

## Career Center 2010 – 2011 Blueprint for Service Excellence

**Mission Statement:** The mission of the University of South Carolina Career Center is to empower and educate students in the development of lifelong career management skills.

**Goal #1 – Career Counseling/Advising:** Advance students' career development by providing effective career counseling and advising. Contributes to Division Goal #1; Outcome D

**Initiative 1A:** Help students understand the relationship between self-knowledge and career choice through formal and informal career assessments.

### **1A Key Performance Indicators (KPIs):**

#### ***Planning***

- number of students completing *FOCUS* compared to the previous year
- percentage of learning outcomes met by participants in *FOCUS Interpretation* small groups
- number of students completing the *Strong Interest Inventory* compared to the previous year
- percentage of learning outcomes met by participants in the *Strong Interest Inventory Interpretation* small groups
- number of students completing the *Myers-Briggs Type Indicator* compared to the previous 3-year average
- percentage of learning outcomes met by participants in the *Myers-Briggs Type Indicator Interpretation* small groups
- number of students attending *Values Inventory* small groups
- percentage of learning outcomes met by participants in the *Values Inventory* small groups
- number of student contacts with the topic, *Career Assessments*, compared to the previous 3-year average

### **1A KPI Methods:**

- *FOCUS* registration report
- post-small group evaluations – *FOCUS Interpretation, Strong Interest Inventory Interpretation, and Myers-Briggs Type Indicator Interpretation* – throughout the fall and spring terms
- CPP log of Strong Interest Inventories scored
- CPP log of *Myers-Briggs Type Indicators* scored
- C3M student contact summary report

**Initiative 1B:** Provide students with relevant occupational, educational, and employment information that helps them to explore a wide range of career options.

### **1B Key Performance Indicators (KPIs):**

#### ***Planning***

- percentage of library books that are five years old or less
- size and diversity of the Career Library selection
- number of visitors to [webresources.html](#)
- percentage of learning outcomes met by participants in the *Overview of Services and Library Tour* small groups
- number of students asking for passwords to electronic subscriptions
- number of employers presenting to classes, student organizations, and other similar events

**1B KPI Methods:**

- Career Library online catalog
- benchmark the current Career Library collection against the collections at other public research universities in the Career Resource Management Group
- Google Analytics report
- post-small group evaluations – *Overview of Services and Library Tour* – throughout the fall and spring semesters
- tallies from career@sc.edu inquiries asking for subscription passwords
- C3M student contact summary

**Initiative 1C:** Empower students to make reasoned career choices and to develop realistic implementation plans.

**1C Key Performance Indicators (KPIs):**

**Planning**

- number of student contacts with the topic, *Choosing a Career/Major*, compared to the previous 3-year average
- number of students attending *Choosing Your Major* small groups
- percentage of learning outcomes met by participants in *Choosing Your Major* small groups
- number of students attending *What Can I do with a Major in ...* small groups
- percentage of learning outcomes met by participants in the *What Can I do with a Major in ...* small groups
- mean score regarding the item, “The presentation was valuable”, for UNIV 101 instructors attending the Career Center presentation
- comparison of mean scores regarding the learning outcome, “This course helped me understand the career exploration process”, for UNIV 101 students who did/did not attend the Career Center presentation

**1C KPI Methods:**

- C3M student contact summary report
- post-small group evaluations – *Choosing Your Major* and *What can I do with a major in* – throughout the fall and spring semesters
- UNIV 101 Campus Partner Presentation Evaluation
- First-Year Initiative Survey

**Initiative 1D:** Increase student participation by providing career counseling and advising through a variety of formats including drop-in interactions, small groups, individual appointments, and workshops.

**1D Key Performance Indicators (KPIs):**

**Planning**

- number of drop-in student interactions compared to the previous 3-year average
- number of individual student appointments compared to the previous 3-year average
- number of students participating in small groups compared to the previous year
- number of students participating in workshops compared to the previous year
- number of presentations to student organizations, classes, and other student groups compared to the previous 3-year average
- number of students attending presentations to student organizations, classes, and other student groups compared to the previous 3-year average

**1D KPI Method:**

- C3M student contact summary report

**Initiative 1E:** Measure students' satisfaction with career counseling and advising activities.

**1E Key Performance Indicators (KPIs):**

*Planning*

- percentage of students attending small groups who express satisfaction with their experiences
- percentage of students attending workshops who express satisfaction with their experiences
- percentage of students participating in drop-in interactions who express satisfaction with their experiences
- percentage of students participating in individual counseling sessions who express satisfaction with their experiences

**1E KPI Methods:**

- post-small group evaluations
- post-workshop evaluations
- student satisfaction survey for students participating in drop-in interactions, Fall 2010
- student satisfaction survey for students participating in individual counseling sessions, Spring 2010

**Initiative 1F:** Launch the newly developed Career Peer Educator Program (CPE) utilizing student volunteers to assist with career counseling and advising.

**1F Key Performance Indicators (KPIs):**

*Planning*

- number of CPEs
- number of hours contributed by CPEs
- percentage of learning outcomes met for small groups led by CPEs
- percentage of learning outcomes met for workshops led by CPEs
- percentage of students expressing satisfaction with their small group experiences led by CPEs
- percentage of students expressing satisfaction with their workshop experiences led by CPEs
- percentage of students expressing satisfaction with resume reviews done by CPEs
- percentage of learning outcomes met by CPEs
- percentage of CPEs expressing satisfaction with their peer education experiences

**1F KPI Methods:**

- CPE attendance logs
- post-small group evaluations
- post-workshop evaluations
- post-resume review evaluations
- CPE training evaluations
- CPE program evaluations

**Goal #2 – Experiential Education:** Increase experiential education opportunities for students.  
Contributes to Division Goal #1; Outcome D

**Initiative 2A:** Evaluate the existing cooperative education (co-op) program, recommending modifications that will increase student and employer participation.

**2A Key Performance Indicators (KPIs):**

*Planning*

- student and employer policies and procedures manual for co-op
- summary of student perceptions about co-op
- number of students participating in co-op compared to previous five-year average
- percentage of students expressing satisfaction with their co-op
- number of employers who post co-op opportunities compared to previous three-year average
- percentage of employers who rate overall students' skills as exceeding expectations or being outstanding
- number of *Cooperative Education Accreditation* criteria met

**2A KPI Methods:**

- benchmark current USC co-op programs against ACC and SEC co-op programs
- focus groups and Student Voice assessment results
- co-op placement records in JobMate
- end of semester co-op evaluations
- co-op postings in JobMate
- supervisor performance assessment
- co-op accreditation criteria and application process

**Initiative 2B:** Design a comprehensive internship program that will expand the number of quality career-related experiences for students beyond the classroom.

**2B Key Performance Indicators (KPIs):**

*Planning*

- student and employer policies and procedures manual for internships
- number of new employers participating in the Community Internship Program
- percentage of students and employers expressing satisfaction with their Community Internship Program experiences
- number of employers posting internships compared to previous three-year average
- sustainability plan for the Community Internship Program
- percentage of employers who report students completing learning outcomes
- non-Career Center internship initiatives on campus identified through campus career forum

**2B KPI Methods:**

- benchmark current USC internship programs against ACC and SEC internship programs
- Community Internship Program employer tracking sheet and JobMate employer database
- Community Internship Program evaluation
- internship postings in JobMate
- benchmark current internship certificate programs at other universities
- student performance evaluation
- participation in and discussion summary of campus career forum

**Initiative 2C:** Evaluate the existing job shadowing program and develop recommendations that will create more opportunities for students to learn about the world of work from professionals.

**2C Key Performance Indicators (KPIs):**

***Planning***

- student and employer policies and procedures manual for job shadowing program
- number of employers participating in job shadowing program
- number of students participating in job shadowing program
- percentage of students who report overall shadowing experience as very good or excellent
- percentage of employers who report overall shadowing experience as very good or excellent
- number of potential employers willing to participate in job shadowing program

**2C KPI Methods:**

- benchmark current job shadowing programs against ACC and SEC job shadowing programs
- job shadowing employer tracking sheet
- job shadowing student tracking sheet
- job shadowing evaluation
- employer volunteer survey

**Initiative 2D:** Increase awareness and promotion of experiential education opportunities to students, community partners, and employers.

**2D Key Performance Indicators (KPIs):**

***Planning***

- number of students contacts with the topic internships, co-op, or shadowing compared to the previous three year average
- number of students participating in presentations, small groups and workshops related to experiential education
- percentage of learning outcomes met by students participating in *Getting Experience before Graduation* workshops and *Internship and Part-time Job Search Assistance* small groups
- number of students and employers subscribing to *Constant Contact* newsletter
- number of brochures distributed to employers
- number of faculty and staff participating in Federal Advisory Board
- number of students participating in Federal Service Week activities
- number of career-related articles in publications compared to previous year (alumni/parent newsletter, student newspaper, etc.)
- number of marketing postcards distributed to faculty/staff and students

**2D KPI Methods:**

- C3M student contact summary report
- post-small group/workshop evaluations – *Getting Experience before Graduation and Internships and Part-time Job Search Assistance* – throughout the fall and spring terms
- *Constant Contact* demographic report
- employer brochure distribution log
- site visit blueprint spreadsheet
- Federal Advisory Board roster
- media coverage spreadsheet
- number of print request forms

**Goal #3 – Employment:** Facilitate employment of graduates by advancing students’ job search skills and creating opportunities for interactions with prospective employers. Contributes to Division Goal #1; Outcome E

**Initiative 3A - Improve student preparedness for job search activities**

**3A Key Performance Indicators (KPIs):**

**Planning**

- number of students participating in Career Center workshops – *Resume Writing, Interviewing Skills & Salary Negotiation, and Understanding On-Campus Recruiting* – compared to the previous year
- percentage of learning outcomes met by students participating in Career Center workshops – *Resume Writing, Interviewing Skills & Salary Negotiation, and Understanding On-Campus Recruiting*
- number of students participating in the *Job Search* workshops
- percentage of learning outcomes met by students participating in the *Job Search* workshops
- number of students participating in the *Full-time Job Search* small groups
- percentage of learning outcomes met by students participating in the *Full-time Job Search* small groups
- number of Perfect Interview sessions compared to the previous 3-year average
- percentage of students described as prepared for job fairs and on-campus interviews compared to the previous 3-year average
- number of students who identify networking as a job search strategy

**3A KPI Methods:**

- C3M reports regarding workshop participation
- post-workshop/small group student evaluations
- Perfect Interview registrations
- employer evaluations for job fairs
- employer evaluations for on-campus recruiting
- *Annual Career Center Survey of Baccalaureate Graduates*

**Initiative 3B - Increase student participation in on campus recruiting programs**

**3B Key Performance Indicators (KPIs):**

**Planning**

- number of students indicating JobMate system is easy to navigate
- percentage of employers satisfied with student responses to job postings
- number of students attending job fairs as a result of implementation of comprehensive marketing plan compared to previous 3-year average
- number of students attending networking events (i.e. Information sessions and employer-led presentations) compared to 2009-2010 data

**3B KPI Methods:**

- Student Voice survey of active JobMate participants
- Student Voice survey to employers who posted jobs in JobMate
- C3M reports on career fair attendance
- C3M reports on information session and employer workshop attendance

**Initiative 3C - Expand the number and types of employment opportunities provided to students**

**3C Key Performance Indicators (KPIs):**

*Planning*

- number of out-of-state employment opportunities available to students compared to previous 3-year data
- number of federal employment opportunities
- number of new employers registered in JobMate compared to the previous year

**3C KPI Methods:**

- JobMate reports on out-of-state job postings
- JobMate report on federal job postings
- JobMate report on new employers

**Initiative 3D:** Develop a curriculum for a University 401 course that focuses on job search skill development.

**3D Key Performance Indicators (KPIs):**

*Planning*

- learning outcomes developed
- syllabus outlining a semester-long course created

**3D KPI Methods:**

- benchmark current job search courses offered at comparable ACC and SEC schools

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