

**Texas A&M International University  
Annual Institutional Effectiveness Review (AIER)  
for Administrative or Educational Support Units  
FY 2008-2009**

**Unit Name:**

Office of Career Services

**Unit Type:**

Administrative Unit

Educational Support Unit

**Assessment Period Covered:**

January 2009 to February 2010

**Unit Coordinator (Preparer of Report):**

Cassandra Wheeler

**List Other Report Contributors (if applicable):**

Laura Martinez

Carlos Vallarta

Dulce Gutierrez

**The annual review is directed at the following goals of the Texas A&M International University 2006-2010 Strategic Plan. Please list goals below:**

- 1.4 Prepare students for success in their chosen careers
- 3.2 Provide service and outreach activities to the University service area in a professional, courteous, efficient and timely manner
- 3.3 Promote a culture of service within the University, extending to the local, national and international communities
- 4.2 Increase alumni financial support, involvement, and partnership with the University Community

**Institutional Mission**

Texas A&M International University, a Member of The Texas A&M University System, prepares students for leadership roles in their chosen profession in an increasingly complex, culturally diverse state, national, and global society ... Through instruction, faculty and student research, and public service, Texas A&M International University embodies a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

**Administrative or Educational Support Unit Mission**

The Office of Institutional Advancement will promote, strengthen, and enhance the involvement of all stakeholders for the advancement of the unit.

The Office of Career Services, which serves under the Office of Institutional Advancement, will assist potential, current and former students to identify, explore, select and enter career programs and employment opportunities.

### **Provide summary of the last cycle's use of results and changes implemented**

*This statement should specify if the outcomes addressed were a continuation of previous ones, new outcomes, or modified versions of previous outcomes. In addition, the statement should include a concise analysis of the assessment data collected during the previous year, a brief explanation of actions taken to address specific outcomes, an evaluation of how these actions contributed to the improvement of the unit, and any recommendations formulated. Assessment data must be viewed and discussed by the unit during this process.*

It should be noted that the previous assessment reports included the 2008 calendar year, however this assessment period will include the fiscal year 2009. This change was also discussed during a divisional meeting held in September 2009.

The outcome for Assessment Period 2008 indicated that the unit, Career Services, will increase the number of students, graduates and alumni being hired by partners by 20%. For 2008, a total of 58 placements or 31 more students were placed than the previous year for an increase of 115%.

The outcome addressed during the last assessment cycle has been modified since the placement rate of graduates exceeded the 20% increase benchmark for last cycle: the outcome will now be adjusted to **Career Services will increase the placement rate of 100% from 2008 figures (from 58 to 116 placements) for the 2009 reporting period 2009.**

Actions taken during last assessment period to accomplish the current outcomes included:

- Improved coordinated efforts with the Division of Institutional Advancement (continuing)
- Coordinated efforts with Directors to establish corporate partnerships (continuing)
- Creation of a more efficient workflow for students to ensure optimal service (completed)
- Increased promotion of career services to reflect an increase in the utilization of services and programs (continuing)
- Strategic usage of alumni to enhance relationships with employers in Laredo, state, nationwide and international (continuing)
- Target specific jobs relevant to the audience (based on classification and major) (continuing)

Although there was 102% increase in the number of placement rates for graduates and alumni being hired by employers for the current assessment period, the unit will continue with the above tactics. Plans to improve the unit goals include: increase of utilization of service; usage of technology to provide more efficient services and outreach, greater emphasis on career planning (during the undergraduate years) to ensure a satisfying career; and an increase in outreach efforts on campus and in the Laredo community.

### **List of unit-level outcomes**

*It is recommended that units rotate through their entire set of outcomes over a multi-year period. Units may focus on one or two outcomes each year, as deemed appropriate.*

1. Career Services will increase the placement rate of 100% from 2008 figures or 116 placements for the 2009 reporting period.
- 2.
- 3.
- 4.
- 5.
- 6.

Section I: Planning and Implementation

**Outcome(s)**

*Identify the outcome(s) that will be focused upon this year.*

Career Services will increase the placement rate of 100% from 2008 figures or 116 placements for reporting period 2009.

**Methods of assessment to be used:**

*Identify and describe the type of assessment(s) that will be used and how the data will be obtained.*

*During this assessment period, has your unit used any of the following measures for assessment of outcomes? Indicate "Y" if currently being used; "N" if not currently being used but interested in using; and "NA" if not applicable.*

Type of Measure	Y	N	NA	Specify which type of measure was used and what outcome the measure was applied to:
<u>Volume of Activity:</u> (Number of clients served, circulation data, etc.)	Y			<p>Check-in system to record all activity (email, phone and visits with students, alumni, faculty and employers and events):                      Total contacts = 6,282 (or 524 per mo)                      Total presentations/counseling services = 1,550 (or 129 per mo)                      In addition, presentations to the City of Laredo employees (customer service training) and the Public Library =300 people  <b>Grand total contacts=8,132 (or 678 per mo). On average, the unit serves 23 people per day.</b></p> <p>In addition the number of students visiting the office for computer use increased by 23% compared to FY 08 and FY09</p> <p>Monthly newsletter circulated to all alumni, TAMIU community and employers</p>
<u>Efficiency:</u> (Turnaround time for filling requests, timely service or prompt response, etc.)	Y			<p>The standard is 48 hour timeframe to post jobs in the database. 80% jobs are posted within this time frame of 2 days while the other 20% are posted within 3-4 days.</p> <p>There were on average 667 off campus jobs made available for students that employers posted and/or updated for FY 09</p> <p>Comparatively, Spring semester 2008 versus Spring semester 2009 there was a 41% increase in the number of available off campus jobs.</p>
<u>Service Quality:</u> (Error rates, accuracy of information provided, etc)			NA	
<u>Client Satisfaction Survey</u> (Student, employer, alumni, customer, etc.)	Y			<p>Survey conducted to employers and alumni on our services: Based on the 2008 employer satisfaction survey, 62% of our employers made a hire through our services during the time frame.</p>
<u>Feedback:</u>	Y			<u>Evaluations on workshops</u>

(Suggestion box, focus groups, evaluation forms, etc.)				Utilizing a Likert scaled survey of 433 students, the survey yielded positive results showing an average of 5 or “Excellent” overall in meeting the workshop’s goals.  <u>Evaluations from employers</u> Based on the 2008 employer satisfaction survey, 61% of participants stated that TAMIU Career Services was “Extremely Effective” or “Very Effective” in meeting their hiring needs as compared to other sources (ie: internet)
<u>Review of existing data:</u> (Routine records or reports, institutional data, audits, etc.)	Y			Use of Graduating Survey by the Office of Institutional Effectiveness and Planning indicated that 144 students indicated that they were hired based on interaction with the Office of Career Services
Staff discussions or evaluations of services to clients	Y			Departmental, Divisional meetings and feedback from employers (employer evaluations)
Standards/guidelines provided by professional associations		N		
Standards set by federal, state, county, city or system regulations			NA	
External evaluations or auditors			NA	
Benchmarks or comparisons with peer institutions		N		
Other				

**Criteria/Benchmark(s):**

*Specify, if deemed appropriate to assess outcome(s). Criteria/ benchmark(s) may be optional, especially if qualitative measures are used for data collection.*

Increase the job placement rate of 100% from 2008 figures or 116 placements.

**Section II: Analysis of Results**

**What were the results attained?**

*Describe the primary results or findings from your analysis of the information collected. Were the results used to improve the unit services or operations? Please specify:*

**Results were attained:**

**Career Services increased the placement rate to 100% from 2008 figures or 116 placements for reporting period 2009.**

**The job placement rate for the office of Career Services for 2009 reporting period was exceeded at 102% or 144 placements.**

**What were the conclusions reached?**

*Include a brief description of the procedure used for reaching the conclusion(s) based on the evidence collected and describe the process used to disseminate the information to other individuals. For example, if the discussion took place during the annual retreat, include a summary from those deliberations using the Meeting Minutes template found on the Project Integrate web page at <http://www.tamtu.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to [assessment@tamtu.edu](mailto:assessment@tamtu.edu).*

It should be noted that the previous assessment reports included the 2008 calendar year, however this assessment period will include the 2008-09 fiscal year (September 2008 – August 2009). This change was also discussed during a divisional meeting held in September 2009.

Since the placement rate of graduates exceeded the 20% increase benchmark last cycle, the outcome will now be adjusted. Career Services will increase the placement rate of 100% from 2008 figures (58 to 116 placements) for reporting period 2009.

There were 144 graduates indicating that they had been hired as a result of interacting with staff at Office of Career Services. Since the benchmark has been exceeded, the outcome has been met. Based on the data, there was a 102% increase in the number of job placement rates for graduates and alumni being hired by employers for assessment cycle 2009/fiscal year 2009.

The Office of Career Services will continue the tactics listed earlier. In addition, the unit will focus on increasing of utilization of service; usage of technology to provide more efficient services and outreach, placing greater emphasis on career planning (during the undergraduate years) to ensure a satisfying career; and increasing outreach efforts on campus, the Laredo community and beyond.

The office will now focus on another outcome for the next assessment cycle for 2009-2010.

**Describe the action plan formulated. (The plan may be multi-year in nature.)**

*Based on the conclusion(s), describe the action plan to be implemented to improve or maintain unit services and operations, including resources needed and a timeline for implementation.*

Based on the conclusion reached, the unit will maintain unit services and operations and will focus on another outcome. For the next assessment cycle, the unit will “increase the utilization of services and programs of students and alumni”

An Action Plan for the unit for fiscal year 2009-2010 will include:

- Create and Implement a successful campaign (brochures, banners, etc) on the mentor module in Dusty Works
- Expanding the scope of the Career Expo to include a multi-day career opportunities and networking activities to address topics such as dress attire, networking, employer-based presentations.
- Implement the “Career Insider” resource library to students and alumni and track the usage
- Create workshops based on what employers look for and what is specific to their needs (tailored to a major cluster: Business administration, criminal justice)
- Create a web based tutorial for users of Dusty Works on topics such as navigating the system and how to create a job agent
- Partner with the internship coordinators in each college to update student data and to assist with internship and job placement
- Collaborate with the ACP program to create and implement a job fair for students in the alternative certification program.

- Provide a career counselor internship opportunity for a TAMIU graduate student
- Replace the vacant position of “Director of Student Relations”
- Ensure that all staff has the appropriate level of training to be successful in their area

### Section III: Resources

**Resource(s) to implement action plan:**

*Describe the resources that will be needed to implement the action plan. Also indicate if the resources are currently available, or if additional funds will be needed to obtain these resources.*

**Funding**

- XX New Resources Required
- Reallocation of current funds

**Physical**

- XX New or reallocated space

**Other**

- XX Primarily faculty/staff time
- University rule/procedure change only

**Provide a narrative description and justification for requested resources (include linkage to Strategic Plan – or Compact, if relevant)**

1.4 Prepare students for success in their chosen careers  
 Purchase more computers for the resource center and to reallocate the current space to accommodate the increase in usage.  
 The number of students visiting the office for computer use increased by 23% compared to FY 08 and FY09.

**Identify proposed outcomes for the next assessment cycle:**

Continuation of present outcome(s) – (Indicate reason for continuation):

New Outcome(s) – (List outcomes below):

To increase the utilization of services and programs of students and alumni.

Modification of present outcome(s) – (Indicate reason for modification):

Date Completed:

09/28/2009

Submit completed form to [integrate@tamiu.edu](mailto:integrate@tamiu.edu).

Updated 9/2009