What are we Missing?

Using Data to Identify Trends that Guide our Work

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UNIVERSITY of HOUSTON | CAREER SERVICES

OUTLINE

- **What type of assessment is best for you?**
- **Overview and examples of**
  - Pre-post tests
  - Existing Data
  - Needs assessments
- **Ways you can use these assessment methods**
- **Questions**

Knowing your need/purpose

- What do you need to know?

- What do you want to know?

- What resources do you have?

- What barriers might you face?

- What is the most efficient way to get the information?

Pre-Post Tests

Career Planning 101

- **Zero-credit workshop series for CLASS students**

- **20-40 students in attendance**

- **Assessment plan and method**
  - Learning outcomes
  - Confidence

CAREER PLANNING 101
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Course Topics

SEPT 1	OPEN HOUSE
SEPT 6	CAREERS IN LIBERAL ARTS
SEPT 13	CAREER EXPLORATION
SEPT 20	RESUME & COVER LETTERS
SEPT 27	CAREER FAIR PREP
OCT 4	2016 FALL CAREER & INTERNSHIP FAIR
OCT 11	INTERVIEWING
OCT 18	PERSONAL BRANDING

RSVP for the Career Planning 101 Workshop Series by logging into Cougar Pathway and searching under "Workshops"

Pre-Post Test - Overview

- **What is it**
  - Tests administered upon an agreed upon "entry point" and "exit point"
  - Can be standardized or based on learning outcomes

- **Types**
  - Traditional
  - Retroactive

- **Use it to assess**
  - Knowledge
  - Awareness
  - Confidence

Pre-Post Test

- **Benefits**
  - Measures "value-added" by a program
  - "After-only"- was change from program effectiveness?
  - Identifies knowledge of new group
  - Were prerequisites been achieved?

- **Challenges**
 - Was change from natural growth?
  - Students can drop out
  - Pre-test can be very low or very high
  - Students might absorb knowledge just from pre test
  - Tendency to teach to the post-test

Why retroactive pre-post test?

- **Requires only one administration**

- **Reduces bias that may occur if participants are not present at beginning and end of program**

- **Students can see the growth and reflect**

- **Students don't know what they don't know**
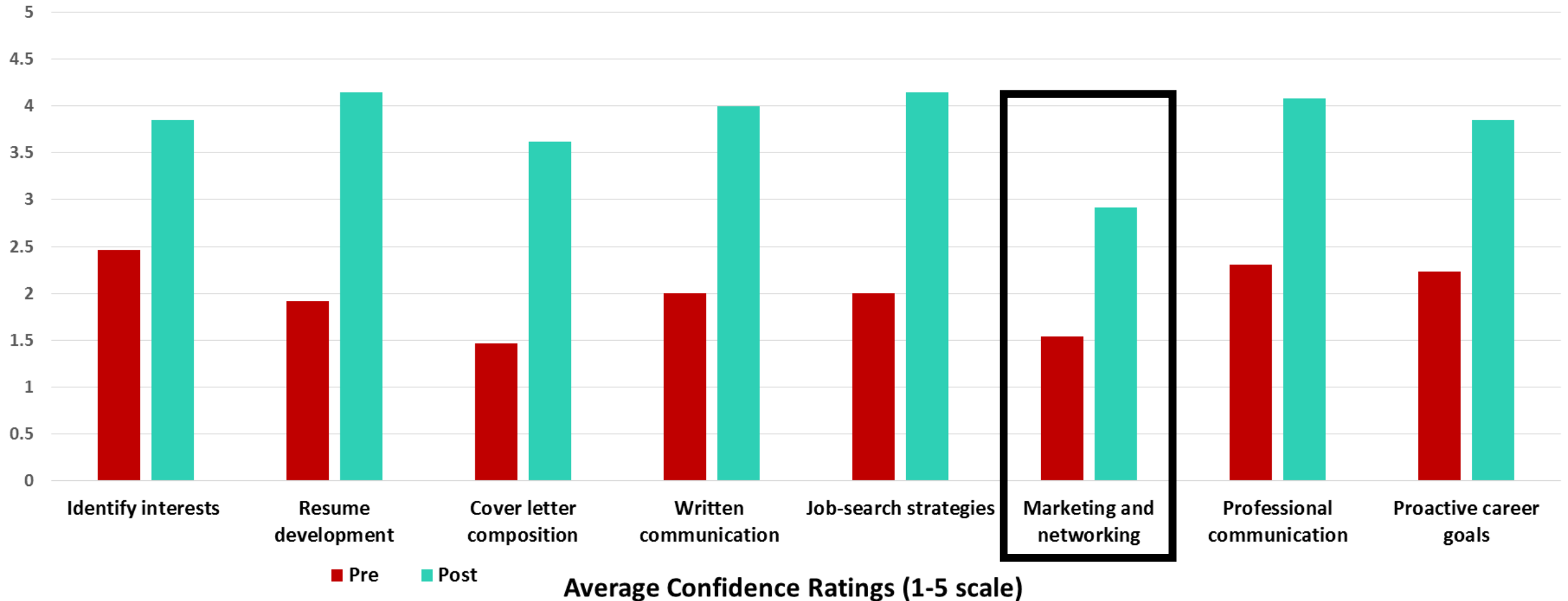
Using Results

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Course

JAN 18	OPEN HOUSE
JAN 24	CAREERS IN LIBERAL ARTS
JAN 31	CAREER EXPLORATION
FEB 7	RESUME & COVER LETTERS
FEB 14	CAREER FAIR PREP
FEB 21	2016 FALL CAREER & INTERNSHIP FAIR
FEB 28	INTERVIEWING
MAR 7	NETWORKING SKILLS
MAR 21	PERSONAL BRANDING/LINKEDIN

RSVP for the Career Planning 101 Workshop Series by logging into Cougar Pathway

Networking Skills

Fall 2016 - Increased by 1.38   Spring 2017 - Increased by 1.88

■ Pre   ■ Post
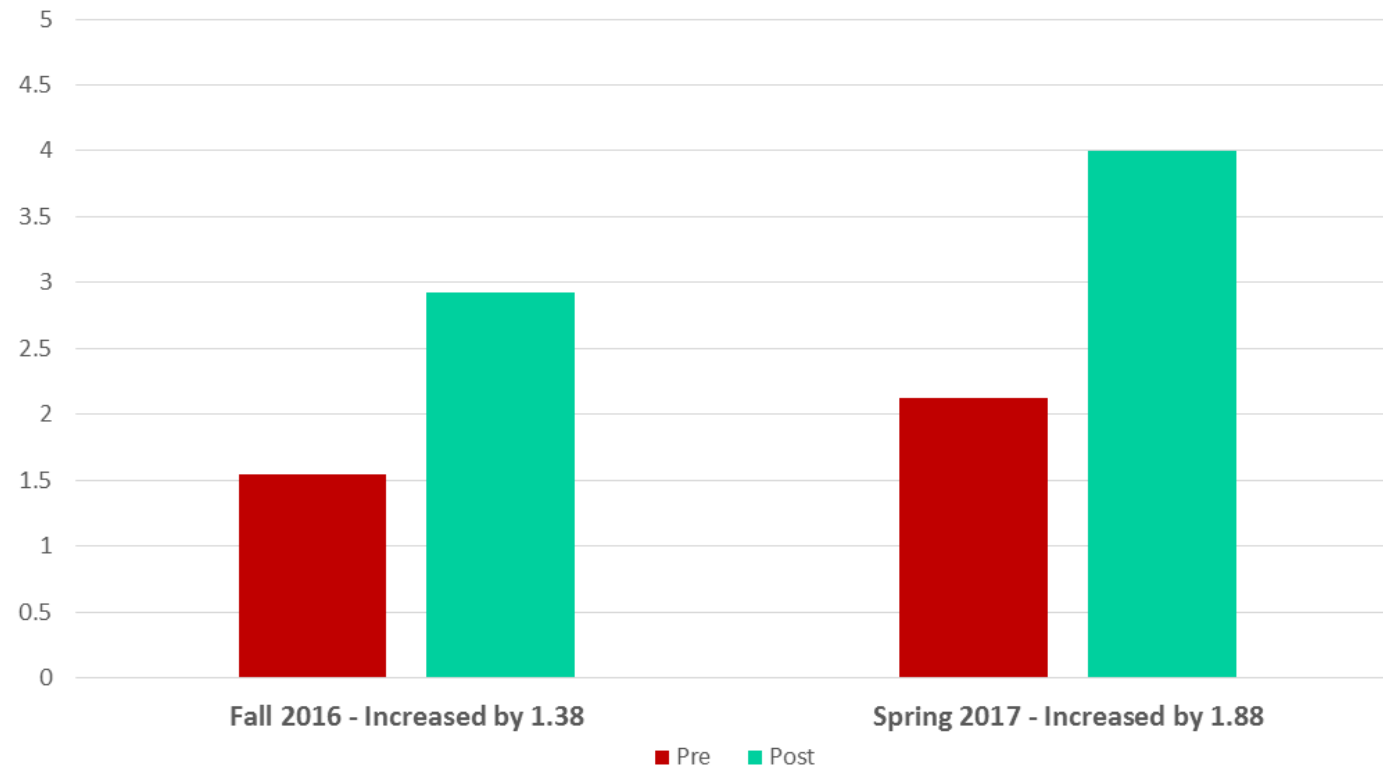
Existing Data

"Hi, I'm new here"

- New liaison to College of Architecture and Design

- Understand current and recent **utilization**, gaps of services, and build presence of career services in college

Existing Data

- **Types**
  - Usage/utilization
  - Demographic information
  - Past surveys, interviews, reports
  - Cross-campus data

- **Use it to assess**
  - Usage numbers
  - Cost effectiveness
  - Comparisons and Benchmarking to compare program/service

Existing Data

- **Benefits**
  - Access to current data
  - Can compare changes over years
  - No *new* surveys!
  - Minimal effort or participation needed for population assessed
  - Use information to create a baseline
- **Challenges**
  - Access to historical data
  - May be missing data or have inaccurate measures
  - Ensuring information is collected in a consistent method over time
  - Collecting data with an intention to inform services or answer a question

Back to the question,

How are we serving design students?

- Students in career counseling or attending workshops
- Students using career management system (resumes, applying for jobs)
- Community partnerships developed
  - Employer utilization (registered, job postings, event attendance)
  - College's alumni association
  - College contacts (faculty, advisors, student organizations)

Informing Services

- Firms posted, but with few applicants
  - →Began weekly Hot Jobs list
- Few students with approved resumes in system
  - → updated resume sample for design students
  - →continue to build presence through weekly tabling
- Need for collaboration on alumni events
  - →Meet regularly to plan and partner on events

CoAD CAREER FAIR & INTERVIEW EVENT
PREP SERIES

ALL WORKSHOPS WILL TAKE PLACE IN HINES COLLEGE 332

WEDNESDAY, JANUARY 25 6-7PM

RESUME + PORTFOLIO
- Learn and apply strategies for effective resume writing and portfolio design
- Illustrate technical and transferable skills
- Help your resume stand out in the selection process!

FRIDAY, FEBRUARY 3 12-1PM

ACE THE INTERVIEW
- Make a lasting impression to help secure your next job.
- Compare, discuss, and prepare for common interview questions and practices.
- Practice your skills in a mock interview!

TO RESERVE YOUR SPOT, LOG INTO COURGAR PATHWAY AND RSVP FOR THE WORKSHOPS.

STUDENTS ATTENDING THE CAREER FAIR INTERVIEW EVENT ON MARCH 3 ARE STRONGLY ENCOURAGED TO ATTEND THE WORKSHOP SERIES.

REFRESHMENTS WILL BE PROVIDED, AS WELL AS AN OPPORTUNITY TO NETWORK WITH ALUMNI OF THE COLLEGE .

This collaborative event is sponsored by:

HOUSTON ALUMNI ASSOCIATION
ARCHITECTURE AND DESIGN ALUMNI ASSOCIATION

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HOT JOB WEDNESDAY

Log into Cougar Pathway TODAY to apply for these jobs and view other opportunities!

Major	ID #	Title	Company
Environmental Design, Environmental Science	29086	Regional Planner	Houston Galveston Area Council
All majors within COAD	28132	Architectural Full Time Drafting AutoCAD	Interplan Architects, Inc.
All majors within COAD	28228	Architectural Intern	Heights Venture Architects, LLP
All majors within COAD	28341	Studio Coordinator	The Studio by Ashton Woods
Architecture	28578	Architectural Intern	Corgan
Interior Architecture	26040	Interiors Librarian	Huckabee
Architecture, Engineering	28920	Building Envelope Consultant	Apollo BBC
All majors within COAD	27810	Medical Planner (Experienced)	WHR Architects
All Majors	27518	Sustainability Coordinator	Kirksey
All majors within COAD, Arts, Engineering	28785	Industrial Design	GRIND
Arch, Tech/Construction Management	27821	Assistant Project Manager	Arrow Glass&Mirror
Arch, Interior Arch	26964	Design Team Intern	Tracy Design Studio
Industrial Design	28215	Interaction Design Intern	ChaiONE

3/8/17

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106 Student Service Center 1 (Building #524) | 713-743-5100 | ucs@uh.edu

Utilizing Results

Hello,

I joined the UH community last summer as a Career Counselor II, and serve as the liaison to the college of Architecture and Design. I'm excited to continue focusing on college specific programs, student outreach and partnership opportunities. As a career counselor for the college, I want to highlight ways UCS supported UH design students over the past year, as well as ways we can work together to prepare students to be career-ready.

Highlights

- **90 jobs posted** in the Cougar Pathway job board for CoAD students
- CoAD students with **approved resumes** in Cougar Pathway **increased over 400%**
- **Served approx. 350 students** through a weekly resource table
- **Co-hosted workshops** with the CoAD Alumni Association that incorporated **resume feedback and mock interviews** in spring 2017
- Led a Fall Career Series, including **Resume, Portfolio, Salary Negotiation, and Interview Prep** workshops
- Distributed **weekly "Hot Job" list of opportunities** in Cougar Pathway for CoAD students
- Through the **V-Mock Smart Resume platform**, students can instantly receive resume feedback benchmarked with their design peers
- The **UCS Career Closet** launched to provide students with an affordable option to rent suits for interviews and career fairs

Needs Assessment

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Needs Assessment and Strategic Planning
UH Sugar Land Campus Career Services Office

About the UH Sugar Land campus

- **Has historically been a multi-institution campus (UHV, UHD, UHCL and WCJC)**

- **Colleges represented- Technology, Education, Social Work, Nursing, CLASS and HRM**

- **Understand student needs**

- **No existing data available**

Needs Assessment

- Conducted in Fall 2015 before launching services full-time
- Method of data collection- tabling
- Number of UH Students enrolled -
- Number who responded to survey – 26

Sample Questions

- What specific career services would you like for UCS to offer? (Check all that apply)
- Which workshops/ programs/events would you attend at the UH Sugar Land Campus (Check all that apply)
- At what time(s) / day(s) would you prefer to attend a career event or workshop?
- What Method(s) would you prefer for a career event or workshop?
- What best describes your career development experience?
- Demographics (classification, college and major)

Results

- **Top 3 specific career services needed were:**
  - Help with job and internship search : 80.77%
  - Post-graduation employment : 57.69%
  - Career counseling (i.e. vocational assessments, changing majors, etc.) : 50%
- **Top 3 workshop:**
  - Job and Internship Search: 73.08%
  - Salary Negotiation: 61.54%
  - Resume: 57.69%
- **Top 3 programs/ events:**
  - Career Fairs: 84.62%
  - Networking Events: 69.23%
  - Company Information Session: 61.54%

Strategic Outreach and Marketing

- Started offering career counseling hours at the campus

- Emailed faculty and students about services offered

- Posted flyers across the campus

- Initiated meetings with faculty and staff to promote services

 and plan college based career events

Comparison for FY16 and FY17

	FY 16 (Sep. 1 2015-Aug.31 2016)	FY 17 (Sep.1 2016-Aug. 31 2017)
One-on-One Student Appointments	30	176 (86 unique appointments)
Classroom Presentations	9	11
Total number of Students Served	426	546 ▲120
Career Events Coordinated	None	3 Digital Media Showcases 2 Nursing Brown Bag Luncheons

Knowing your need/purpose

- What do you need to know?
- What do you want to know?
- What resources do you have?
- What barriers might you face?
- What is the most efficient way to get the information?

Thank you! Questions?

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