

# NAU is ABUZZ ABOUT CAREER

## ASSESSMENT APPROACH AND METHODS:

NAU Career Development utilizes a three-year assessment approach to evaluate our program and inform planning for the next year. This poster focuses primarily on **Year 2: Perception**.



### Quantitative Data:

- Appointment volume, student mix, and trends
- Partnerships, workshop attendance, and trends
- Self-paced resources usage/fellowship and trends

### Adds these measures:

#### Qualitative Surveys:

- Post-workshop follow-up survey to gauge comprehension and satisfaction
- Post-appointment follow-up survey to gauge comprehension and satisfaction

### Adds these measures:

#### Qualitative & Quantitative Surveys:

- Assessment of student outcomes post-graduation
- Assessment of hires resulting from on-campus recruiting efforts

### Qualitative Surveys:

- Career fair satisfaction, both student and employer/graduate school

### Interviews:

- Individual interviews with faculty across the university

## RESULTS AND OUTCOMES:



**~24K** students reached through **Career. You've Got This.** email campaign

"I loved how straightforward the appointment was and how much useful information I gained to be able to create a strong resume."

**3,731** Social media followers, a **15% increase** since June 2015

"The staff provides a lot of helpful information that can be referenced and used even outside of the Career Development"

**221%** increase in student/alumni Jobs for Jacks accounts, after transition to Handshake

**27%** increase in workshops and lectures in fall 2015

**83%** felt they could apply concepts from appointments without additional in-person help

**100%** would refer a friend to Career programs or services

**37%** increase in blog views this year, **148** blog articles to date

"The staff is very patient and passionate"

**94%** felt that they gained knowledge & understanding from individual appointments

**155** Residence Life Staff trained in 2015

**35+** NAU departments engage with Career Development

**100%** of career coaches trained feel confident implementing content

**40** coaches trained in career tools

**Engaged Partners**

"A powerhouse group of professionals who reach out across campus to change how staff and faculty talk about career and how NAU prepares students for life after college"

**All** 2015-2016 ENG 205 GAs trained on resume workshop facilitation

**75%** of Career Expo attendees felt students were appropriately prepared

"We look forward to a long and lasting relationship with NAU..."

**The last two Career Expos reached capacity**

"The event was masterfully run. Well done!"

**Satisfied Employers**

"All students came across as engaged... and ...very high quality."

**100%** felt the logistics of the Career Expo created a positive experience

"This was a great event! ... well organized, and there was a strong attendance at the fair and the information session that I held afterwards."

**86%** would recommend the NAU Career Expo

**66%** increase in employer attendance at Spring Career Expo