after those created by the National Colleges and Employers and the Georgia Association of Colleges and Employers for use as a First Destination Survey. The questions have been uploaded to the Career Services webpage by OTR and upon use, the answers will be uploaded into Razor's Edge for secure housing and future use by Alumni Affairs, Career Services and other departments as the need arises. The link was emailed to seniors graduating in spring 2018 to meet this goal.
Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	100% - The tool was created as opposed to purchased but same goal met.
Objective 2: Did your department meet this objective?	The department met this objective.
Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	That purchasing a new software is not an easy process based on regulations and budgetary restraints. Collaborating with other departments (i.e. Alumni Affairs, Registrar's Office) can be a win-win. This survey tool will be utilized each semester moving forward. The Registrar's Office will provide the list of graduates. Alumni Affairs will then email the survey to those graduates within 6 weeks of graduation and again one year later to gauge their career progress.

Objective 3

Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Increase employers' satisfaction with the professional preparedness in professional attire of students.
Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Paper surveys
Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Establishing a baseline of employers' satisfaction with the professional preparedness in professional attire of MGA students.
Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	<p>100% - A question that is asked on all career fair employer evaluations is "Were students prepared for this event (i.e. attire, resume)?" Each employer was asked to choose a number between 1 (poorly) to 5 (excellent).</p> <p>The 18 responses from our fall 2016 Aviation Career Fair reflected an average of 4.5, so somewhere between "good" and "excellently" prepared.</p> <p>The 20 responses from our fall 2017 Aviation Career Fair reflected an average of 4.75 demonstrated increase employers' satisfaction with the preparedness of students.</p> <p>Another indication of the satisfaction expressed by employers is the multiple request from WMAZ (a local news affiliate) to feature The Professional Closet during the noonday and evening news then then feature an article on the WMAZ website the same day (10/24/17). The interviewer indicated that community partners (i.e. employers) at "raved" about this new program "hosted by the MGA Career Center that helps students find affordable professional attire."</p> <p>Analysis is the Employer Surveys from 2016 and 2017 combined with the positive press expressed by a major local news outlet confirms that this administrative outcome was met.</p>
Objective 3: Did your department meet this objective?	The department met this objective.

Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?

That maintaining the employer survey responses is very important to measure the outcome of this effort. Moving forward Career Services will add a question specific to professional attire on the career fair survey as opposed to asking “were they prepared” in general.

Objective 4

Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Assess students' awareness of appropriate professional attire for interview and career fair settings
Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Paper surveys, attendance logs and sign in sheets
Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Increase students' awareness of appropriate professional attire for interview and career fair settings
Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)	<p>100% - The Career Center's staff has been actively working to encourage increase student's knowledge and ownership of appropriate professional attire. The Professional Closet, a program that collected gently used professional attire then made those items available to students at a nominal cost, was moved into the MGA Macon Career Center. Once in the Macon Center events such as Open Houses, Special Sale Day, and several workshops were held. New events were sponsored by the Center in partnership with community employers (i.e. Dress Barn, Target, Goodwill) and various academic departments (i.e. College of Liberal Arts, Education, Business, Criminal Justice) for the 17-18 school term. Those events included:</p> <ul style="list-style-type: none">• Held "Finals Fashion: Fill up a Bag for \$10" sale from 11/27/17-12/7/17 and 4/23/18-5/4/18. These sales were promoted via InsideMGA, Knightly News, and the Career Services email listserv• Collaborated with the MGA Campus store to create a "Career Café" promotional event on 1/23/18 that included a balloon drop where half of the coupons were for the campus store and half for one free professional attire from The Professional Closet• Implemented "Suited for Success" Professional Clothing Donation Drive on all five campuses from 2/26/18-3/9/18• Created promotional flyers advertising professional attire available at various university wide events (i.e. Grad Finale, Club Rushes, Academic Showcases held in collaboration with Orientation events)

	<ul style="list-style-type: none"> • Created professional signage intended for long-term promotion of The Professional Closet for all five campuses • Collaborated with Marketing and Communications to create promotional giveaways aimed at increased branding (i.e. garment bags and tote bags) • Completed renovations of The Professional Closet on the Cochran campus (this location will be ready for use at the start of fall 2018 when students return) <p>As a result of these efforts, sales from The Professional Closet increased by 52% from the 16-17 academic year (7/1/16-6/30/17) to the 17-18 academic year (7/1/17-6/30/18). Total sales for 16-17 academic year equaled \$802.00 and total sales (as of 6-13-18) for current 17-18 academic year equals \$1,220.00.</p> <p>Based on the number of attendees and participants at each event specific to professional attire, combined with the sales from The Professional Closet, the analysis of this data suggest that this Student Learning Outcome was met.</p>
<p>Objective 4: Did your department meet this objective?</p>	<p>The department met this objective.</p>
<p>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</p>	<p>Students respond very well to programming created by their peers, attractive flyers, and interactive programming. These type of events will be held more often in the upcoming fall and spring semesters as minimal staff/financial resources are required.</p>

Future Plans

<p>Please identify at least four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department to X will provide training in ABC for at least 73 MGA faculty and staff.</p>	<ol style="list-style-type: none">1) Career Services will increase the number of employer contacts made with MGA students and graduates by 5% in hopes that these connections will lead to job creation or job promotion for our students/graduates.2) Career Services will survey the intended career trajectory of MGA graduates within 6 weeks of graduation.3) Career Services will increase employers' satisfaction with the professional preparedness in professional attire of MGA students by 5%.4) Career Services will implement a procedure for tracking student internships
<p>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</p>	<p>This department is unique to most of its size in that we serve students, graduates, faculty, staff, and community stakeholders on a daily basis. The approach is hands-on and manual - very personal in nature. The need for this department is written into the university's overarching mission statement "Middle Georgia State University educates and graduates inspired, lifelong learners whose scholarship and CAREERS enhance the region through PROFESSIONAL leadership, innovative PARTNERSHIPS, and COMMUNITY ENGAGEMENT," yet this department is funded for two full-time staff persons and one part-time work study student. In the next fiscal year we will gain the responsibility of handling the non-credit and credit-bearing internships for the entire university with the knowledge that the resources and funding currently handling this process (one QEP Director and 12 Experiential Liaisons) will be dissolved in two years. The responsibility to handle this additional workload will begin August 2018, but we've not been able to bring the newly funded position on board so quickly. It is my hope that this statement of facts is not perceived negatively, but instead as an unbiased statement of the current status of this department. In short, absent adequate resources I am concerned about the ability of this department to provide personalized professional development to such a varied array of stakeholders without burnout of the current staff.</p>

Form run:

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