Using Learning Outcomes and Assessment to Prove Your Worth

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So, how do you demonstrate your value?

• Create a mission statement for your office – tied to your institution’s mission statement
• Create a strategic plan with measurable goals and action items
• Assess those goals
• Use assessment results to show tangible results, impact on students

FACING SKEPTICISM, COLLEGES SET OUT TO PROVE THEIR VALUE

WHAT IS A LIBERAL ARTS DEGREE WORTH?
IS COLLEGE WORTH IT?
DO YOU REALLY HAVE TO GO TO COLLEGE?
FACING SKEPTICISM, COLLEGES SET OUT TO PROVE THEIR VALUE
IS COLLEGE STILL A WORTHWHILE INVESTMENT?
STATES TO COLLEGES: PROVE YOU’RE WORTH PUBLIC FUNDING
WHY GO TO COLLEGE AT ALL?
Creating a Mission Statement and Strategic Plan

- Bring all staff together
- Enlist help if needed
- Keep it short-term

Planning

How Do We Get Down the Road?

Strategic
- Where do we want to be in three to five years?
- Provides perspective.

Tactical
- What do we need to do to over the next 12-18 months?
- Provides performance work plans.

Your “To Do” List
- What do we need to do to stay focused on our work plans?
- Provides project management rigor.

Dashboards
- Measures key outcomes.
- Adjust direction and speed as needed.
- Maintain accountability.

Getting started...

Values
Vision
Mission
Key Result Areas/Goals
Objectives
Mission Statement

- Know your institution’s mission statement & ensure your office’s mission statement supports and aligns with it
- Build a mission statement that can be broken into measurable goals

Center for Career & Professional Development Mission Statement

The mission of the Center for Career & Professional Development is to prepare students for lifelong career achievement. Specifically, we will:
- guide students through the process of exploring and choosing careers;
- engage the faculty to help students connect the dots between their academic and career development;
- facilitate alumni engagement to further students’ career and professional development; and
- provide students and alumni with the tools and skills needed to access experiential opportunities and to achieve post-graduate success.

Key Result Areas

- Student Engagement and Participation
- Critical Outcomes for the College
- Alumni/ Employer/ Parent Relations
- Experiential Learning

Healthy Alignment and Engagement
Key Result Areas

• Define each Key Result Area
• Develop measurable goals and objectives/action items for each one
• Assign a timeline and/or deadline for each objective/action item

Example from the CCPD

3. Faculty Alignment and Engagement

Goals: Create partnerships with faculty that include programming specific to academic majors, broader access to internships and undergraduate research, enhanced support for students interested in graduate and professional school, and broader access to alumni.

Objectives:
• Realign career counseling approach from generalist to specialist model by assigning Division Liaisons. –Fall 2014
• Work with faculty to better understand the learning outcomes for each major.
  • Get a list from the Assessment Committee Chair of learning outcomes for each major and minor. –Summer 2014
  • Begin discussions to gain a full understanding of these learning outcomes with each major and minor chair. –ongoing, beginning Fall 2014
• Work with faculty to develop department-specific programming for students. –ongoing, beginning Spring 2015
• Coordinate with academic advisors an major advising, become a formal part of academic advising training and new faculty orientations –Summer 2015
• Reach out in a systematic way, through Division Liaisons, to faculty to educate them about our services and engage them as ambassadors for our office. –ongoing, beginning Fall 2014
Assessing your services

• Determine which services you want to assess
• Determine in which way(s) you want to assess them
• Decide how you will share this information and with whom

Learning Outcomes

• In addition to assessing services, it is essential in demonstrating your value to your institution, to create Learning Outcomes for your office
• Don’t just count how many people attended your events
• Rather, ask yourselves “how do we want students to be impacted through interacting with our office?”

Learning Outcomes

• For the CCPD, we wanted to determine:
  – Which services students found most helpful
  – In what ways our services were helpful
  – How well we were meeting the goals set forth in our Strategic Plan
• Used Qualtrics surveys and annual Senior Survey
• Report results in CCPD Annual Report
Examples: Senior Survey

- Annual survey sent to the entire Senior class – gather learning outcomes and First Destination information
- In addition, asks the following questions:
  - “If you participated in CCPD programming, which services/assistance did you use?”
  - “Of the programming you participated in, which ones were the most helpful in preparing you for life after Centre?”
  - “If you did not participate in CCPD programming, why not?”
Putting it all together

And finally... First Destination Report

• This is the big one – KEY to demonstrating your value to your institution!
• Used for Admissions, marketing, and college/university rankings
• NACE Standards – how to gather and report info
• Information and resources: www.naceweb.org/job-market/graduate-outcomes/first-destination/

First Destination Report

How CCPD gets our information:
• Senior Survey
• Phone calls to graduates
• Social media: LinkedIn, Facebook
• Recent grads (working on campus, connections)
• Centre faculty and staff
Also report internship and undergraduate research participation rates
Questions?

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