

## Career Services Library Technology Survey

### Brief description of project:

This project was created in order to address a concern about the Career Library's effectiveness and whether or not technology (more specifically, the use of an iPad kiosk and an LCD information screen) does or could play a vital role in the dissemination of career information to students.

### Who was asked to complete survey:

Students registered within the Career Services database, UCareerLink. All students within the database must either be currently enrolled at the University of Utah or have graduated within the past year.

**Response Rate:** 15.9% (397 of 2500)

**Administration Type:** Campus Labs mass mailing

### Summary of Key Findings:

- Of those that have been to Career Services, 32.49% had visited the Career Library.
  - The largest group of these students was business students (37/117), but behavioral science students had the highest proportion (8/18).
- Of the students who responded "no" to having visited the Career Library, the number one response as to why was that they "Didn't know it existed" (47%).
- For students visiting the Career Library for the first time, 17.1% said they would prefer being introduced to the Career Library resources via iPad, while 54.92% preferred a career counselor.
- Using a ROI assessment, it was determined that the total investment to incorporate three iPad kiosks into the Career Library (\$2,239) would take two years to break even (assuming the value of each student visiting and using the Career Library can be quantified as \$1 per visit; having a rate of 6 student visits per day [20 students \* 30% who visit the library]; 240 days of full-time student attendance per year).

### Actions Taken:

The key findings, in addition to the comprehensive report, will be integrated into the office's winter retreat. Career Services recently underwent an extensive external review, which will provide additional guidelines for which this report's information and suggestions can follow. Both this report and the external review will be discussed and reviewed during the winter retreat between all Career Services staff in order to determine the best course of action for the coming year.

### **Which department and/or program goals does this survey align with?**

This survey aligns with the development of our Career Exploration Center (formerly known as the Career Library), which is striving to create a more interactive and welcoming environment for millennial students.

### **Which Student Affairs goals does this project align with?**

This project aligns with goal #7d from the Student Affairs Strategic Plan.

7. Provide, maintain and utilize technology to enhance student services, assessment and communication.

*d. Continually evaluate and update communication methods used within Student Affairs and with students.*