

Year in Review

Achievements

As you have heard, increasing public awareness of Indiana State University's accomplishments is crucial to building student enrollment, influencing policy makers, and developing a place of pre-eminence in the Midwest. What do you consider to be your department's accomplishments for the 2006-07 year that will contribute to this effort? (Please list in priority order and limit to no more than 8.)

- Conducted 3,310 individual student/alumni appointments, meeting with 2,152 distinct individuals.
- Served 1,781 individual distinct freshmen, sophomore, junior, and senior students representing a Career Center impact on 20.86% of the 8,537 undergraduate students enrolled.
- Served minority students at rates nearly double their percentage of the student body as a whole. Over 30% of the distinct student visits in the Career Center were made by U.S. minority students. This is significant when compared to the 15.7% of the entire student body represented by U.S. Minority students.
- Focused efforts to more fully engage first-year students continue to succeed. Of the total distinct undergraduate student visits to the Career Center, 36.3% were made by freshmen (freshman – 651, sophomores – 404, juniors – 351, seniors – 375).
- 22.6% of the students attending the Spring '07 Career Opportunity Fair were from recognized minority groups. This is significant compared to the 15.7% of the student body from minority groups.
- 619 students participated in the Network Etiquette Workshop program during the '06-'07 academic year, or over 7% of the 8,537 undergraduate students enrolled.
- During the '06-'07 academic year, we presented 174 times to a total audience of 9,784 people for an average attendance of 56. Additionally, we partnered with the psychology and sociology departments, providing 29 individual assessment workshops presentations to 212 students, mostly freshmen.
- During the fall '06 semester 33 distinct employers visited our campus and conducted nearly 200 interviews with our students. During this same semester, the Career Center hosted 7 employer sponsored information sessions. In the spring '07 semester, 21 different employers held 73 student interviews and 3 information sessions.
- In the fall of 2007 the Career Center began automatically registering every ISU student in Sycamore CAREERLink, an on-line forum and marketplace where employers and potential employees meet. We now have 12,327 active students and alumni registered with access to 3,286 registered employers. Additionally, a team of Career Center Student Assistant employees provide walk-in Sycamore CAREERLink advice and service to students and employers. Through automatic registration and active student-based assistance, Sycamore CAREERLink has become a "household word" across campus.
- Records available in the Career Center indicate 661 ISU students completed internships during the '06-'07 academic year. Of this number, 207 were fully managed by the Career Center; the balance

were developed and managed by the various academic departments. However, the Career Center does not have access to complete data on all internship experiences developed and managed across the University community, only those represented by data shared with the Career Center. Consequently, it is not possible to accurately determine the total number of ISU students participating in internship or co-op experiences.

Action Steps

Do you have any further progress you would like to report?

EL - The University Internship Repository continues to mature. However, there are still gaps in reporting internship information to the Career Center for inclusion in the Repository. Earlier in the year we developed and implemented a structured professional development program for on-campus student employees here in the Career Center and those assigned to the Hulman Memorial Student Union. This program is specifically designed to match actual work experiences with professional development accomplishments. Lastly, we hired two PhD students as Career Counselors, giving them valuable hands-on experience while assisting us with our growing workload. IM - Our integrated marketing plan is under development. A new staff member has been assigned as our marketing team leader. We anticipate having the plan in place by the beginning of the Fall '07 semester. CE - The Career Center is fully engaged as a sponsor partner for "Let's Get Real", an interactive financial literacy program for every 8th grader in the county. Additionally, we have presented in a number of K-12 schools throughout the Vigo County School Corporation.

Assessment

What are two ways in which you evaluated the quality or effectiveness in your area last year? What changes did you make based on those assessments?

1. We conducted two post-event focus group discussions after our Career Opportunity Fair in the fall of 2006. These were structured discussion events facilitated by two of our staff members. Based on the findings of these discussions, we modified some processes and structures to better accommodate the requirements of our employer partners. Additionally, we implemented some specific changes to help ensure students attend the Career Opportunity Fairs are better prepared to be successful.
2. We surveyed our employer partners who assist us with our Networking Etiquette Workshops (NEW) to help determine if students attending the NEW demonstrated the desired behaviors. The results indicated some behaviors were appropriate, but there is ample evidence we still have work to do. We have modified the structure of curriculum, delivery involving our employer hosts as integral instructors. This approach exposes our students to an array of "real world" contacts and situations leading to a more comprehensive learning experience.

Budget

As you know, ISU is facing significant budget challenges. Finding ways to overcome these while increasing efficiency requires innovation. How are you overcoming your budget challenges this year?

We implemented a budget tracking system to provide greater visibility and transparency to our spending and budget management processes. Each manageable commodity within the budget was discussed at regular leadership staff meetings; spending and funds management decisions were addressed by the leadership team as a whole. Plans are to further develop this management approach at the individual team below the leadership level. In this way we hope to improve fiscal decision making and responsibility at the operational level.