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