Project Summary

Career Services / Academic Partner Feedback

Goal and desired outcomes of the program or service:
Connect with Academic Partners across campus. Share updates from Career Services to increase student referrals.

Goal of assessment:
Understand the career development needs of students as indicated by academic partners. Learn about which of our programs and services have been helpful to academic partners in their work with students.

Population sampled:
All academic partners (staff and faculty) who attended our Open Houses.

Response Rate: 57% (40 of 70)
Administration Type: Paper responses with data entry into Campus Labs

Summary of Key Findings

The open house survey did accomplish our assessment goals. The following themes arose from respondents as the greatest career development needs for their students:

- Internships: where/how to find them
- Job search topics (resumes, interviewing, LinkedIn, general professionalism)
- Understanding career “options” for their degree. Selling themselves & their major to employers.
- Early career planning

By attending the open house, academic partners reported an increased familiarity to Career Services (16% “Very Familiar” when they arrived & 62% “Very familiar” having attended).

The following resources have been most helpful to academic partners when working with students:

- Referrals to Career Coaches (62.5%)
- Career/Job Fairs (55%)
- Career Workshops (45%)
- No specific resources, just general CS referral (37.5%)

Academic partners would like to learn more about the following resources:

- Launch U (30%)
- U Work U Win (27.5%)
- UCareerPath database (27.5%)
Crimson Internship Program (25%)

Actions Taken/Planned based on the findings from this assessment:
From previous assessments, we know that referrals from academic advisors are the biggest driver for students coming into our office for 1:1 coaching. As a result of our academic partner open house, we hope that our partnerships across campus are strengthened to increase the quantity & quality of our student interactions. This assessment showed that our long-standing programs/services (1:1 career coaching, workshops, & fairs) have been most helpful to academic partners, so we will plan to continue marketing these services to students & advisors. Some of our newer programming (Launch U, Crimson Internships, Suit Up) are less familiar to academic partners, so we will be sure to market these programs more heavily.

Alignment
Student Affairs Key Activity: [still in process]

Departmental Key Activity: Academic Partner Outreach

Departmental goal this project addresses: Increase awareness of Career Services and our resources among faculty, academic advisors & other academic partners.