

Division of Career Development and Advancement Assessment Report

2013-2014 Academic Year

Mission Statement:

The mission of Career Development and Advancement is to help the students and recent graduates of Kean University identify and fulfill their career goals. We serve as the bridge between their college experience and employment or graduate school, helping them apply what they have learned. By providing comprehensive resources, programs, and counseling on career development, employment, and graduate school, we assist students and recent graduates to make career decisions, connect with employers, and attain their professional goals. Career Development and Advancement is committed to conducting measureable evaluations to report the quality of the services.

Vision Statement:

To provide the best possible career development services while valuing each individual as unique and part of a diverse and inclusive community. To provide undergraduates, graduate students, and recent graduates with caring, customized service, individualized to meet the changing needs of students and the job market. To participate in a wide range of partnerships with employers, campus and local communities, and academic and administrative departments to enhance the development of students. To employ the best tools - both human and technological - to maximize the accessibility and effectiveness of our services. To maintain a collection of carefully selected resources both in our library and on-line.

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Goals and Objectives:

Goal 1: To increase awareness in the Kean community of the services available through Career Development and Advancement (KU MO1)		
Objective	Data Results	Action Taken
1.1: Evaluate and improve the Quality workshops and Class Presentations.	<p>942 students fill out survey</p> <p>59% rated workshops "Excellent"</p> <p>34% rated workshop " Good"</p> <p>7% rated workshops "No Opinion"</p> <p>6% rated workshops "Fair"</p> <p>4% rated workshops "Poor"</p>	<ul style="list-style-type: none"> Implement an addition worksheet for résumé and interviewing workshops Develop interactive activities for workshops
1.2: To improve utilization of services for Kean Ocean Students. Host Job Fair at Kean Ocean Date May 28, 2014.	<p>Ten companies attended</p> <p>45 students attended</p>	<ul style="list-style-type: none"> Will continue to hold Kean Ocean Job Fairs for upcoming year.
1.3: Design and implement a Resume Rubric.	<p>85 students filled out survey</p> <p>48% learned to write effective résumé</p> <p>37% a better understanding of formatting résumé</p> <p>15% learned the basic to write a formatting résumé</p>	<ul style="list-style-type: none"> Continue to use Résumé Rubric as a teaching tool for students to reflect on the learning process

Goal 2 : To provide updated, relevant career resources (KU MO4)		
Objective	Data Results	Action Taken
2.1: Identify the needs of the students re: specific career development workshops.	<p style="text-align: center;">Student Survey</p> <p>Total number of emails 575</p> <p>52 students replied to survey</p> <p>55% would like additional workshops by major/ related to their field of study</p> <p>50% would like more seminars on preparing for an interview</p> <p>59% would like additional assistance/help with employment</p>	<ul style="list-style-type: none"> More seminars to help students prepare for interviewing

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Goal 3: To improve job search strategies for students and recent alumni. (KU MO3)		
Objective	Data Results	Action Taken
3.1: Increase company contacts and add to for database.	160 additional companies contacts - increase of 15%	<ul style="list-style-type: none"> • Increase the number companies who attend the Job Fairs by 10% • 62 companies attended the Career Day increase 15% • 42 school districts attended teacher Job Fair Increase 12% • 10 companies attended Ocean Job Fair