

Suit Up Survey

Brief description of program / project:

Students who won a free Suit after participating in the Suit Up program were surveyed to obtain feedback and evaluate the success of the program.

Last summer 2013, hundreds of students were given punch cards to track their progress in completing 10 out of 15 career development activities (e.g. appointment with career counselor, volunteering for the Career Fair, mock interview). Students who completed 10 of the punch card activities by the deadline were eligible to be included in a drawing for a free suit. All 15 students who completed the punch cards were awarded suits due to funding available from a grant proposal. Macy's funded all of the suits and hosted the event at the City Creek store in January, 2014.

Who was asked to complete the survey:

Students who won a free suit for participating in Suit Up!

How many people were asked? 15

Respondents: 9

Administration Type: email link sent through department

Summary of Key Findings:

All of the students recommended that other students participate in "Suit Up!" in the future. When asked why they chose to participate in the program, 100% responded that it was for the chance to win a free suit, 56% indicated their counselor encouraged their participation, and 44% said it was for the opportunity to develop helpful career and job search tools. All of the students said they would participate in Career Services resources in the future; 88% would make an appointment with their career counselor and 100% plan to attend a Career Fair.

To improve the contest, one of the students recommended that Career Services develop a webpage to track the number of career development activities completed. Each student was provided with a punch card and expected to track their activities on their own. Another student recommended that additional activities count for the contest.

Actions Taken:

The Suit Up results were shared with Program Manager, Kelly Dries, in the form of a quick feedback sheet. Results will also be shared with the Student Programs & Development Committee to plan next year's Suit Up contest and event.

Which department and/or program goals does this program / project align with?

Strategic Objective #2: Increase awareness of career development process.

Which Student Affairs goals does this program / project align with?

1c: Promote experiential learning opportunities (e.g. career development, internships, mentoring programs and part-time employment).

5a: Develop formal and informal reciprocal partnerships with campus and community constituents, providing on-going events and engagement opportunities that bridge the University community with the greater Salt Lake community.

Which Learning Domain(s) does this program / project align with?

Practical Competence