

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

**Unit Name:**

Office of Career Services

**Unit Type:**

Administrative Unit

Educational Support Unit

**Assessment Period Covered:**

March 1, 2008 to January 31, 2009

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

Candy Hein

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

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

4.1 Identify, obtain, and retain financial support from a variety of sources to supplement State of Texas funding.

**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**

**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.*

Career Services will increase the number of students, graduates, and alumni being hired by partners by 20%.

**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 number of students, graduates, and alumni being hired by partners by 20%.
- 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 number of students, graduates, and alumni being hired by partners by 20%.

**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			Career Services will increase the number of students, graduates, and alumni being hired by partners.
<u>Efficiency:</u> (Turnaround time for filling requests, timely service or prompt response, etc.)		N		
<u>Service Quality:</u> (Error rates, accuracy of information provided, etc)			NA	

<u>Client Satisfaction Survey</u> (Student, employer, alumni, customer, etc.)	Y			Career Services will increase the number of students, graduates, and alumni being hired by partners.
<u>Feedback:</u> (Suggestion box, focus groups, evaluation forms, etc.)	Y			Career Services will increase the number of students, graduates, and alumni being hired by partners.
<u>Review of existing data:</u> (Routine records or reports, institutional data, audits, etc.)	Y			Career Services will increase the number of students, graduates, and alumni being hired by partners.
Staff discussions or evaluations of services to clients	Y			Career Services will increase the number of students, graduates, and alumni being hired by partners.
Standards/guidelines provided by professional associations	Y			Career Services will increase the number of students, graduates, and alumni being hired by partners..
Standards set by federal, state, county, city or system regulations			NA	
External evaluations or auditors			NA	
Benchmarks or comparisons with peer institutions	Y			Career Services will increase the number of students, graduates, and alumni being hired by partners.
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.*

Career Services will increase the number of students, graduates, and alumni being hired by partners by 20%.

## 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:*

- For 2007 a total of 27 placements or 2 more students, an increase of 8% from previous year.
- For 2008 a total of 58 placements students or 31 more students, an increase of 115% from 2007 (4.8 students per month)

We have exceeded our goal of a 20% increase in placement rates for the 2008 AEIR Report.

**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 at <http://www.tamiau.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to [assessment@tamiau.edu](mailto:assessment@tamiau.edu).*

Annual retreat  
Staff Meetings  
AIER Divisional meeting: Jan 9th

**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.*

Career Services will increase the placement rate from 20% to 100%. Tactics include the following:

Improved coordinated with IA Divisional staff to input information into Blackbaud to establish a foundation for growth

Director of Foundation and Director of Employer Relations will collaborate to establish corporate partnerships

Create a workflow system for student services to ensure that students and alumni meet with each personnel

Increase the promotion of Career Services to increase the student utilization of services

Develop relationships with employers outside of the Laredo area; use alumni to assist the office in building relationships

Target the specific jobs to the relevant audience of students (e.g. by major)

### 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

- New Resources Required
- Reallocation of current funds

#### Physical

- New or reallocated space

Other

- 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)**

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

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

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

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

Career Services will increase the placement rate to 100% from 2008 figures or 116 placements for reporting period 2009. Although the percentage may be significant, the actual number is relatively low compared to the entire graduating class.

Date Completed:

1/30/09

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