

Division of Career Development and Advancement Assessment Report

2012-2013 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.

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.	942 students fill out survey 59% rated workshops "Excellent" 34% rated workshop " Good" 7% rated workshops "No Opinion" 6% rated workshops "Fair" 4% rated workshops "Poor"	<ul style="list-style-type: none">Implement an addition worksheet for résumé and interviewing workshopsDevelop interactive activities for workshops
1.2: To improve utilization of services for Kean Ocean Students.	Mailing and emails sent to over 1,500 students and Alumni Only 48 students attended.	Due to low turnout of students, postpone Kean Ocean Job Fairs for upcoming year.
1.3: Design and implement a Resume Rubric.	85 students filled out survey 48% learned to write effective résumé 37% a better understanding of formatting résumé 15% learned the basic to write a formatting résumé	<ul style="list-style-type: none">Continue to use Résumé Rubric as a teaching tool for students to reflect on the learning process

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Goal 2 : To provide updated, relevant career resources (KU MO4)		
Objective	Data Results	Action Taken
2.1 Survey designed on Qualtrics	<p>Alumni Survey Total number of emails 1,451 52 Alumni replied to survey 3.6% replied to survey</p> <p>55% a College Degree related to the field to Major is typically required for employment 50% duties and responsibilities are closely related to academic major 59% would like additional assistance/help with employment* Attention only 3.6% replied to the survey</p> <p>Employer Satisfaction Survey Total number of emails 3,027 Total number of responses 82 2/7% replied to the survey 93% think Kean University graduates are good candidates for employment 42% recruit Education Majors 49% did use Career Development and Advancement *** Attention only 2.7% replied to the survey</p>	<ul style="list-style-type: none"> More seminars to prepare for interviewing and résumé writing. Increase on Campus recruiting by 10% <p>Increase more companies to recruit students by 10%</p>
2.2: Design a “Green” Career event.	Canceled due to lack of resources	Postpone event for upcoming year

Goal 3: To improve how students and recent alumni develop job search strategies. (KU MO3)		
Objective	Data Results	Action Taken
3.1: Increase company contacts and add to for database.	Increased database by 950 companies contacts for Kean Ocean area	<ul style="list-style-type: none"> 28 companies attended the Kean Ocean Job Fair Companies are interested in interviewing Kean Ocean Students