Texas A&M International University
Annual Institutional Effectiveness Review (AIER)

Date Submitted February 28, 2008

Assessment Period Covered (2007)

Academic Program/AES Unit Career Services

Person(s) Preparing Review Cassandra Wheeler

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

Due to the 2006 report, changes have been implemented to include reclassification of staff.

Section I: Planning and Implementation

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.

Academic Program or Administrative/Educational Support Unit Mission

The mission of the Texas A&M International University's Department of Career Services is to assist potential, current and former students to identify, explore, select and enter career programs and employment opportunities. Career Services will assist students throught the following services and program: career exploration and counseling, on-campus employment, part-time employment, resume preparation, mock interviews, job searching needs, job fairs, graduate/professional school fair and on-campus interviews.

Identify outcomes and the relationship to Strategic Plan

Outcome 1 ☐ **Is this outcome related to writing (QEP)?**
At least 3 students would be placed per month in a full-time or part-time job

Identify Strategic Plan Goal related to Outcome 1
Goal 1 Academics

Identify Strategic Plan Objective related to Outcome 1
1.4 Prepare students for success in their chosen careers

Identify methods of assessment to be used
Number of referrals and job placements

Indicate when assessment will take place
Annual

Criteria/Benchmark
Three students per month in a full-time or part-time job

Outcome 2 ☐ **Is this outcome related to writing (QEP)?**
Collaborate with at least 2 departments per year .

Identify Strategic Plan Goal related to Outcome 2
Goal 3 Service

Identify Strategic Plan Objective related to Outcome 2
3.2   Provide service and outreach activities to the University service area in a professional, courteous, efficient and timely manner.

Identify methods of assessment to be used
Number of collaborative activities

Indicate when assessment will take place
Annual

Criteria/Benchmark
Provide 2 outreach activities per month and collaborate with at least 2 departments per year .

Outcome 3 ☐ **Is this outcome related to writing (QEP)?**
Increase the usage of career services to 10% from last cycle.

Identify Strategic Plan Goal related to Outcome 3
Goal 1 Academics

Identify Strategic Plan Objective related to Outcome 3
1.4   Prepare students for success in their chosen careers.

Identify methods of assessment to be used
Usage of career services

Indicate when assessment will take place
Annual

Criteria/Benchmark
Increase of 10%

When (term/date) was assessment conducted?
Outcome 1
Compiled monthly throughout the year.

Outcome 2
Compiled monthly throughout the year.

Outcome 3
Compiled monthly throughout the year.
_____

What were the results attained (raw data)?
Outcome 1
At least 3 students would be placed per month in a full-time or part-time job.

In Dusty Works, there are currently 7809 actively enrolled students, 113 alumni; and 265 off campus employers registered.

Last year (2007) there was a total of 17 placements. This represents an 18% increase from last year. In 2006 reporting year, there were 14 placements and this reporting year, there are 17.

January - 3 students; February - 0; March students attending the job fair, offers were extended, but only 1hire reported; April - 1; May -1; June - 2; July - 1; August - 2; September - 4; October - 2; November - 0; and December - 0. Although not all months showed a hire, on average, there were 1.5 students placed per month.

 In addition, during the 2007 reporting period, there were 2,104 referrals made to 175 employers - on average that represents about 8 referrals for each employer. The Office of Career Services is currently contacting employers to see if they have hired a student or an alumni for the 2007 reporting period. The challenge is due to FERPA, the employer cannot release the information.

Outcome 2
Collaborate with at least 2 departments per year .

In 2007 the department provide collaborative activites for the University service area. These activities included:

Business Week, Web Page Development, First Year Success Program: Activities include providing worshops on assessments, individualized career counseling, resume preparation and employment/internship opportunities for all incoming freshmen. The Director of Student Relations and the Director of Employer Relations will have contact with 500 freshmen students to assit them along their educational pathway towards success in their chosen career.

Gateway Rotary: Collaborative efforts include assistance with the annual career expo in that Rotarian volunteers provide practice interviews sessions during the career expo. Since there are a significant number of on-site interview, having a practice mock interview from community leaders and employers, assists the student presenting themselves in a professional manner and thus, prepares them for success.

This outcome provided service and outreach activities to the Univeristy members and stakeholders in a professional, courteous, efficient and timely manner.

Outcome 3
To Increase the usage of career services by 10%

_____

Who (specify names) conducted analysis of data?
Outcome 1
Cassandra Wheeler

Outcome 2
Cassandra Wheeler
Teresa Chapa-Cantu
Andres Jaime
Lygia Perez

Outcome 3
Cassandra Wheeler
Dulce Gutierrez

_____

When were the results and analysis shared and with whom (department chair, supervisor, staff, external stakeholders)? Submit minutes with data analysis to assessment@tamiu.edu (Please use Minutes Template located on the Project INTEGRATE web page.)
February, 2008, the Division of Institiutional Advancement attended a retreat. The results of the retreat are included the in AEIR report. The report will then be distributed to the department and division.

NOTE: Submit all assessment documentation (i.e., surveys, rubrics, course exams with embedded questions, etc.) to the Office of Institutional Effectiveness and Planning.

Use of Results: Indicate whether criteria were met/not met and what changes, if any, have been identified based on the data collected?

Outcome 1
☐ **Met**   ☒ **Not Met**

Provide narrative:
Last year (2007) there was a total of 17 placements and 2006 there were 14 placements; this represents a 18% increase.

Although not all months showed a hire, on average, there were 1.5 students placed per month. In addition, during the 2007 reporting period, there were 2,104 referrals made to 175 employers - on average that represents about 8 referrals for each employer. The Office of Career Services is currently contacting employers to see if they have hired a student or an alumni for the 2007 reporting period. The challenge is due to FERPA, the employer cannot release the information.

Outcome 2
☒ **Met** ☐ **Not Met**
Provide narrative:

Last year (2007) the department provided collaborative and outreach activities to the University service area. These activities included:

Business Week. Activities include providing speakers for classrooms, hosting networking events and the annual career expo. Every year, the Dean and the Internship Coordinator for the College of Business meets with the Executive Director of Career Services to provide programs for students during the spring semester. Collaboration is important so that programs do not overlap and the students are exposed to all employment and internship opportunities.

Web Page Development: In 2007, the office expanded the role of the Data and Informatin Specialist to update the webpages and newsletters for the Student Center, Institutional Advancement and Casa Ortiz. Instituational Advancement took the lead in providing this service to the College of Business (Casa Ortiz).

First Year Success Program: Activities include providing worshops on assessments, individualized career counseling, resume preparation and employment/internship opportunities for all incoming freshmen. The Director of Student Relations and the Director of Employer Relations will have contact with 500 freshmen students to assit them along their educational pathway towards success in their chosen career.

Gateway Rotary: Collaborative efforts include assistance with the annual career expo in that Rotarian volunteers provide practice interview sessions during the career expo. Since there are a significant number of on-site interview, having a practice mock interview from community leaders and employers, assists the student presenting themselves in a professional manner and thus, prepares them for success.

This outcome was provided service and outreach activities to the Univeristy members and stakeholders in a professional, courteous, efficient and timely manner.

Outcome 3
☒ **Met** ☐ **Not Met**
Provide narrative:
Increase the usage of career services to 10% from last cycle.

The usage rate of students and employers increased 143% from the last cycle. The types of services provided for students include mock interviews and on campus recruitment activities.

In 2006, there were 245 students/employers utilizing our office for the following (not including Student Employment):
off campus job postings (99), resume critique/mock interview/workshops (58), on campus recruitment (13) ,career counseling (73), and internship information (2).

In 2007, there were 596 students/employersutilizing our office for the following (not including Student Employment):
off campus job postings (438), resume critique/mock interview/workshops (67), on campus recruitment (28), and internship information (7).

With the implementation of Dusty Works, the usage rate dramatically increase. With this increase in services and student population, career counselor interns are needed to assist with workshops (resume critiques and mock interviews), outreach activities and individualized career counseling. Thus, the office would be able to provide career service actitivies in an efficient and timely manner.

_____

How have these data-based changes improved your program/unit?
Outcome 1: At least 3 students will be placed in a full-time or part-time job per month.
Due the challenge of placement data, the office created a position: Director of Employer Relations with the purpose of cultivating relationships with employers, students, and alumni. The current ratio is 1:5,000 which represents 1 personnel devoted to servicing 5,000 students yearly. In addition to providing services for 5,000 students, the Director visits with 30 classes (or 600 students) with information on employment and internship opportunities and provides placement data.

Due to the results of the last cycle, there needs to be a more effective tracking system of results. Currently, the placement data is a response card taken post-graduation. These results are not timely and the response rate does not include all graduating seniors. In addition, the tracking system should include the employer's as well as the student response to employment data. Further, an established historical document for each student would be beneficial for trend analysis of the relationships among the usage of services and types of services related to the likelihood of employment. It is anticpated that the more satisified and employable student would provide financial support to the University post graduation.

Outcome 2:
Collaborate with at least 2 departments per year .
In 2007 the department provided 4 collaborative activites to the University service area. These
activities will continue.

Outcome 3: Increase the usage of career services to 10% from last cycle.
Due the challenge of placement data, the office reclassificed a position: Director of Student
Relations (career counseling) with the purpose of cultivating relationships with students. The
current ratio is 1:5,000 which represents 1 personnel devoted to servicing 5,000 students yearly.
In addition to providing services for 5,000 students, the Director visits with 30 classes (or 600
students) with information on employment and internship opportunities and provides placement
data.

With the increase in services, career counselor interns are needed to assist with workshops,
outreach activities and individualized career counseling. Thus, the office would be able to
provide career service actitivies in a efficient and timely manner.

Section III: Programmatic Review

Are resources affected by the changes identified in Section II? ☒ Yes   ☐ No

If so, specify the effect(s) using the chart below:

Funding	Physical	Other	
☐ New resources required	☐ New or reallocated space	☒ Primarily faculty/staff time	
☒ Reallocation of current funds		☐ University rule/procedure change only	
		☐ Other:	

Provide a narrative description and justification for requested resources (include linkage to Strategic Plan)
Primarily staff time

Outcome 3: Increase the usage of career services to 10% from last cycle.
With the increase in services, career counselor interns are needed to assist with workshops, outreach activities and individualized career counseling. Thus, the office would be able to provide career service actitivies in a efficient and timely manner.

Identify proposed outcomes for the next assessment cycle:
Continuation of present outcome(s) – (Indicate reason for continuation): At least 3 students will be placed in a full-time or part-time job per month. - due to results of last cycle
New Outcome(s) – (List outcomes below): Increase the usage of career services to 10% from last cycle. Collaborate with at least 2 departments per year .
Modification of present outcome(s) – (Indicate reason for modification): Enter text here

**** This section to be completed by dean/director/vice-president ****

Are resources requested a priority for the academic program/AES unit?
☐ **Yes**   ☒ **No**
Comments:
Enter text here

If funding, physical or other resources were requested, what is the impact of the budget decisions on the academic program/AES unit?
Enter text here