

***Online Assessment Tracking Database***

Sam Houston State University (SHSU)  
2014 - 2015

**Career Services**

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Goal	<p><b>Enhance Career Services Programs And Services In Response To Increased National, State, And Regional Demand For A Prepared And Educated Workforce</b> DRAFT</p> <p>Maintain and enhance established programs and services while continuing to add new programs and services to assist SHSU students in their preparation to enter the workforce following graduation.</p>
Objective (P)	<p><b>Provide Career Assessment Tools Specifically Targeting Incoming Freshmen</b> DRAFT</p> <p>Provide the Myers Briggs Type Indicator (MBTI) Career Report and the Strong Interest Inventory College Profile (SII) assessments to incoming freshmen.</p>
KPI Performance Indicator	<p><b>MBTI And SII Assessments Were Administered In The 2015 New Student Orientation Sessions</b> DRAFT</p> <p>MBTI and Strong Interest Survey instructions were sent prior to each Orientation session.</p>
Result	<p><b>MBTI/SII Orientation Sessions Summer 2015 Survey Results</b> DRAFT</p> <p>676 students took the assessments. Students obtained their results in one of two seminars offered each Orientation session. 97% of the students responded favorably to a survey given at each workshop. Over 2,870 students took assessments during the 2014-15 academic year.</p>
Action	<p><b>MBTI And SII Assessments For Freshmen Continued</b> DRAFT</p> <p>The MBTI and SII Assessments will continue to be offered to SHSU freshmen attending New Student Orientation sessions in the summer and to those enrolled in UNIV 1301 classes.</p>
Objective (P)	<p><b>Collaborate With Other University Departments To Increase Student Referrals</b> DRAFT</p> <p>Work closely with the SAM Center, Counseling Center, Student Success Initiatives Office, and academic departments to increase their referrals of students undecided about their major and/or career.</p>
KPI Performance Indicator	<p><b>Career Services Primary Collaborations To Increase Student Referrals</b> DRAFT</p> <p>Career Services collaborated with the SAM Center to offer workshops for the Elite group; SSI Office through giving presentations to Univ.1301 students and collaborated with academic departments primarily through our Career Services Faculty Advisory Board.</p>
Action	<p><b>SHSU Career Services' Collaborations Will Continue</b> DRAFT</p> <p>Career Services will continue to collaborate with the SAM Center, Student Success Initiatives Office, academic</p>

departments, and athletic departments to generate and increase student referrals to the Career Center.

## Goal

### Optimize The Delivery Of Communication And Services From Career Services **DRAFT** 🔑

Optimize current means of communication conduits to more effectively to market and promote Career Services' programs and services to students, alumni, faculty, staff, and administrators.

## Objective (P)

### Optimize Career Services' Use Of Social Media **DRAFT** 🔑

Use Social Media more effectively to market and promote Career Services' programs and services.

## KPI Performance Indicator

### Identify And Collaborate With Sources Of Social Media "Best Practices" **DRAFT** 🔑

Collaborate with SHSU marketing professionals, and other university career centers successfully using social media to determine "best practices."

## Result

### Specific Sources Of Social Media "Best Practices" Identified And Consulted **DRAFT** 🔑

Career Services Director and staff consulted with SHSU Marketing & Communications Dept., other universities in the Houston Area Consortium of Career Centers' and the National Association for Employment in Education's (NACE) guidelines. We added Pinterest, Instagram, and Twitter sites to our Facebook and LinkedIn social media accounts.

## KPI Performance Indicator

### Develop Or Procure A Social Media Usage Guide **DRAFT** 🔑

Develop a social media guide/manual for Career Services staff

## Result

### Social Media Usage Guidelines Procured **DRAFT** 🔑

The National Association of Colleges and Employers (NACE) Guidelines for Social Media Usage were adopted.

## KPI Performance Indicator

### Designate Staff To Routinely And Consistently Manage Social Media Communications. **DRAFT** 🔑

Rather than arbitrary staff adding to the Career Services' social media sites, staff members will be assigned this responsibility.

## Result

### Staff Member Assigned To Maintain Career Services' Social Media Sites **DRAFT** 🔑

Career Services Career Counselor, Michelle Meers volunteered and was designated as the manager of our various social media sites.

**Action****Social Media "Best Practices" Implemented And Continued DRAFT**

Consultation with the SHSU Marketing and Communications Department, other universities, and the National Association of Colleges and Employers (NACE) was accomplished and ongoing consultations and benchmarking will continue.

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**Previous Cycle's "Plan for Continuous Improvement"**

Based on our findings from the 2013-2014 cycle our plans for improvement include designing and implementing an assessment instrument to evaluate our Career Counselor Liaison program, and expanding our outreach to the Woodlands Center campus and College Park campus by adding One-Stop-Office hours availability, workshops, programs, and possibly a job fair at one or more of these two locations.

**Please detail the elements of your previous "Plan for Continuous Improvement" that were implemented. If elements were not implemented please explain why, along with any contextual challenges you may have faced that prevented their implementation.**

Outreach to the Woodlands Center campus (TWC) and College Park campus was provided by adding One-Stop-Office hours availability, workshops, programs, and a job fair at these two locations.

Specifically we moved a staff member, Assistant Director Cenaiyda Carranza to The Woodlands Center campus on a more permanent basis. Where she once only had office hours two days a month, she now is officed at TWC two full days a week and three half days a week.

We offered an Etiquette Dinner program, Career INsights workshop series and provided staff and logistics for the annual Woodlands Chamber of Commerce Job Fair held May 28, 2015. Additionally our Career Counselor to the College of Education provided several workshops at the College Park campus for education majors.

**Plan for Continuous Improvement - Please detail your plan for improvement that you have developed based on what you learned from your 2014 - 2015 Cycle Findings.**

Our continuous plan for improvement calls for increased levels of programming and services offered at TWC. We will eliminate the already limited services we provided at University Park as the cost of travel and light student participation in our programs at the campus was not feasible to maintain.

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